



Physicians who provide primary care and their staff take the lead in educating patients about healthcare decisions. **Patients** turn to them for advice and information about medical topics that matter most.

The Alabama Organ Center is committed to providing education and community outreach in minority communities, specifically African American. Despite continuing efforts at public education, misconceptions persist about organ and tissue donation. It's time to have a conversation. This is where we need your help.

- **What is it?**

- o The PAL - Physicians Advocating Life

- **Why is there a need?**

- o Organ and tissue donation is a specialized topic and **physicians** need the tools to effectively inform their patients about donation opportunities. The donor registry is a powerful tool in communicating an individual's donation decision. **Physicians** who understand donation and the donor registry can share this information with their **patients** and make a profound impact in their communities.

- **How can you help?**

- o PAL program consists of providing donation education materials for each patient.
- o Donation education posters can be placed in exam rooms.
- o Brochure kiosk can be placed in waiting rooms to allow patients and caregivers maximum exposure to donation education.
- o It is the only operating program to use physicians to deliver donation education via doctor/patient conversation and interaction.

- **What are the benefits?**

- o Physician office staff will receive:
- o Continuing education credit in exchange for attending the donation education in-service that is required for participation.
- o Catered lunch.
- o Donate Life promotional items.
- o The satisfaction of contributing to the mission of the Alabama Organ Center to save and enhance lives through organ, eye and tissue donation.

- **Objectives of the program:** After participating in this activity, participants should be able to:

- o Explain the Physicians Advocating Life initiative
- o Describe organ and tissue donation opportunities
- o List two ways that a patient can register to be an organ, eye and tissue donor
- o Initiate and perform a patient/family conversation about organ and tissue donation in a primary care setting
- o Identify and locate patient education materials and resources related to organ and tissue donation

- **Content of training**

- o Physicians Advocating Life Program Overview and Roles
- o Donation Options
- o The Donation Process
- o After the Donation
- o Educating Patients about Donation

- **Time Frame**

- o 50 minutes



Call 205-731-9200 or visit

www.alabamaorgancenter.org for more information