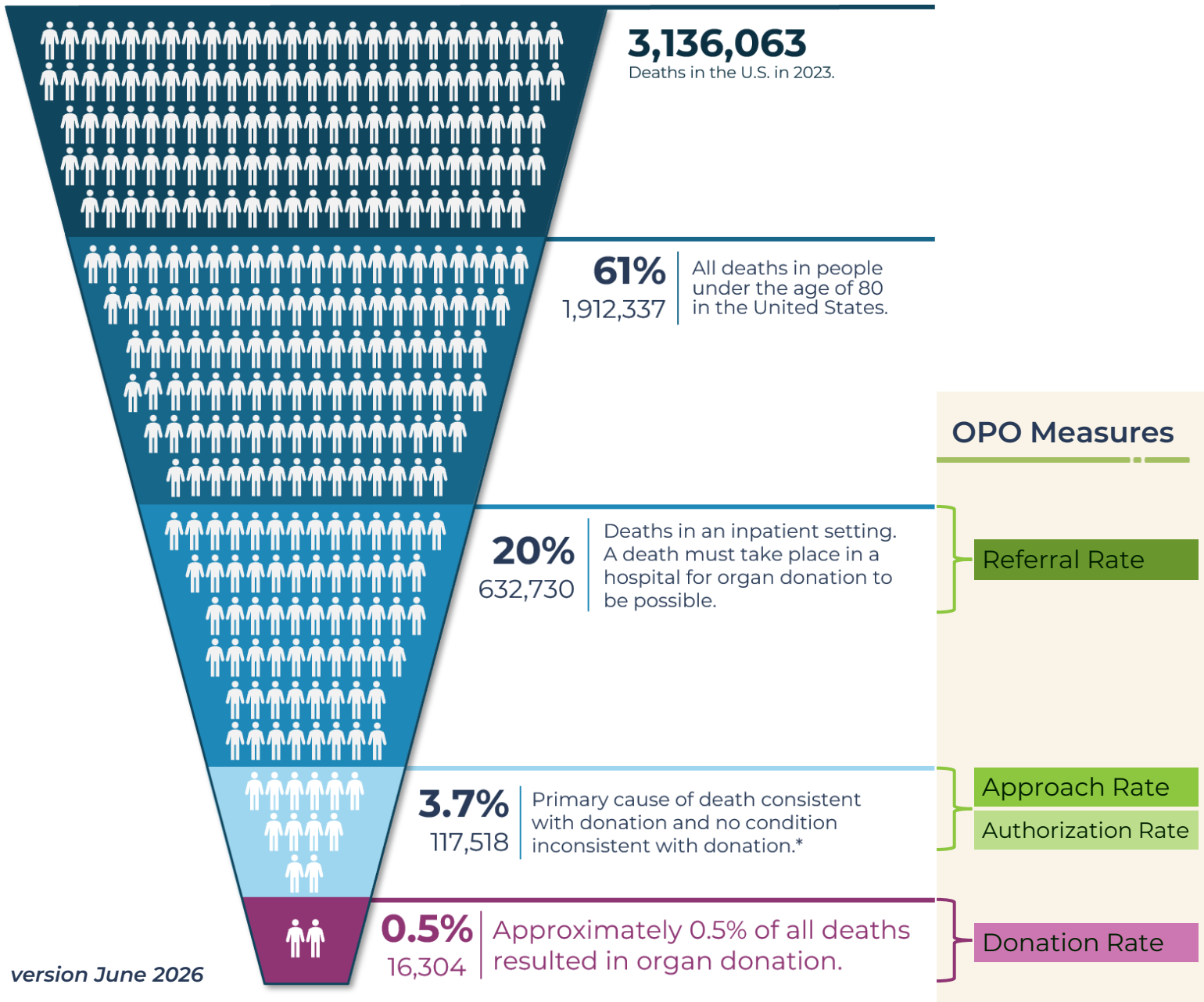


The Organ Donation Funnel

In 2025, the Association of Organ Procurement Organizations (AOPO), in partnership with 53 OPOs and Econometrica, Inc., launched a major initiative to redefine how Organ Procurement Organization (OPO) performance is measured. The first four of the eight measures—referral rate, approach rate, authorization rate, and donation rate—relate to the organ donation funnel, or how many people donate organs. The part of the funnel that aligns to each measure is depicted below.



* According to death certificate data. Death certificates do not contain all information necessary to determine donor potential. All data is for 2023. Each icon represents approximately 10,000 people. Sources: Multiple Causes of Death file from the National Vital Statistics System at the U.S. Centers for Disease Prevention and Control. Scientific Registry of Transplant Recipients.



Scan the QR code to visit
aopo.org/opo-metrics-project

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