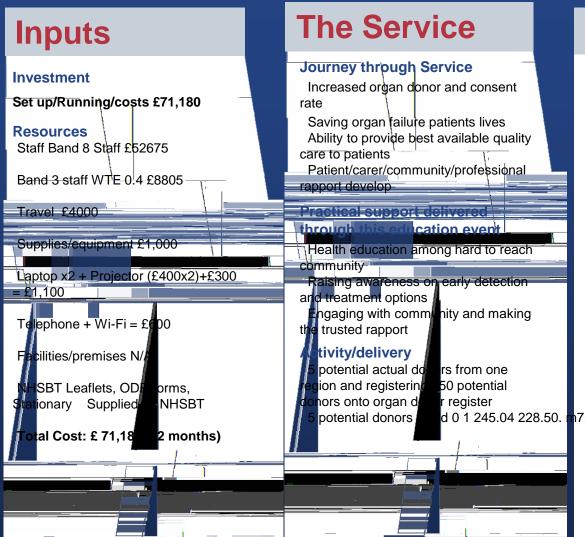
Increasing awareness about organ donation in the South Asian community and reducing treatment costs (Pradeep 2015)



Summary of Benefits

For Community

Increased knowledge on organ donation

Improved trust in medical system

Increased knowledge to enable community to monitor their own well-being

For healthcare (NHS) system

Increased organ donor rate: two deceased donors from kidney perspective alone saves £110,122 on treatment costs

Wider economic benefits realized through additional organs donated

Positive rapport developed with hard to reach community and increased trust in the medical team

Helping NHS to provide the best available care to the organ failed/failing patients

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Opportunities for service development

Potential to develop in other regions

Focus on young people who are more likely to pass on message to future generations





