Converting whole blood donors into plasma donors

IPFA 3rd Asia Pacific Workshop on Plasma Quality and Supply

New Zealand Blood Service Experience

Public Benefit Entity and Crown Entity

4.7 Million people in New Zealand, less than 3% donors

100% voluntary non-remunerated

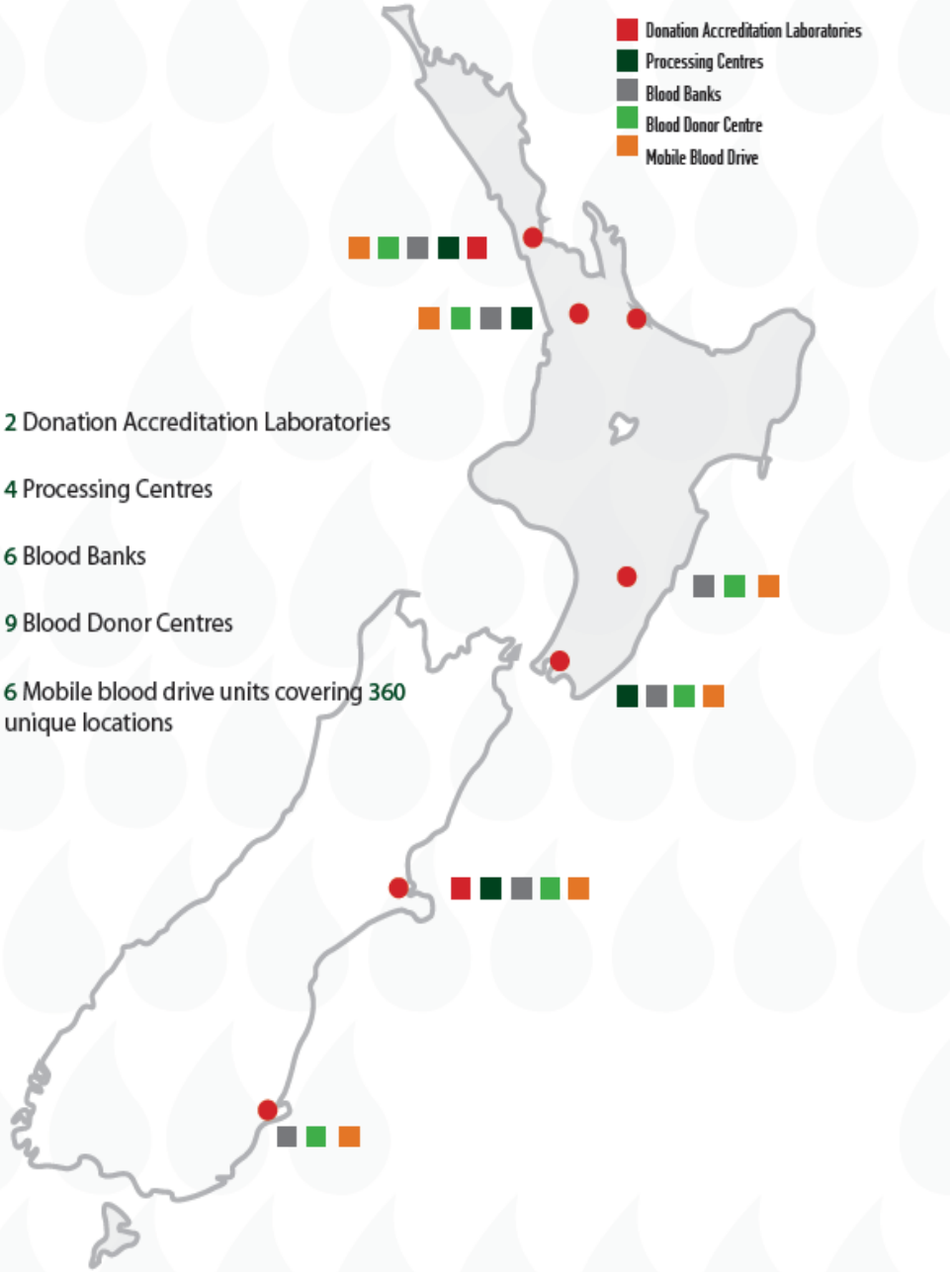
Vein to Vein transfusion service

Only blood service in NZ

600

Employees: 600





2 Donation Accreditation Laboratories

4 Processing Centres

6 Blood Banks

9 Blood Donor Centres

6 Mobile blood drive units covering 360 unique locations



Collections

50% via mobile blood drives vs
50% via blood donor centres

168,000 total donations a year

Production per year

104,000 units of Red Cells

17,000 units of Platelets

16,000 units of Plasma

5,000 units of Cryoprecipitate

68,000 kg of Plasma for Fractionation



Plasma conversion challenges

- Staff understanding business requirements and why
- Donors not understanding blood vs plasma donation
- Ease of access and convenience for donors
- Decreasing demand for red cells and expiry
- Increasing targets and demand
- Erratic plasma collections
- Understanding donor churn and donor motivations
- Keeping donor care in mind



5,934
plasma donors
January 2013

5 years
84% increase



10,925
plasma donors
January 2018

Frequency:
4.9 times
per year

Frequency:
6.11 times
per year

Source plasma weekly target
417

115% increase

Source plasma weekly target
897

Key principles for conversion of whole blood to plasma

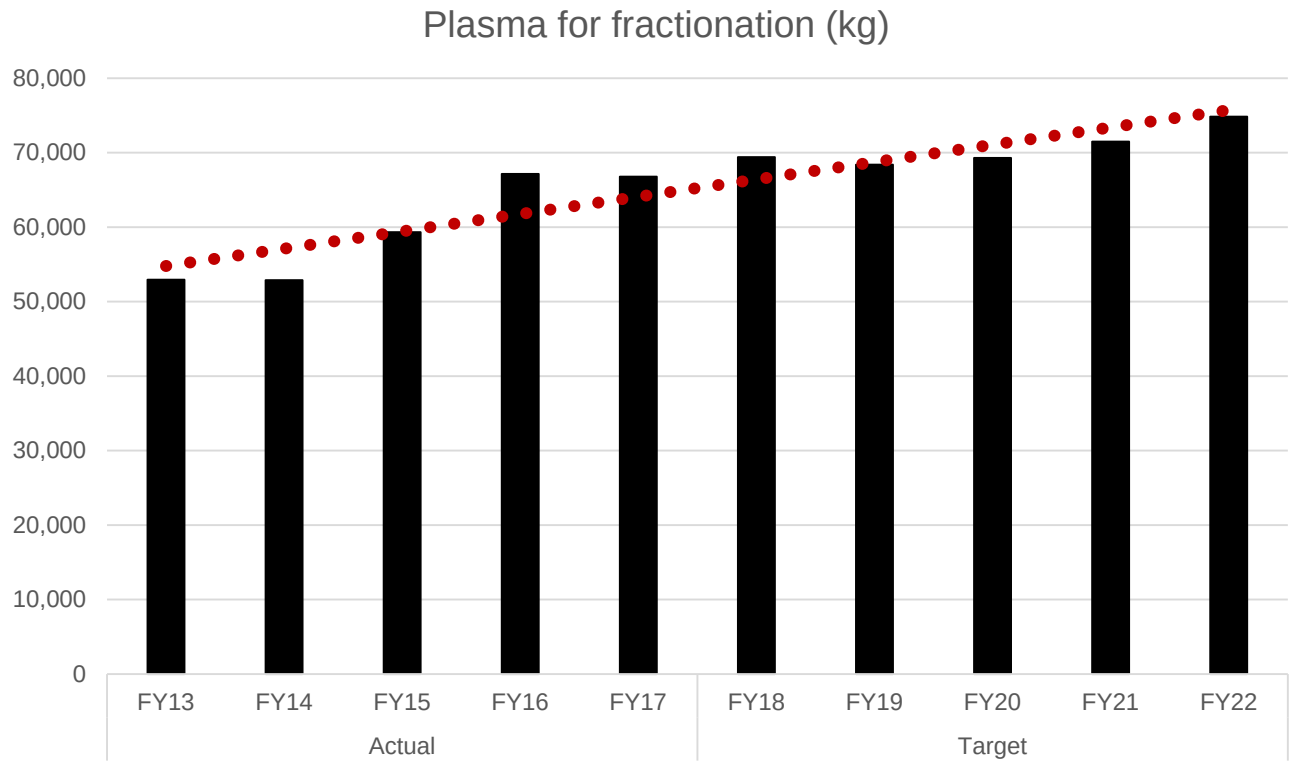
1. Staff understanding and awareness
2. Public education and awareness
3. Making it easy for the donor
4. Ensuring a great donor experience



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1) Staff understanding and awareness

- Internal communications – all channels.
- Clear reasoning and explanation of situation – WHY.



Who do we target?

Plasma Donor Criteria:

- Aged 18 years or over
- Have donated blood at least once in the last two years with good flow and no adverse reactions
- Blood groups: O+, A+, A-, B+, B-, AB+ and AB-.
- Height and weight restrictions apply – male focus.



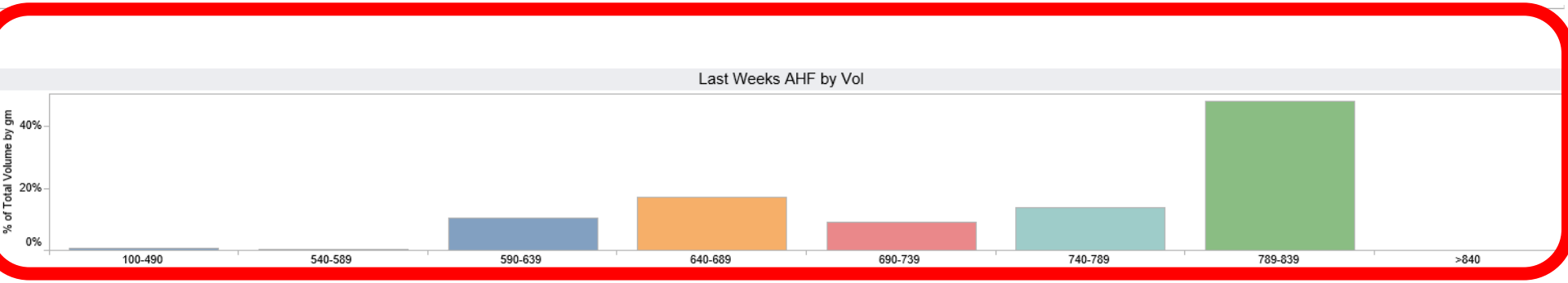
Plasma Nomogram (Male vs Female)

- Average collection weight per donation of 720g plasma
- Donors in 600-650g range to be <5% new donors in a week.

	Height	150	155	160	165	170	175	180	185	190
Weight	50	519	528	536	605	614	623	632	641	649
	55	545	554	562	635	644	653	663	672	681
	60	569	578	587	663	673	683	692	702	711
	65	592	602	611	690	700	710	720	730	740
	70	614	624	634	716	727	737	748	758	768
	75	636	646	657	741	752	763	774	785	795
	80	657	668	678	765	777	788	799	810	821
	85	677	688	699	789	801	812	824	835	846
	90	697	708	719	812	824	836	848	859	871
	95	716	727	739	751	846	859	871	883	895
	100	734	746	758	770	782	881	894	906	918

KEY	
	800g collection
	750g collection
	700g collection
	650 g collection
	600g collection
	550gcollection
	500g collection
	Unsuitable

Reporting for staff - Tableau



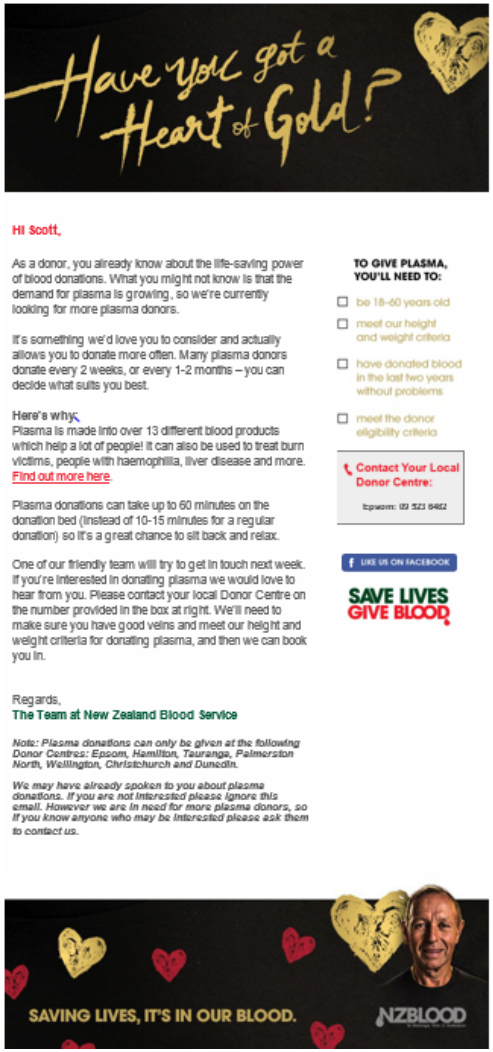
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Who do we target?

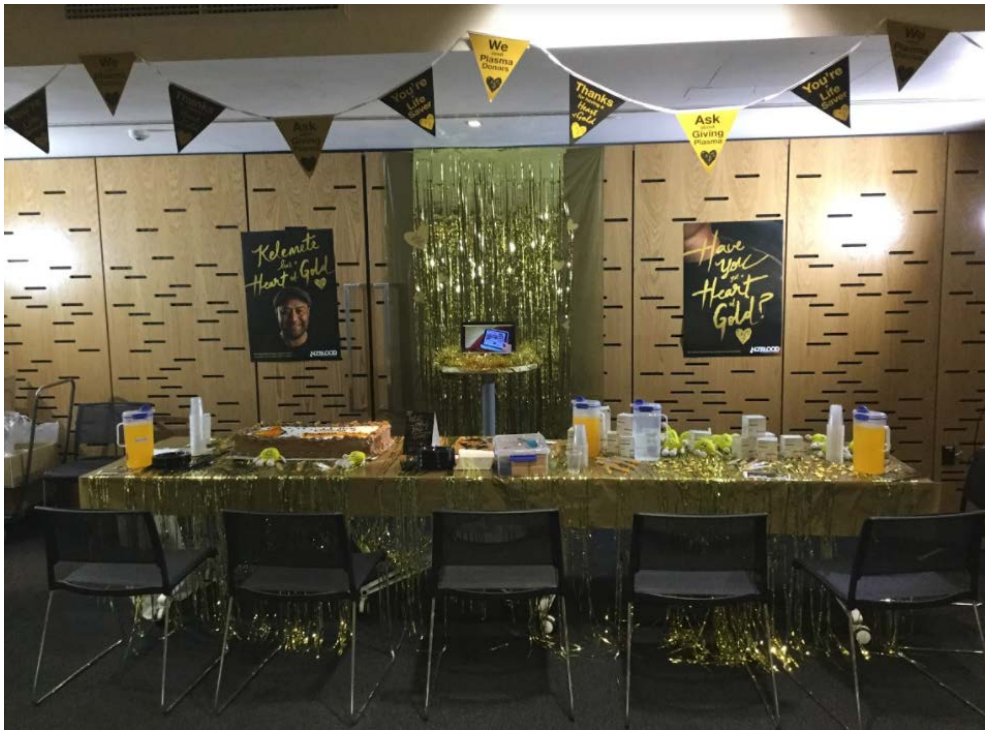
- Plasma only whole blood donors
  - Donors testing positive for the malaria antibody sent a letter telling them they will not be able to donate whole blood but giving them the option to become an apheresis plasma donor.
- Whole blood donors
  - Face to face conversions
  - Who, where and what is the conversation?
  - Forms for capturing interest and following up.
- Reduction in donation interval (staff request)
  - Was: Stand down period following a WB donation to plasmapheresis, if not given a WB donation in last 84 days = 2 months
  - Change: 30 days. Improve efficiency of conversion

2) Public education and awareness

- Printed collateral, brochures and newsletter for plasma donors
- Educational DVD/video for donors
- Plasma T-shirts for staff
- Face to Face conversations
- Direct Marketing – letters and emails to potential donors, lapsed donors.
- Telemarketing – follow up calls on direct marketing pieces.
- Displays in centre and potential mobiles




Ask about
becoming a...
PLASMA
DONOR!


We
Plasma
Donors
You're
Life
Saver
Thanks
Ask
Giving
Plasma
You're
Life
Saver
Have you got a Heart of Gold?

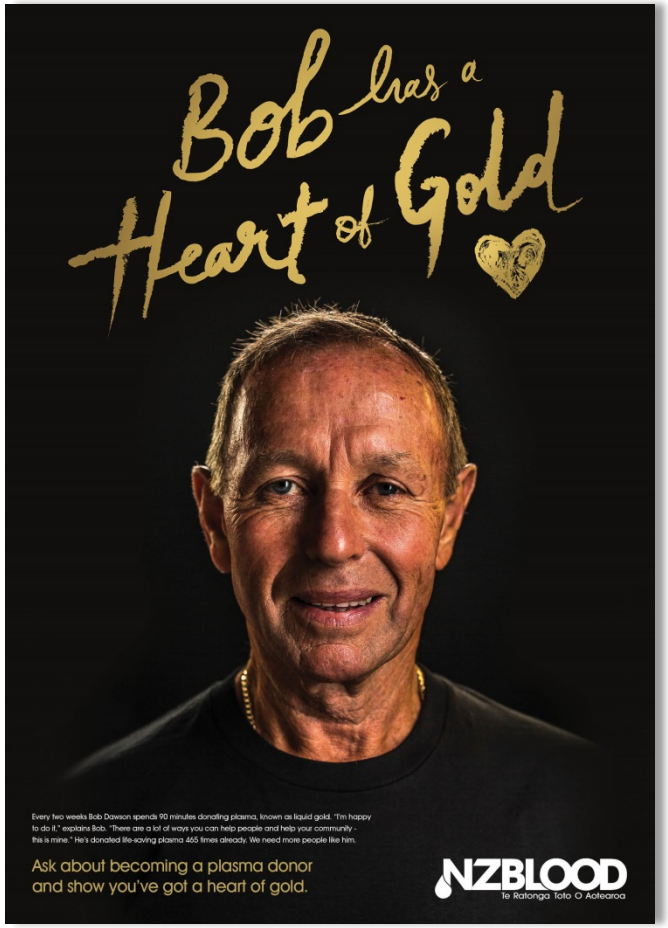

0800 GIVE BLOOD
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The External Plasma Challenge

- The public has limited awareness of plasma and its benefits
- Much tighter eligibility criteria for plasma.
- 90 minutes to complete a donation, considerably longer than blood donation.
- Donor accessibility:
  - Geographical access to plasma donor centres
  - Opening hours and appointment availability

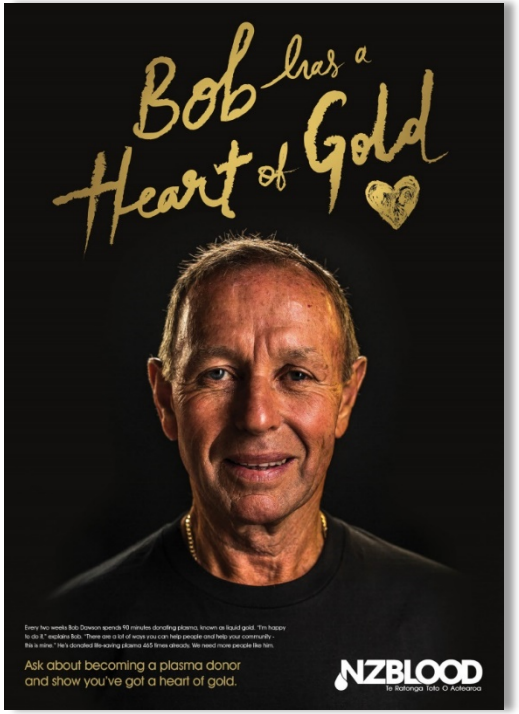
Heart of Gold Campaign

- In January 2015 we had 6697 plasma donors
- Heart of Gold launched in 2 waves during 2015
- By Jan 2016 we had 8680 plasma donors



Digital Campaign
Custom Audiences & Geo targeting





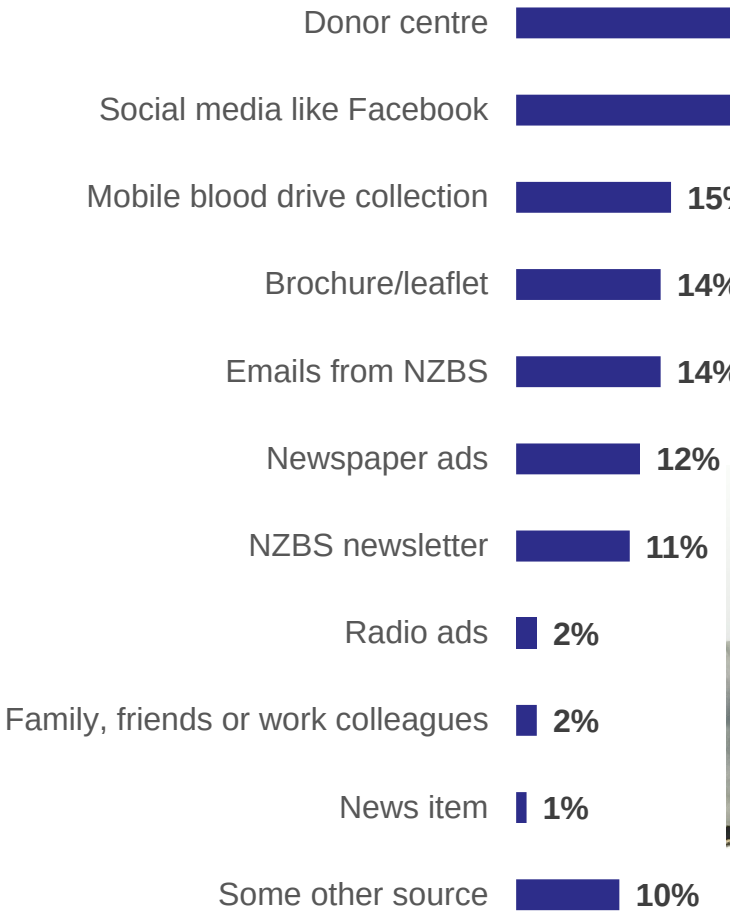




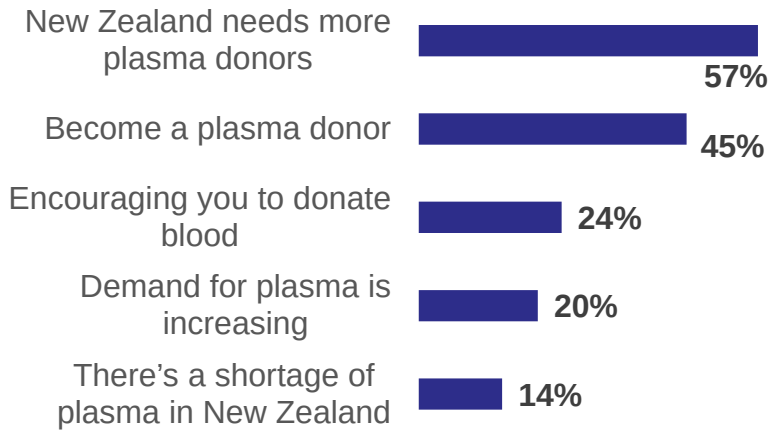


Impact of Heart of Gold among Active Donors

Source of awareness

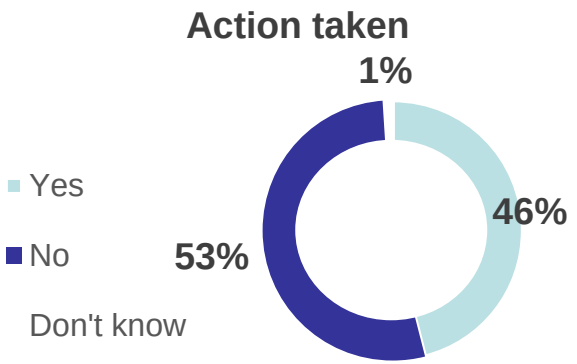


Message takeout





Action taken



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Social Media Content calendar

- Consistent messaging and imagery
- Use of custom audiences in Facebook
- Instagram and Twitter







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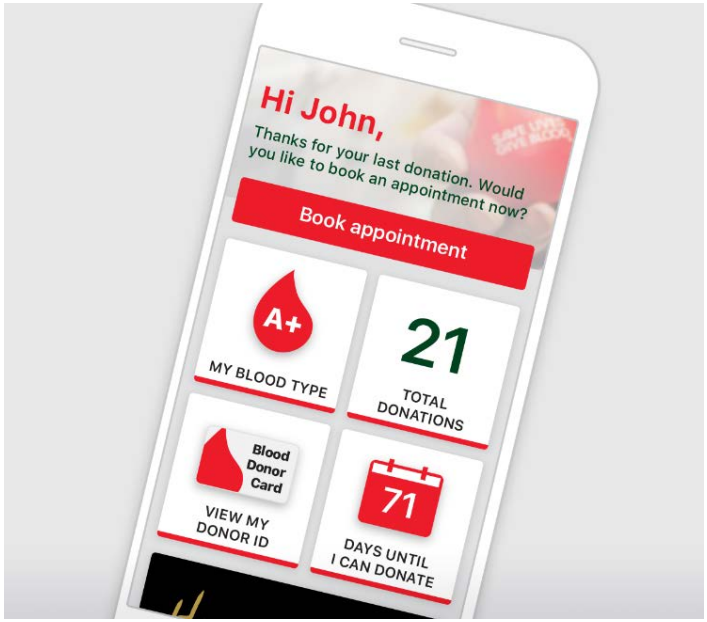
3) Making it easy

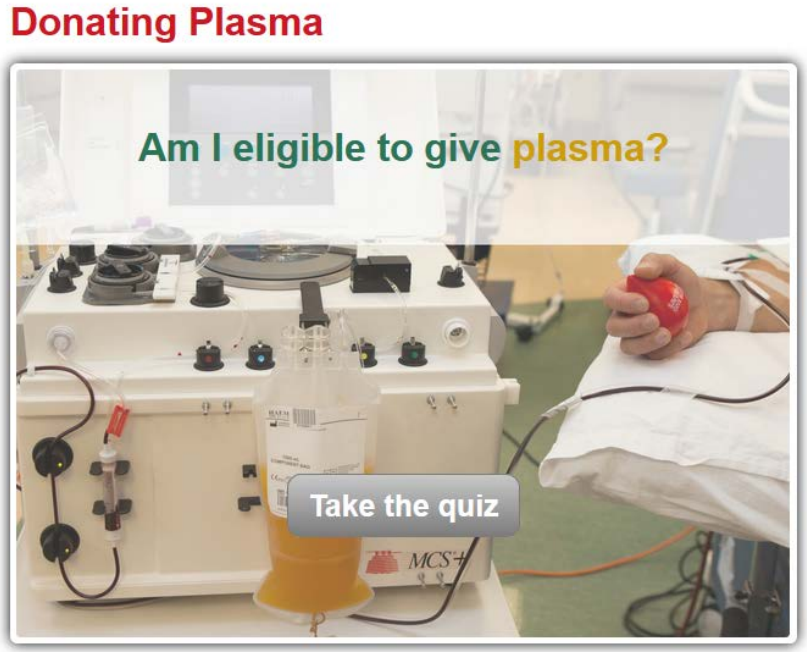
- Added plasma machines into our 8th Donor Centre
- Clear on criteria (plasma wheel)
- Opening Hours
  - 2013 – 321 hours per week
  - 2018 – 384 hours per week
  - Adding in late nights,
  - Review schedule to fit in more appointment slots
- Rebooking
  - Prompted: On site, phone call.
  - Self Service: App, online.



Mobile phone app

- Launched in June 2016
- Making it easier for donors to do business with us
- Online plasma eligibility quiz





4) Improve the Donor Experience

- Expedited service – shorter nurse interview for regular plasma donors.
- Free Wifi
- Individualised care on beds
- Refreshments on bed



Current Focus

- Why do plasma donor lapse?
- Wait times – no good driving in people if they have a bad experience
- Opening hours – keep refining
- Increase staff face to face conversions - 3rd party outsourcing
- Refine targeting - Height and weight data collection
- Staff knowing the numbers and sharing the vision. Not just what but WHY.
- What can we do differently to hit target?
- Data driven insights to help decision making

Knowing our numbers

- Measures – what's important?
- Know our donors
- Going from myth and anecdote, to data driven decisions

Panel growth required = 2000 donors

Definition of lapsed plasma donor = not donated in 4 months

Deferrals do not have a significant impact on donor churn

Average tenure plasma 20 months = Female 25 months = Males

10% plasma donors do not return for 2nd donation

50% plasma donors leave before the 10th donation

Plasma donors 50% less likely to churn than whole blood

Learnings

- Leadership focus is absolutely necessary
- Staff understanding the what and the why
- Donor-centric focus – remove barriers and improve
- Layer conversion opportunities by channels – on site, conversation, email, phone call, advertising etc.
- Continuous online and offline awareness helps increase conversion
- Continuous improvement: What can we do differently or refine?



Thank you


Have you got a
Heart of Gold?
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