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Contact

Alicia Hassinger
303.433.7020
ahassinger@commstratgroup.com

**DONOR ALLIANCE PARTNERS WITH KNOWLEDGE FACTOR TO JOIN
THE OPO MOVEMENT FOR CONFIDENT KNOWLEDGE**

Organ Procurement Organizations Share Best Practices to Save More Lives

NOVEMBER 28, 2006 (Denver, CO) – Knowledge Factor, the leader in Confidence-Based Learning and performance mastery, announced today that Donor Alliance, the non-profit organ procurement organization serving Colorado and Wyoming, has selected Knowledge Factor to build an extensive training program utilizing a Confidence-Based Learning™ process to ensure employees are confidently employing correct practices, therefore reducing risks and saving more lives. The program is scheduled to roll out after the New Year.

Donor Alliance is a recognized leader in facilitating the donation and recovery of transplantable organs and tissues in Colorado and Wyoming. Their primary objectives are to save and enhance the lives of people awaiting transplantation through effective family approach and recovery programs in more than 100 hospitals.

“We are eager to partner with Knowledge Factor as we strive to maintain the highest standards with regard to organ recovery and transplantation,” said Sue Dunn, CEO of Donor Alliance. “The didactic format complements our existing hands-on training



programs and will add a high level of credibility to our processes in the transplantation field.”

“We are looking to implement a learning program that assists with the retention of accurate clinical knowledge, and Confidence-Based Learning inherently provides that capability and functions as a risk management tool,” said Amy Iveson, Vice President of OPO Operations at Donor Alliance. “By correcting misinformation, we work to alleviate the problem of incorrect knowledge being acted on or shared with others, which can be a fatal mistake in our business.”

Knowledge Factor’s entire focus is delivering mastery to its clients. The company’s patented CBL System™ is designed to accurately measure the knowledge quality of professionals, isolating confidently-held misinformation and doubt, and quickly and effectively remediating knowledge and confidence gaps until professionals have total mastery of their discipline. By doing so, the CBL System reduces the risk of mistakes, significantly reduces training time, and produces professionals who can put correct, confidently-held knowledge into action.

Donor Alliance is one of several OPOs that have adopted Confidence-Based Learning (CBL) in recent months as part of a movement to ensure the highest levels of quality in the critically important organ donation business. The highly regulated business of approaching and working with potential donors and their families, not to mention the complex and delicate procedures required to properly handle donor organs, require extensive training. CBL provides these organizations with the ability to train employees quickly while also validating when they are sufficiently knowledgeable and confident to practice effectively.

“We were aware of Knowledge Factor’s success in other organ procurement organizations, which led us to seize the opportunity to share best practices throughout our industry and save more lives as a community,” added Dunn. “We see it as the ethical thing to do.”



About Knowledge Factor, Inc.

Founded in 2000, Knowledge Factor has gained national acclaim for its unique ability to take learners in corporate or educational settings to a state of total mastery – confidently-held, correct knowledge put into practice. Knowledge Factor is the leader in Confidence-Based Learning and owner of a patented process that measures and fixes both knowledge and confidence gaps among employees. The Company's CBL System[™] measures competency, validates learning and provides rapid and targeted learning solutions to organizations and individuals that need to achieve mastery. For more information, go to www.knowledgefactor.com.

About Donor Alliance

Donor Alliance is the federally designated non-profit organ procurement organization serving Colorado and most of Wyoming. As a recognized leader in facilitating the donation and recovery of transplantable organs and tissues, Donor Alliance's primary objectives are to save and enhance the lives of others. To achieve these objectives, Donor Alliance employs an effective family approach and recovery programs in over 100 hospitals, and increases the awareness of the need for organ and tissue donation through public awareness and education campaigns in its service area. For more information, please visit www.DonorAlliance.org.

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