

**OPTN Living Donor Committee
Social Media Project
Administrative Challenges Workgroup
Meeting Minutes
July 17, 2019
Conference Call**

**Randolph L. Schaffer III, MD, Chair
Heather F. Hunt, JD, Vice Chair**

Introduction

The OPTN Living Donor Committee (LDC) Social Media (SoMe) Administrative Challenges Workgroup met via Citrix GoToMeeting teleconference on 07/17/2019 to discuss the following agenda items:

1. Review and Refine Questions
2. Open Forum

The following is a summary of the Workgroup's discussions.

1. Review and Refine Questions

The Workgroup narrowed the possible questions for the administrative challenges portion of the Social Media Project survey.

Summary of discussion:

Workgroup members discussed and drafted potential survey questions specific to administrative challenges transplant programs may have when working with potential donors referred by social media. Survey question topics included:

- Hospital preparedness for influx of potential living donors
- Use of online screening tools
- Rate of social media living donor transplants
- Intake and evaluation processes for social media potential living donors
- Paid vs. unpaid social media
- Repeat potential living donors

Next steps:

UNOS staff will work to organize and streamline questions. The Administrative Challenges Workgroup's survey questions will be combined with the Patient Guidance Workgroup's questions to be reviewed as a whole. Once finalized, the survey will be sent to the UNOS internal survey review team for approval before distribution.

2. Open Forum

Workgroup members shared their recent experiences with living donors and social media.

Summary of discussion:

A member commented that the local news is very present and sometimes knows about a social media living donor transplant far in advance. She reported that it can be difficult to control media in situations such as these. Another member remarked that successful social media campaigns often cross multiple forms of media.

Next Steps:

The Workgroup will continue to discuss their experiences with social media and living donors to provide insight for the project.

Upcoming Meeting

- August 21, 2019