

For Immediate Release

August 10, 2022

New Mobile App *Fast-Tracks* Search for Living Kidney Donors

PHOENIX, Arizona – TransplantStrong, a patient engagement platform for proactive kidney patients, is pleased to unveil its “**Donor Seeker®**” app available for free download in the [Apple App Store](#) and in [Google Play Store](#).

Created as a mobile extension to the [online Donor-Seeker® Program](#), this fast-tracked app teaches kidney patients how to amplify their search for a living donor through its four-part video series. Offered in both English and Spanish, the lessons can be viewed and put into practice in less than 15-minutes.

“Due to our nation’s organ shortage, the lion’s share of those waiting for a kidney transplant are tethered to demanding dialysis routines. The longer they wait the greater the risk,” says Risa Simon, president of Simon Says Seminars, inc. “While the goal is to find a living kidney donor who can end the 5-10 year wait, candidates must be astronaut-healthy to proceed.” Simon adds, “Since donors are more likely to be disqualified than approved, patients are encouraged to enlist several potential donors—not just one.”

Simon knows how challenging it can be to find potential donors. She spent months searching for scripted communications and came up short. In lieu of relevant resources, she tapped into her professional speaking experience to create her own conversational guides. While actively sharing her story for nearly two years, 24 people responded favorably—and five scheduled testing. One by one, all five were disqualified, but Simon refused to give up. Her determination paid off when an unexpected donor appeared, received approval, and donated with an astonishing sister-like match.

Following her transplant, Simon was faced with an important decision. She could either ignore the information voids impeding the path to transplant—or attempt to fill the gaps herself. She chose the latter by launching [TransplantFirst Academy](#), [TransplantStrong](#), and the [Donor-Seeker® Program](#).

“Our story-sharing videos were crafted to build communication confidence, listener curiosity, heightened awareness, and social media shares. Simon added, “When patients speak from their heart and enlist a team to help them expand their search, magic is bound to happen.” Simon went on to emphasize, “The wider the net is cast the better. It can take a whole lot of good-hearted people to find a few healthy enough to proceed.”

To date, more than 170,000 people have donated one of their kidneys to someone in need. “Since one in four donors are not biologically related to their recipient, expanding need awareness beyond the patient’s inner circle can be tremendously rewarding,” adds Simon.

Several transplant centers are now introducing their patients to the Donor-Seeker® program through a no-fee partnership. Kidney patient organizations and dialysis groups are also pointing their patients towards this ground-breaking platform for better outcomes.

"UC Davis Kidney Transplant Program directly links patients to TransplantStrong's Donor-Seeker Program to help them normalize the conversation about finding a living donor," says Melissa Bein, MS, RN, and Executive Director, UC Davis Transplant Center. "The program provides practical tools for patients to approach the topic with more confidence and ease. Most important, the program provides a pathway to action for patients and families. It's working!"

Simon said, "We're *positively* disrupting the path to transplant by empowering patients to proactively engage." She added, "The Donor Seeker app now gives mobile device users the ability to connect and learn how to attract potential donors from any location."

Email [Risa Simon](mailto:Risa.Simon) directly if you're seeking to leverage patient engagement activities through a **community partnership or educational underwriting opportunity**.

For more information, visit www.transplantstrong.com or download the app on the [Apple App Store](#) or [Google Play Store](#).

About TransplantStrong

TransplantStrong's patient engagement platforms were created *by* patients for patients. Its mission-based vision continues to be a guiding light for empowering patients to proactively advocate for better options and outcomes.

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