

## **Patient and Physician Interventions to Increase Organ Donation in Primary Care Settings**

The number of persons on the national solid organ waiting list continues to rise while the number of donated organs has failed to keep pace. This is a particular problem in some portions of northeastern Ohio where the donation rate is as low as 32%. Studies suggest a positive association between discussing organ donation with a primary care physician and signing a donor card. However, such discussions are very rare largely due to the fact that physicians have felt that they lacked sufficient knowledge to properly inform their patients regarding donation. We previously developed a 5-minute organ donation video to address the barriers to organ donation among groups that have been traditionally reticent to donate including teenagers and minorities. We now propose a randomized controlled trial to evaluate the effectiveness of two interventions: 1) showing a donation video to patients in primary care settings waiting to see their physician and 2) cueing of primary care physicians to discuss donation with their patients. The study will be conducted throughout Cuyahoga County in 14 clinics of 7 ambulatory centers that are associated with a single public hospital system. Nine hundred patients between 15.5 and 70 years of age will be enrolled.