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**NEW STATE “SWIPE TO DONATE LIFE” TECHNOLOGY MAKES IT EASIER TO REGISTER
AS ORGAN, TISSUE & EYE DONOR**

***Donate Life Wisconsin and Wisconsin Department of Health Services Launch Technology
This Week at Wisconsin Farm Technology Days***

MADISON, WI – August 24, 2015 – The State of Wisconsin and Donate Life Wisconsin (DLW), a non-profit collaborative of healthcare organizations and professionals, have partnered to launch new technology that makes it easier than ever to register as an organ, tissue and eye donor. Funded and developed by the Wisconsin Department of Health Services (DHS) as a registry enhancement tool, “Swipe to Donate Life” offers a fast, accurate and secure way for people to add their name to the statewide donor registry.

Wisconsin DHS and DLW, along with DLW members Lions Eye Bank of Wisconsin (LEBW) and RTI Donor Services (RTIDS), will launch “Swipe to Donate Life” this week at Wisconsin Farm Technology Days August 25-27 in Sun Prairie – the state’s largest agricultural show with 35,000 attendees – where LEBW and RTIDS are joint exhibitors. Wisconsin is only the seventh state to introduce this technology, developed by Countermind LLC. (Just a few other states use comparable technology.)

“Organizations using Swipe to Donate Life tell us the technology is a ‘game changer,’” says Countermind CEO Chuck Krutsinger. “It not only provides a secure and fast way to register organ, tissue and eye donors, but the level of convenience has helped increase the willingness of people to register on the spot rather than leaving an event with an intention to register and then having to take extra steps later to complete the process.”

The program uses iOS and scanner sled technology to quickly and easily scan a driver’s license and accurately populate needed information into an app that communicates with the online registry. A person simply enters their email address, reads and agrees to a short donor consent statement, and hits submit – with the whole process taking less than a minute.

“A key benefit of the technology is that it helps us bring the online registry directly to people all around the state, through events and other interactions, in a way that is completely secure yet faster and more efficient than having someone manually enter information on a website,” says Martha Mallon, Program Director for the Wisconsin DHS’ Organ & Tissue Donation Program and Donate Life Wisconsin board member.

Countermind’s Krutsinger describes the technology’s primary features as security, due to the use of strong encryption to protect donor data; speed, with it just taking a few seconds to complete the registration process; accuracy, because the program reads licenses exactly so there is no typing and no chance for errors to get introduced; and efficiency, with the elimination of paperwork and data entry delays.

An additional benefit of the Swipe technology – because it works with an iPhone, iPad and soon Android devices – is that it gives the opportunity for those who do not have reliable internet access (residents in rural areas, the elderly and others) to join the online registry and commit to be an organ, tissue and eye donor.

“Swipe to Donate Life” will be available to attendees throughout Wisconsin Farm Technology Days (WFTD) at the joint booth for LEBW and RTIDS (booth C195). Although exhibiting at a major agricultural show may not seem to immediately connect with organ, tissue and eye donation, Cindy Sergent, Marketing Manager for LEBW, points to a compelling reason.

“For many farmers this is a family event so there is an opportunity for us to start important conversations that otherwise might not be happening with family members including sharing the decision to be a donor,” she says.

WFTD is August 25-27 at the Statz Bros., Inc. farm, 5966 Town Hall Drive in Sun Prairie. Dottie Donor Dot will make a special appearance at the LEBW/RTIDS booth Wednesday, August 26 from 11am – 1pm.

As always, people can still register to be an organ, tissue and eye donor online at donatelifewisconsin.org or at the Department of Motor Vehicles.

“Every person who registers has the ability to help save or improve multiple lives as a donor while also sparing loved ones from difficult decisions during traumatic times,” says Joanne Grunau, president, Donate Life Wisconsin. “And, anyone of us could suffer an injury or illness at any time that requires a transplant as part of the treatment. The need for registered donors is greater than ever before.”

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About Donate Life Wisconsin

[Donate Life Wisconsin](http://donatelifewisconsin.org) (DLW) is a 501(c)3 statewide collaborative and affiliate of Donate Life America. DLW members include organ, tissue and eye recovery organizations, transplant hospitals, kidney and liver foundations and others who work together to save and enhance lives and motivate everyone to become organ, eye and tissue donors.

Fast Facts about Organ Donation in Wisconsin

- Since the online registry was launched in 2010, nearly 4,000 lives in Wisconsin have been saved through organ donation and thousands more improved through eye and tissue donation.
- Donation consent rates are highest in the Midwest.
- There are more than 2,300 people in Wisconsin on the wait list for an organ transplant.
- In 2014:
 - 643 organ transplants were done in the state of Wisconsin.
 - 198 donors and their families in Wisconsin donated their loved one’s organs.
 - 136 people in Wisconsin were living kidney or liver donors.
 - 122 people in Wisconsin could not be saved in 2014 because they didn’t get an organ in time.

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