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MARKETING ROLE ON CORNEAL GRAFT TISSUE DONATION TO AN EYE BANK AND DONNORS SOCIAL- ECONOMIC PROFILE

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Penetrating Keratoplasty has been the leading and the most successful type of transplant in the world, however corneal deficiency is a common problem usually present to corneal surgeons.

Purpose: Impact evaluation on the number of corneal graft donations to the Sorocaba Eye Bank after the implementation of a Corneal graft procurement system; To draw the social-economic profile of corneal graft donors on the Sorocaba Eye Bank (SEB).

Methods: Retrospective study on donations to SEB from its creation and after the development of media marketing. Propective analysis of social-economic profile of corneal graft donors by a questionnaire sent on letters to the families of the donors in a certain month.

Results: SEB began its work on 1971 by the spread out need of organ donation on lectures in churches, malls, community meetings, radio programs, television programs, etc. On the 70's, the number of corneal graft retrieved was 1 or 2/month. Between 1984 – 1989 a procurement coordination team was trained to act on mortuaries and by 2000 they also began to work on public hospitals. On 1984 it was retrieved only 260 corneal grafts. This number has been increasing upon 2778 corneal graft donations on 2004. The questionnaire was answered by 76 of the 93 donors families, with a response rate of 81,7%. Donors age had a media of 65,1± 14,7 y/o, forty-two (55,3%) were men. Education level of the donors families was an important fact to organ donation, once 36,8% had concluded high school and 34,2% had complete superior graduation. The great majority, sixty-three (82,9%) of the corneal grafts were donated by the efforts of procurement coordination team.

Conclusions: The media role and the institution credibility are mandatory to public commitment on organ donation. The professionalism of the procurement coordination team requires intense training, however the results are quite clear when 82,9% donations were retrieved thanks to their efforts.