Goal: To create strong relationships between Community Engagement Reps (CERs) and Transplant Centers (TCs)/Hospitals/Blood Centers so that we can help as many patients as possible.

The benefits of this relationship include:

Benefits for CERs:
- Enhance the connection to TCs
- Provide patient/family support
- Recruit committed registry members

Benefits for patients and their families:
- Assist in finding match
- Help empower them before, during, and after the transplant process

Benefits for TCs/Hospitals:
- Increase visibility in community
- Additional recruitment opportunities (more committed/available donors) within employee pool at TCs, hospitals and blood centers
- Provide additional patient/family support

Suggestions for how to engage with each other:
- Organize and co-host an annual recruitment event
- Meet quarterly to explore and plan ways you can partner in events, drives, etc.
- Participate in new staff (TC/Hospital/Blood Center) orientation to build awareness of NMDP/Be The Match and provide opportunity to join the registry
- Create new employee recruitment program for new staff to join (see additional information below)
- Work with TCs to encourage their involvement in the local Be The Match Walk+Run event if there is one in your area
- Work together to foster and grow relationships on college medical campuses if a TC has an association with one
- Co-host a “Lunch and Learn” session with different TC/Hospital/Blood Center departments
- Provide pamphlets and educational materials for the TC/Hospital/Blood Center (lobby, patient waiting areas and exam/consult rooms) including educational information for patients and their families about the transplant process and opportunities to get involved with NMDP/Be The Match
  - See Network Website Materials Catalog for materials available to patients and TCs
- Participate in community events and blood drives
- Organize patient-directed online drives
- Create a Patient/Family Referral Program
Suggestions for the initial outreach:

For the CER, here is a list of staff job titles at both the TC and NMDP/Be The Match to consider working with:

- TC/Be The Match Coordinator – Works with NMDP/Be The Match Case Manager on patient cases (workup and search)
- TC/Hospital Social Worker – Usually works with patient/patient family
- TC/Hospital/Blood Center Marketing/Public Relations Department – Can help publicize drives, distribute education materials
- TC/Hospital/Blood Center Human Resources Department – Contact for possible CER involvement with new employee orientation and registering new employees
- BMT Physicians – Works with patients and TC Coordinators
- BMT Nurse Practitioners – Works with patients, TC Coordinators, TC Social workers, Transplant Physicians
- TC Nurse Navigator – Can be another name for TC Coordinator
- Blood Center Coordinators – May be involved at donor drives, can help register new committed donors
- TC/Hospital Diversity Resource Council – May be able to help with recruiting committed donors who are people of color, assist with drives, help facilitate CER inclusion in new employee orientation
- TC/Hospital/Blood Center volunteer network – May work with patients and patients families; may distribute education materials; could help with donor drives
- NMDP/Be The Match Case Manager – Works with TC Coordinator as main point of contact to help facilitate patient cases
- NMDP/Be The Match Patient and Health Professional Services (PHPS) – Works with patients, patient families, and caregivers; provides free education materials

For the TC:

- Check Network website for CER contact for your area
- Contact your NMDP/Be The Match Case Manager to find right contact and make initial introduction

Tips for starting the relationship

For the CER, it is important to be mindful of these potential obstacles:

- TCs are very busy. Be respectful of the time you request of them
- Don’t assume everyone understands how the Be The Match Registry works or what the recruitment or donation process is like just because they work for a TC
- TCs can be hesitant to refer patients/families because they don’t want to create additional stress or provide them with a false sense of hope

New Employee Recruitment Program for TC/Hospital/Blood Center

- Ask for a formal meeting with the person in charge of New Employee Orientation. Be prepared to go over transplant data from their own facility (TC/Hospital) and the need, as well as national statistics. Suggest that you be included in future orientation programs to provide an overview of the Be The Match Registry and encourage these new employees to join the registry.
- If the facility has a blood center coordinator who speaks at orientation, try to piggy back on that. Try to meet with the blood center coordinator to connect the importance of blood and marrow donors.
Best Practices
For Community Engagement/Transplant Center Partnerships

- Personalize the presentation so you can make a direct connection between NMDP/Be The Match and their facility.
- Videos are a great way to start. Pick a video that is impactful and personal. They tend to respond more when it's a real person and story. (10 min. max.)
- Stay around during orientation break to answer questions.
- Presentations earlier in the day are better. New employees are inundated with information about their new employer, benefits and jobs.
- Come prepared with kits and contact information. You may have to leave them with the employees during orientation and pick them up when they are finished for the day if that can be arranged.
- Encourage new employees to talk to their family and friends about Be The Match. Possibly set up an online drive with a dedicated promo code to track interest and recruitment after orientation.
- Send thank you regarding outcome of drive by including success stories of patients finding matches; show that efforts do work (develop template)