Despite increasing organ donation in the UK by 50% to 19.1 donors per million population (pmp), there are a number of stages along the two deceased organ donation pathways (Donation after Brainstem Death (DBD) and Donation after Circulatory Death (DCD)) that continue to demonstrate wide regional variability.

Methods
The UK Potential Donor Audit (PDA) was investigated by region to identify the three key modifiable stages where opportunities are lost pre-donation: neurological death testing, approaching families regarding the option of organ donation and consent/authorisation by families. The donor rate pmp was calculated based on all regions performing equal to the best performing regions in these three key stages. Data were obtained from the PDA as at 8 April 2013.

Results
Figure 1 displays the average drop for all 12 UK donation regions, in the two deceased donation pathway stages, where opportunities are lost pre-donation. The best performing regions are highlighted in the three key modifiable stages with their reduced drop compared to the average displayed. Eastern neurological death testing rate 87% (national average 78%); approaching families regarding the option of organ donation: Northern DBD 100% (national average 93%), South West DCD 74% (national average 58%); and consent/authorisation by families: South Central DBD 79% (national average 68%), Northern DCD 62% (national average 51%).

If all twelve UK donation regions performed as the best regions do in the three key modifiable stages the expected donation rate in the UK would be 26.3 pmp (Figure 2).

Discussion
Simply by achieving a standard of donation practice, what some regions are already achieving, would place the UK into the top five of donating countries in the world.