Automated Messaging Facilitates the Life-Saving Organ Transplant Process

case study

The United Network for Organ Sharing (UNOS) uses Send Word Now to rapidly send notifications for matching a donated organ with its recipient.

At any given moment, there are 100,000 candidates awaiting organs in the United States. For many potential organ recipients, their only hope of surviving is rapidly receiving a donated organ that matches their medical profile. UNOS matches donors with recipients, while working with 58 local Organ Procurement Organizations (OPOs) around the country.
The process of notifying doctors of an available organ, sending information about the organ and confirming that a recipient is a good match now takes only 40 minutes on average. UNOS projects that the number of successful transplants completed each year will double with the help of Send Word Now.

Send Word Now has enabled UNOS to speed up and simplify this process considerably, helping UNOS to save lives every single day.

“We’re very comfortable with Send Word Now, both the system and the relationship. Stability is exceptionally important to us. Every time we send a message, we know Send Word Now is going to be there.”

Blaine Hess, Chief Technology Officer