



## **Apple & Donate Life America Bring National Organ Donor Registration to iPhone**

[Vienna, Virginia] — July 5, 2016 — Apple® and Donate Life America announced today that, for the first time ever, iPhone® users will be able to legally register to be an organ, eye and tissue donor right from the Health app with the release of iOS 10 scheduled for this Fall. With just a few taps, iPhone users can learn more and take action through the simple sign up process. All registrations submitted from iPhone are sent directly to the National Donate Life Registry managed by Donate Life America. The ability to quickly and easily become a nationally-registered donor enables people to carry their decision with them wherever they go.

“On average, one person dies every hour in the United States waiting for an organ transplant because the demand for lifesaving transplants far exceeds the available supply of organs — and one donor can save as many as eight lives,” said David Fleming, President & CEO of Donate Life America. “By working with Apple to bring the National Donate Life Registry to the Health app on iPhone, we’re making it easier for people to find out about organ, eye and tissue donation and quickly register. This is a huge step forward that will ultimately help save lives.”

“We must and can save more lives” said Jay Campbell, the Immediate Past President of the Association of Organ Procurement Organizations. “In meeting with Apple and DLA on this project, I saw firsthand how the Apple team and the Donate Life National Registry team thoughtfully and carefully worked together through every detail to create a simple, seamless and secure pass-through to the National Registry. This will make a difference and lead to more lives saved by making it easy for millions of iPhone users to quickly and easily register their decision to be a donor with the well trusted Donate Life National Registry.”

Over 120,000 Americans are currently waiting for a lifesaving transplant — and every 10 minutes, a new individual is added to the national transplant waiting list. Each organ donor can save as many as eight lives and heal many more through the gifts of tissue and eye donation. In the absence of donor registration, families are left to make the decision about donation in what is often the worst moment of their lives, the sudden and unexpected loss of a loved one.

“Apple’s mission has always been to create products that transform people’s lives. With the updated Health app, we’re providing education and awareness about organ donation and making it easier than ever to register. It’s a simple process that takes just a few seconds and could help save up to eight lives,” said Jeff Williams, Apple’s chief operating officer. “Together with Donate Life America, we’re excited to deliver this new feature to iPhone users in the US with iOS 10.”

The Health app on iPhone provides a complete view of your health and fitness data all in one place. The app includes Medical ID, which makes critical health information available in case of emergency to first responders and is accessible from the iPhone lock screen. Medical ID can display categories like medical conditions, allergies, medications, blood type, and emergency contacts. With iOS 10, Medical ID offers the ability to register as an organ, eye and tissue donor with the National Registry, *RegisterMe.org* which is managed by Donate Life America.

### **Availability**

The developer preview of iOS 10 is currently available to iOS Developer Program members at [developer.apple.com](http://developer.apple.com), and a public beta program will be available to iOS users this month at [beta.apple.com](http://beta.apple.com). For more information, visit [apple.com/ios/ios10-preview](http://apple.com/ios/ios10-preview).

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### **About AOPO**

The Association of Organ Procurement Organizations (AOPO) is a non-profit, national organization representing all federally-designated organ procurement organizations (OPOs). The association represents and serves OPOs through advocacy, support and the development of activities that will maximize the availability of organs and tissues for transplantation and enhance the quality, effectiveness and integrity of the donation process. Visit [aopo.org](http://aopo.org) for more information.

### **About OPOs**

Organ procurement organizations (OPOs) are federally-designated non-profit organizations that are responsible for coordinating organ and tissue donation cross the United States, bridging the gap between the generous donation of organs and tissue and the thousands in need of these life-saving gifts.

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