

# JANEK PERFORMANCE GROUP

## CASE STUDY

### Case Profile

**Company Name**

Nevada Donor Network

**Industry**

Medical / Non-Profit Organization

**Key Challenges:**

Nevada Donor Network, the federally designated 501(c)(3) organization that oversees organ, eye, and tissue donation for the majority of the state of Nevada, sought a partnership with a workforce development & training organization to improve soft skills for their team members – particularly in the areas of communication skills, influencing and overall professionalism

**Who was interviewed:**

- Matthew Wadsworth, Vice President of Clinical Affairs



## Challenge

Nevada Donor Network is the federally designated 501(c)(3) organization that oversees organ, eye, and tissue donations for the majority of the state of Nevada, maximizing the gift of life to many Nevadans who hope for a life-saving donation. Through these processes, they enable life-saving organ transplants and life-changing joint repairs, skin grafts, and dental work. The organization's three major divisions are Family Services, which works with the families of donors and potential donors; Hospital Services, which is responsible for building and fostering relationships with hospital staff; and Clinical Services, which works with the hospitals and medical practitioners.

The primary challenge Nevada Donor Network faced was enhancing the soft skills of all three divisions. For the Family Services side, the organization sought improvement in clinical conversation ability; Hospital Services needed to improve how they engaged in difficult conversations with nurses, physicians, and administrators; and Clinical Services required conversational and relationship-building skills.

Traditionally, organ procurement organizations have used the same type of training and vendors. Nevada Donor Network sought to think outside the box, conducting a nationwide search for a vendor who would engage in a partnership. Janek was selected from the three finalists due to our partnership philosophy and ability to customize a training program specifically to Nevada Donor Network and the OPO industry.

### Bottom Line:

Nevada Donor Network wanted to enhance the soft skills of its staff so they could have improved clinical conversations and more effective relationship-building skills.

## Solution

Janek engaged in an all-encompassing discovery process to dive deep into the donation framework and gain an understanding of Nevada Donor Network's existing model, challenges, and processes. Discovery involved stakeholder interviews and meetings, job shadowing, and other methods of information collection.

Once discovery was complete, Janek determined that the best option was to conduct a series of customized, instructor-led Critical Communication Skills workshops, reinforced by management coaching and Janek's Xpert Learning Reinforcement Technology.

### Bottom Line:

Stakeholder interviews and job shadowing enabled the Janek team to fully comprehend Nevada Donor Network's mission, and facilitated the design and delivery of a customized and holistic training workshop.

*"We wanted to look for something different from the usual industry training, so we partnered with Janek, who was able to tailor their program to fit our mission."*

*-Matthew Wadsworth,  
Vice President of  
Clinical Affairs*



## Results

When Nevada Donor Network began the search process, their authorization rate was 67% with a post-training goal of 72% authorization. As of late May 2019, that goal was not only reached, but exceeded at 73%. That in turn has resulted in a 31% donor increase - **directly translating into an additional 45 lives saved in the state of Nevada.**

Organ donation organizations such as Nevada Donor Network have industry-specific data metrics they track to determine how well they're performing in their mission. Among the increases that occurred as a direct result of the training initiative:

- 24 more organs transplanted
- 6% increase in authorization rate
- 31% increase in number of donors
- 17% increase in organ donors per # of deaths

Nevada Donor Network previously ranked 1st in the entire country in organ donors per # of deaths, which means the training results led to an already high-performing organization performing even better than before. Nevada Donor Network now ranks #1 in the world in donors per million population, organs transplanted per million population, donors per number of deaths, and organs transplanted per number of deaths.

Other results, from the 90 Day Post-Training Review:

- 83% of participants successfully applied knowledge and skills to their job
- 91% of participants improved their job performance by 10% or more
- ROI of 972%
- Payback period of just 1.12 months

### Bottom Line:

Nevada Donor Network, an already high-performing organization, has exceeded their post-training goals in many of the areas they're tracking, including number of donors, authorization rate, and organs transplanted.

*"The course material Janek provided was extremely helpful and applicable. Our staff continues to use it today in their everyday language, and it's fostered a culture of being much more open to helping each other grow."*

*Matthew Wadsworth,  
Vice President of  
Clinical Affairs*



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