

**OPTN/UNOS Patient Affairs Committee**  
**Meeting Summary**  
**July 8, 2015**  
**Conference Call**

**Kristie Lemmon, MBA, Chair**  
**John Fallgren, RN, BS, Vice Chair**

*Discussions of the full committee on July 8, 2015 are summarized below and will be reflected in the committee's next report to the OPTN/UNOS Board of Directors. Meeting summaries and reports to the Board are available at <http://optn.transplant.hrsa.gov/> .*

**Committee Projects**

**1. Improving Participation in Public Comment**

The Committee reviewed changes to the OPTN public comment website, including the use of a new blog comment hosting service that allows social sharing. A UNOS Communications staff member provided an overview of UNOS' social networks and tips for sharing through social media. She also reviewed the OPTN/UNOS social media guidelines, which Committee members should observe when engaging in online discussion about transplantation.

The Committee then discussed the marketing campaign to raise awareness of public comment among transplant candidates, recipients, living donors, and donor family members. With input from the Committee, UNOS Communications has developed print-on-demand marketing materials, including a flyer and poster. Committee members will disseminate these materials to transplant hospitals, dialysis centers, rehabilitation centers, and community organizations in their area. Regional representatives also plan to share information about the campaign at the regional meetings this fall.

**Other Significant Items**

**2. Committee Orientation**

Since the Committee was welcoming new members this month, the Chair provided a brief orientation.

**3. Preparing for Regional Meetings**

As some members prepare to attend their first regional meeting, one of the regional representatives volunteered to share his experience attending regional meetings. He described the role of PAC representatives at the meetings as "patient consultants" and shared best practices for effectively representing patients.

**Upcoming Meetings**

- August 12, 2015
- September 21, 2015
- October 14, 2015