

The Center for Organ Recovery and Education (CORE)

CORE Enlists Prequel to Develop Message

CORE plays a pivotal role between potential organ donors and patients awaiting transplantation. This role requires them to educate the public about the program and to simultaneously recruit potential donors. CORE enlisted the help of Prequel to develop a multi-lingual web site that would ensure them success in their mission.



Overview

Organization Overview

Founded in 1977 as the Transplant Organ Procurement Foundation of Western Pennsylvania, and later known as the Pittsburgh Transplant Foundation, CORE (the Center for Organ Recovery and Education) changed to its existing name in 1992 to reflect its expanding role in the procurement field. With headquarters in Pittsburgh and an office in Charleston, WV, CORE's assigned region encompasses almost six million people throughout western Pennsylvania, West Virginia and a small portion of New York. Since its inception 25 years ago, CORE has helped to provide more than 300,000 organs, tissues, and corneas for transplantation.

The Challenge

CORE is one of approximately 60 federally designated agencies in the United States known as a not-for-profit organ procurement organization (OPO). An innovative, responsive OPO, CORE plays a pivotal role between potential donors and patients awaiting transplantation. In addition to talking to families about the opportunity to donate, CORE coordinates the surgical recovery of organs, tissues, and corneas, as well as the computerized matching of donated organs and placement of corneas.

One of the biggest challenges facing CORE is the public's lack of awareness of the program. In an effort to better inform and educate the general public, CORE enlisted Prequel to develop a web site and kiosk that could illustrate their message, educate the general public, and correct misperceptions of the program.

Profile

CORE, established in 1977, has helped to provide more than 300,000 organs, tissues, and corneas for transplantation since its inception.

Business Need

CORE wanted to establish a thought provoking and informative web site to assist them in communicating their message to the public.

Benefits

With the web site that was designed and developed by Prequel, the public can gain a clear understanding of CORE's mission and become educated on the basics of organ transplantation.

Technology Services Provided

Graphic Design
Web Site Development
Flash Technology

The Solution

Prequel worked closely with CORE to design a site that would address the need to inform and educate the public, and ultimately assist CORE in their efforts to recruit donors to the program. Recognizing that the foundation of the program is based on the generosity of donors, web patrons visiting the web site are told the story of “the special place,” a park that is at CORE’s office. On a granite wall in the park there is a leaf engraved for each of the more than 5,000 donors who have generously contributed to the program.

In order to adhere to their charter of honoring those who have given so graciously, CORE’s web site unveils educational materials through which the web patron can discover exactly what organs can be donated through the use of Flash technology.

CORE’s site is located at www.core.org.

Benefits

This thought-provoking web site is the result of a true partnership established between CORE and Prequel in the site’s design and development. It accomplished CORE’s desire to educate the public and, in the process, to recruit new donors to the program.

For More Information

For more information about Prequel Solutions call us at 724.820.1575

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