


UNOS AGAIN APPEARS IN RICHMOND MAGAZINE

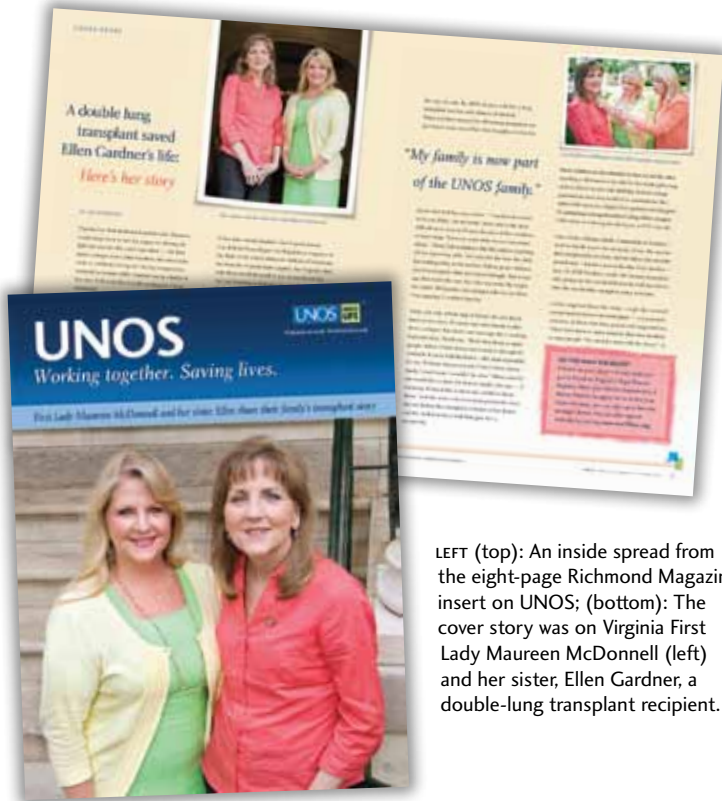
On July 29, *Richmond Magazine* included an eight-page insert on UNOS, its mission and its accomplishments. The feature story was on Virginia First Lady Maureen McDonnell and her sister, Ellen Gardner, who had a successful double-lung transplant earlier this year.

“My family is now part of the UNOS family,” Mrs. McDonnell said. The story highlights the miracle of transplantation. Before her transplant, Ellen, diagnosed with sarcoidosis in 1997, could barely breathe, and her weight was under 100 pounds. Six months later, she was healthy enough to participate in UNOS’ rededication of the National Donor Memorial at UNOS headquarters (see July-August *Update*, p. 19).

The insert also included a description of UNOS, a message from executive director Walter Graham, a calendar of upcoming events and lots of colorful photos. Also included was an appeal for readers to register on Virginia’s online donor registry.

Richmond Magazine, a four-color glossy magazine published for 30 years, reaches 200,000 across the state. Though the contents are focused on the larger Central Virginia region, the magazine has a statewide reach and is available at more than 1,200 newsstands across Virginia.

The magazine also has a vibrant online presence, richmondmagazine.com; visitors to the site in September and October saw on the home page an ad promoting The Gallery at UNOS (see p. 17). 



LEFT (top): An inside spread from the eight-page *Richmond Magazine* insert on UNOS; (bottom): The cover story was on Virginia First Lady Maureen McDonnell (left) and her sister, Ellen Gardner, a double-lung transplant recipient.




NEW COLOR-CODED ORGAN LABELS

Beginning Sept. 1, new color-coded organ transport labels were available for ordering from the UNOS online store.

Use of the new labels began Oct. 1—although OPOs and transplant centers can continue to use their old labels for three months as they convert to the new system.

Created by the OPTN/UNOS OPO committee, the color-coded, organ-specific labels were designed to help reduce organ labeling errors. The committee also created a label for vessels.

Although the committee’s Live Meeting training sessions on using the new labels were held in late August and early September, the sessions are available online (see link below).

If you are an OPO or transplant program professional responsible for packaging and labeling organs, please make a point to familiarize yourself with the new system, which—by the time you’re reading this—will already have been in use for a month or more. 

 Visit unos.org (quick links > online store > for the professional) to order the new color-coded organ transport labels. UNOS’ training on the new-colored labels is available on UNOS’ member communications archive, <http://communication.unos.org> (resources and training materials).

Following that link will allow you to view the PowerPoint slides and hear the actual session. (Note: After you click on “recording link,” you will be asked to enter your name, e-mail address and company name. Then, select Microsoft Office Live Meeting High-Fidelity Presentation format.)