

**NEWS RELEASE**

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**AOPO HIRES STRATEGIC HEALTH CARE TO ADVANCE ORGAN DONATION INITIATIVES**

*Strategic Health Care to Assist with Federal Policy Initiatives*

**MCLEAN, Va.—Dec. 23, 2010**—The Association of Organ Procurement Organizations (AOPO) has engaged Strategic Health Care (SHC) to help advance its federal legislative and regulatory agenda and put hope within reach for more than 100,000 people waiting for a life-saving transplant. According to the firm, SHC aids its clients in shaping legislation, regulations and government policy through direct contact with congress and federal agencies.

AOPO and SHC will advocate for fair national policies or regulations that allow organ procurement organizations (OPOs) to promote and foster donation and transplantation and demonstrate the value and cost-effectiveness of transplantation.

Jeffrey Orłowski, president of AOPO, states, “organ donation is a small component of our nation’s health care system, and in an evolving health care environment, we must be proactive to ensure that donation is not adversely affected by government initiatives. Unintended consequences could affect donor families and those waiting for a life-saving transplant.” Paul Lee, senior partner and founder of SHC, says, “SHC is well positioned to advance evidence-based policy solutions to protect patients and donor families served by AOPO’s members. We are honored to advocate for donation and for those who are often literally fighting for their lives.”

SHC’s commitment to serve clients effectively and efficiently with integrity, tenacity and energy seems to be a natural fit with AOPO’s mission to maximize the availability of organs and tissues for transplantation and enhance the quality, effectiveness and integrity of the donation process.

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**About AOPO**

AOPO is a non-profit, national organization representing all federally-designated organ procurement organizations (OPOs). The association represents and serves OPOs through advocacy, support and the development of activities that will maximize the availability of organs and tissues and enhance the quality, effectiveness and integrity of the donation process. To learn more about AOPO, please visit [www.aopo.org](http://www.aopo.org).

**ABOUT OPOs**

OPOs are federally-designated non-profit organizations that are responsible for coordinating organ and tissue donation across the United States, bridging the gap between the generous donation of organs and tissues and the thousands in need of these gifts.