

'Send Us Fewer E-mails, Write in Plain Language'

UNOS provides more responses to your member-survey comments

Editor's note: In this article, UNOS continues to respond to the feedback you provided in the most-recent OPTN/UNOS member survey. More than 1,500 of you completed the survey, making nearly 500 additional comments about UNOS' processes and services.

Many respondents pleaded with UNOS for plain English and fewer e-mails; the following comments typify their concerns.

Q Regarding many of the other communications such as committee reports, public policy statements, etc., they are very difficult for the nonclinical person to read and no doubt a nightmare for the general public to decipher. I'd like to see more of an effort made to distribute the information in a manner that is lay-person friendly.

Q The policies are so complicated that you have to read them multiple times out loud. Make them more understandable.

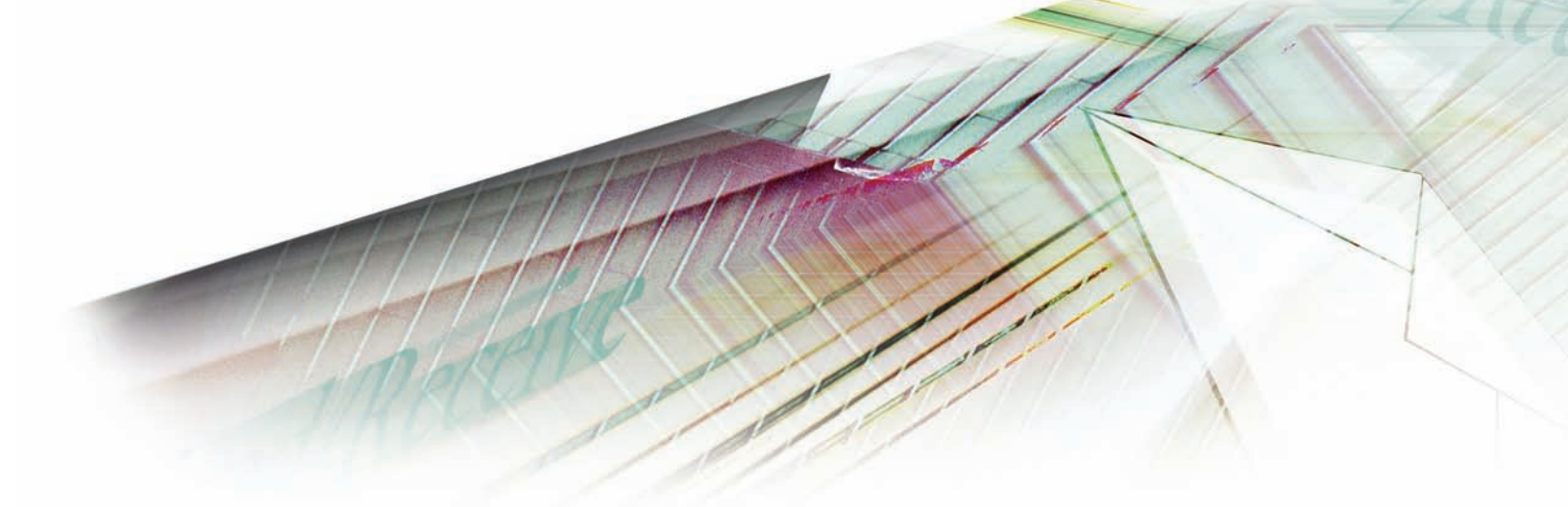
Q Write what you mean to say—use simple clear English, not gobbledegook.

U Member surveys and other member feedback have long noted the complex wording and organization of OPTN policies. To address this concern, UNOS is beginning a major initiative to rewrite OPTN policies in plain language and to organize them logically. The effort also will help establish clarity and organizational standards for future policies.

An external advisory group, representing a cross-section of OPTN/UNOS members, will assist UNOS staff in rewriting and reorganizing the policies. Although the effort should not affect the substance or interpretation of any policy, there will be scheduled opportunities for members and the public to review the rewrites, ask questions and make suggestions.

Afterward, if necessary, the appropriate committee(s) may be asked to address the concerns raised. The OPTN/UNOS board is scheduled to consider all the policy rewrites in November 2010.

Q BATCH all of this information so we are not being bombarded daily with "stuff" in our e-mails. Instead of being helpful, it's annoying and often just gets discarded. Put all info in one place where we can look it up. Send a bulleted sheet bimonthly with the updated info and where to read about it.



Q Fewer notices. Make each notice more complete, i.e., once a month with links to more detailed info. As I receive one or two e-mails/week, tendency is to lump all together and ignore them.

U In another initiative suggested by your feedback, UNOS plans to begin in January providing a monthly, consolidated e-mail communication to members. The policy notices and e-mails that you are used to receiving from the UNOS Communications mailbox will now be combined into a single electronic document that we will distribute at the same time each month. We'll organize the topics to allow the reader to quickly identify and view the items most relevant to them.

The monthly documents will also be stored online so you can easily access the information later. On occasion, we may still need to send a separate e-mail about an urgent matter, but this monthly communication should greatly reduce the number of broadcast e-mails UNOS currently sends.

Q I'm not sure what a "regional councillor" is—can you clarify?

U The national UNOS membership is divided into 11 geographic regions. For a map, visit unos.org (*who we are > regions*). The regional structure was developed to facilitate organ allocation and provide members and others the opportunity to identify concerns unique to their particular geographic area.

Each region elects an associate councillor who serves as the regional representative on the OPTN/UNOS membership and professional standards committee for two years. At the conclusion of the two years, he or she either automatically ascends to the councillor position or is placed on a regional slate to be elected to the position.

If elected, the councillor is placed on the slate of candidates for the OPTN/UNOS board of directors to serve a two-year term as the representative to the board of directors from that region. As the regional representative, he or she provides the board with the region's input on OPTN/UNOS policy proposals and other pertinent regional business.

To help ensure he or she can accurately represent the region's perspective, the regional representative moderates two face-to-face regional meetings (i.e., informational forums) each year in addition to meetings held by conference call/live meeting.

To help regional councillors and regional representatives to the OPTN/UNOS board coordinate their activities, UNOS assigns each region a "regional administrator." One of the duties of UNOS' regional administrators is to solicit and collect nominations for each region's councillor and assistant councillor.

Interested in being a regional councillor? Contact your regional administrator and let him or her know (see box). **U**

UNOS REGIONAL ADMINISTRATORS

If you're interested in becoming a regional councillor, or you'd like to nominate a colleague for the job, contact your regional administrator.

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