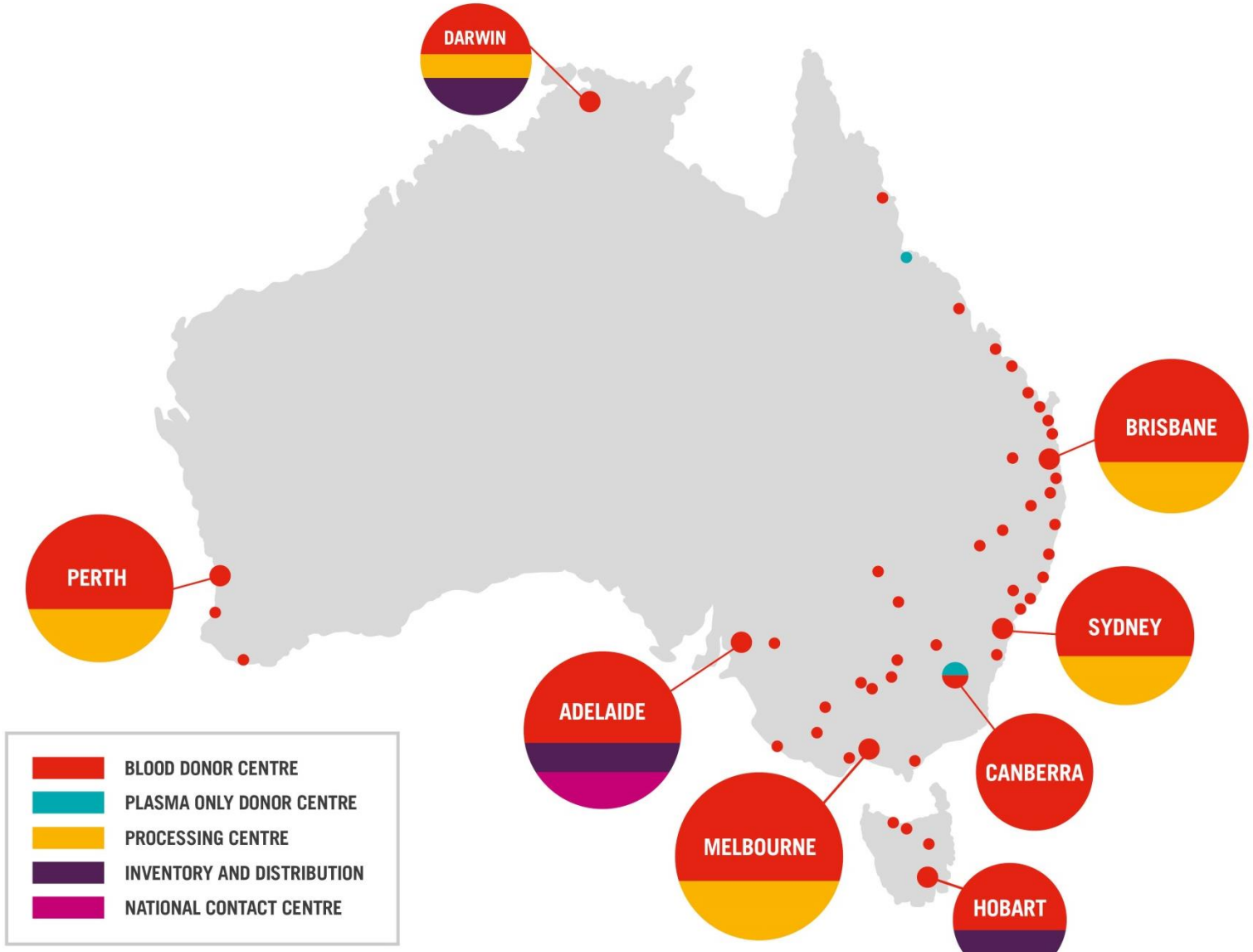
Establishing Plasma Donor panels in Australia

Re-thinking the way we communicate plasma

Campbell Richards on behalf of **Stuart Chesneau**

Plasma Program Director and Executive Director of
Innovation & Commercial Strategy

Australian Red Cross
BLOOD SERVICE



Australian Red Cross
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Our Business Strategy

AT THE LEADING EDGE

Australian Red Cross BLOOD SERVICE

Life-giving blood, plasma, transplantation and biological products for world-leading health outcomes.
THROUGH THE POWER OF HUMANITY.

STRATEGIC PILLARS



EFFICIENT AND EFFECTIVE BUSINESS

1. Optimised donor panel and service excellence
2. Productive and efficient processing, testing and tissue typing
3. Safe, high quality products and services that meet demand

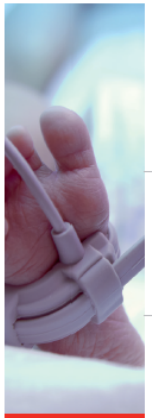
IMPROVE



SECURE AUSTRALIAN PLASMA

4. Strategic plasma independence vision for Australia
5. Optimise plasma production
6. Build plasma donor capacity for the future

BUILD



GREATER CONTRIBUTION TO HEALTHCARE

7. Advance sector productivity, community wellness and active engagement with the broader Red Cross
8. Diversify business and product lines
9. Enhance our position in competitive markets through our customer –centric approach, partnerships and capabilities

GROW

STRATEGIC FOUNDATIONS

ENABLING THE BUSINESS

Putting health and safety first, collective workforce enablement and building capability through technology will be the foundations for our success.

CORPORATE HEALTH

Our financial strength, robust systems and corporate efficiency creates confidence and trust in our decisions.

IMPROVING THE BUSINESS

We focus our efforts to reduce complexity and continually look to improve the way we operate.

TAKING US FORWARD

Innovation and a customer-centric approach will drive us forward and improve the health of Australians.

DELIVERING THE BUSINESS

Delivering core business enablers combined with leading edge research and translation underpin our ability to grow.

OUR PEOPLE. IMPROVING LIVES. FOR AUSTRALIAN PATIENTS.

Australian Red Cross BLOOD SERVICE

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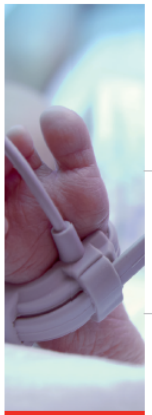
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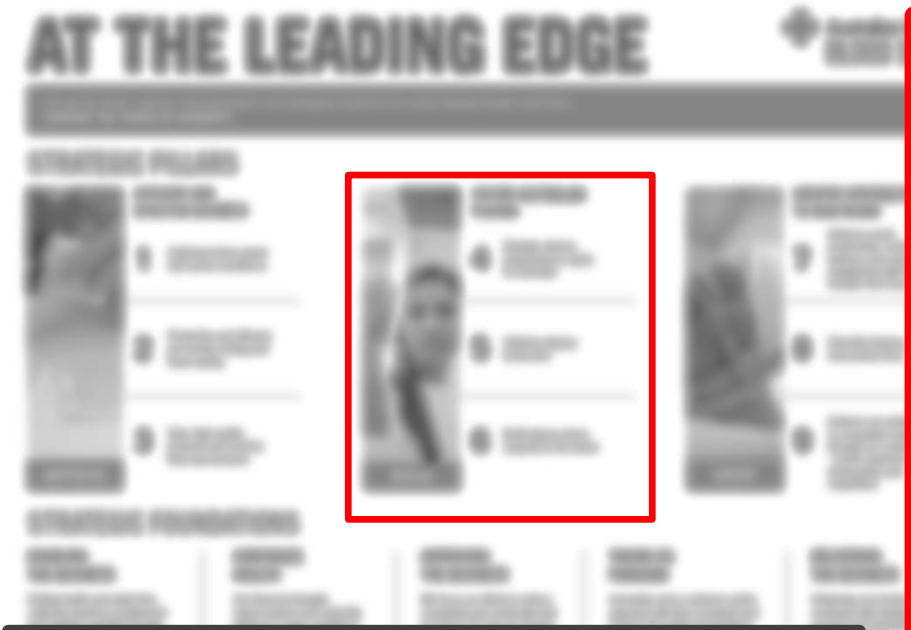
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Our Business Strategy



Our Objective:

A manageable, ethical, safe, and affordable level of Ig sufficiency through domestic plasma production to assure **Security of Supply** for Australian patients.



SECURE AUSTRALIAN PLASMA

4 Strategic plasma independence vision for Australia

5 Optimise plasma production

6 Build plasma donor capacity for the future

6 Focus Areas

- First to Plasma
- A new plasma story
- 2 New Plasma-Dedicated Centres
- Electronic & Abbreviated Questionnaire
- Self-Service Tech
- Experience Design

First to Plasma

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First to Plasma

- **Introduced on 4 December 2017**
- Historically, donors must first complete a Whole Blood donation and then convert to plasma for their second
- Early days:
  - In the first three months we've seen 13% of first time donors choosing to donate plasma
  - Up to as high as 60% in some sites!
  - 100% in Townsville.
- **Big step forward, but also means a change to our acquisition campaign...**

A new plasma story

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Why a new acquisition strategy?
Why a new story?

- Entry requirements for plasma donation have changed
  - **First time donors can now donate whole blood or plasma**

- **Plasma donation language** has traditionally compared Plasma to Whole Blood

- **Plasma doesn't have the same 'story' as Whole Blood**
  - "One donation can save 3 lives" for Whole Blood
  - "The 18 wonders of plasma"

- Communications have been **medically-focused** and often complicated

Our communications objectives

- Redesigning our communications means realigning our objectives for plasma
- This is a three step process:

For Donors

1. **Educate** – plasma is a complicated topic so we need to clearly explain to our donors **what it is, what it does and why it is important**
2. **Motivate** – growing our plasma panel requires communications **that generate interest and motivate our donors** to want to make a donation

For Staff

3. **Facilitate** – **frontline staff are vital**. They need to be equipped with the right tools and training to educate and motivate our donors.

Shaping our Plasma Story

Plasma is a **powerful part of your blood**

That **can be used in 18 different life-giving ways**

So **thousands of Australians can enjoy an improved quality of life**

As a donor you can benefit from:

- **Knowing you're giving to other Australians, what they need**
- **Having time to relax and some time to yourself**
- **Feeling good about the gift you have given**

2 New Plasma-Dedicated Centres

Australia's new dedicated Plasma Donor Centres

Two plasma dedicated pilot centres have been constructed to enable increased collection capacity, donor engagement and efficiency:

- Simplified plasma specific processes and procedures
- Technology improvements
- Purpose built centres
- Rethinking everything we do

Townsville



- Refurbished
- New Processes
- New Technology
- Opened **Sept 2017**

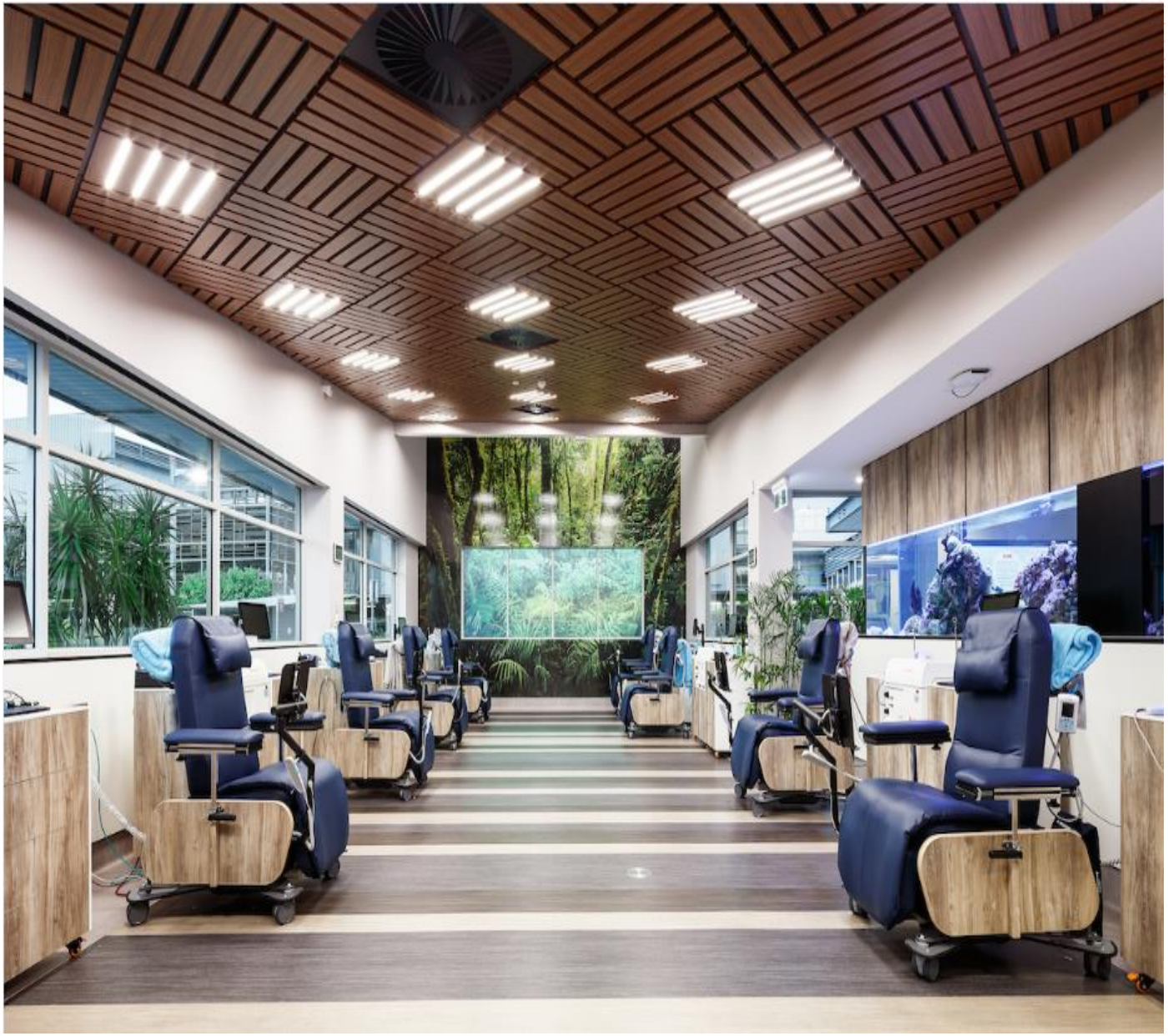
Canberra



- New Centre
- New Staff
- New Donor Panel
- New Processes
- New Technology
- Open **April 2018**



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Electronic & Abbreviated Questionnaire

Electronic & Abbreviated Questionnaire

- Full Paper – Donor Questionnaire:
  - 47 questions for new or lapsed donors returning
  - 24 questions for regular donors

- Electronic Donor Questionnaire for plasma
  - **Down to only 12 questions for plasma donors** at dedicated plasma centres

- Significant time reduction so far of up to 9 mins on average (or 30%) in **time to couch**

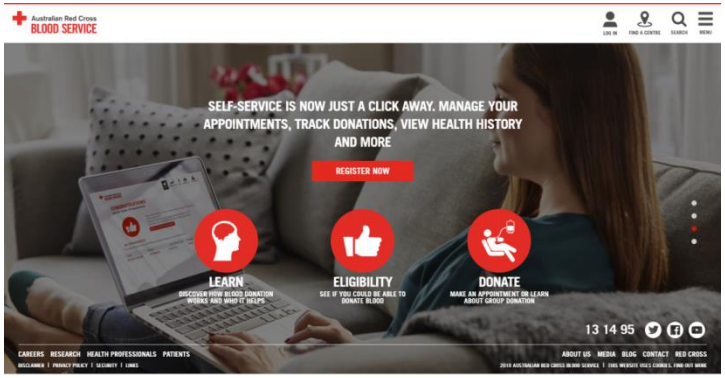
Self-Service Tech

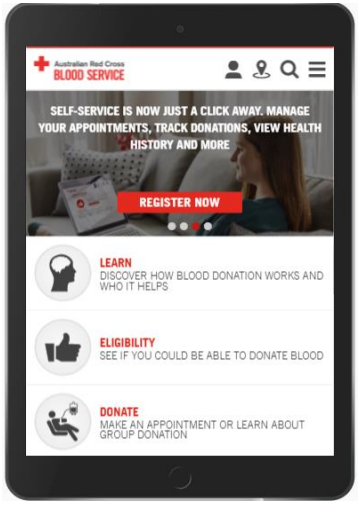
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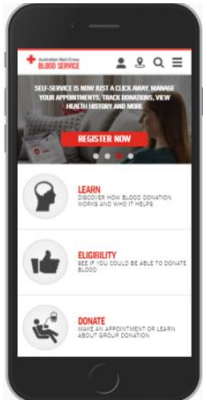
Self-service experience

Our new self-service experience comprises of digital assets, that together work smart and deliver a **seamless, personalised and memorable experience** for our customers

Our digital assets need to support and enhance the physical to create a great end-to-end customer experience for our donors





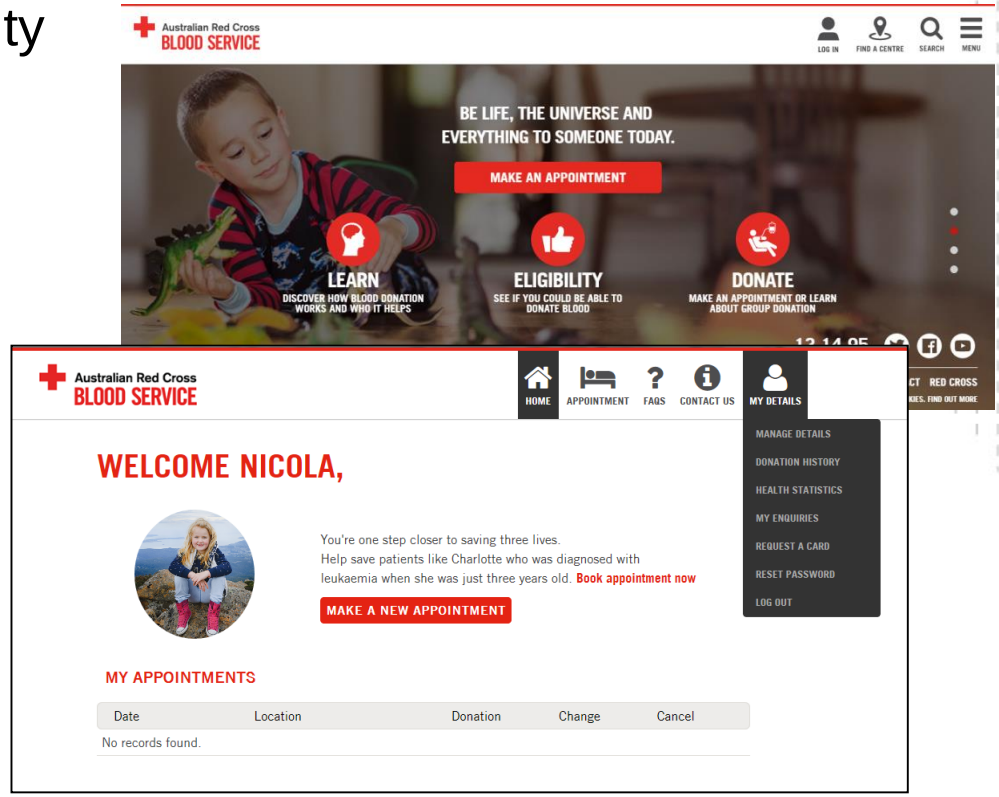


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Self-service web experience

Donors now have greater flexibility and can log in to manage appointments in real time

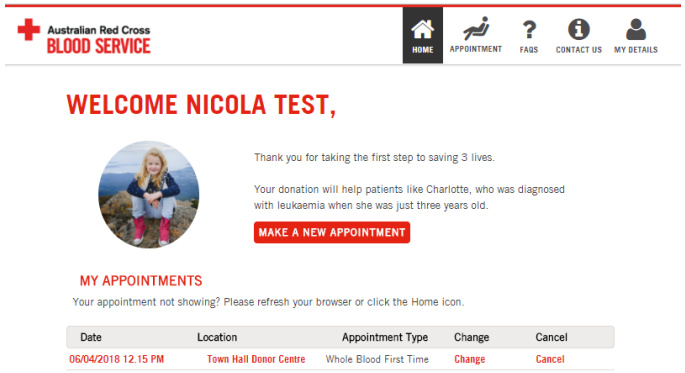
- Book, cancel and re-schedule appointments
- View their donation history
- View health statistics
- Send feedback, ask questions

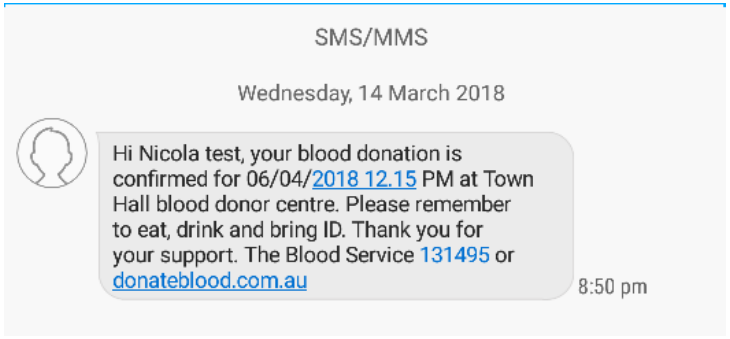


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Early results

- Well-received by donors with over 60,000 registrations
- 140% appointment increase week on week
- Enables us to direct efforts to other appointment-generating activity to secure the blood supply and our plasma commitments.

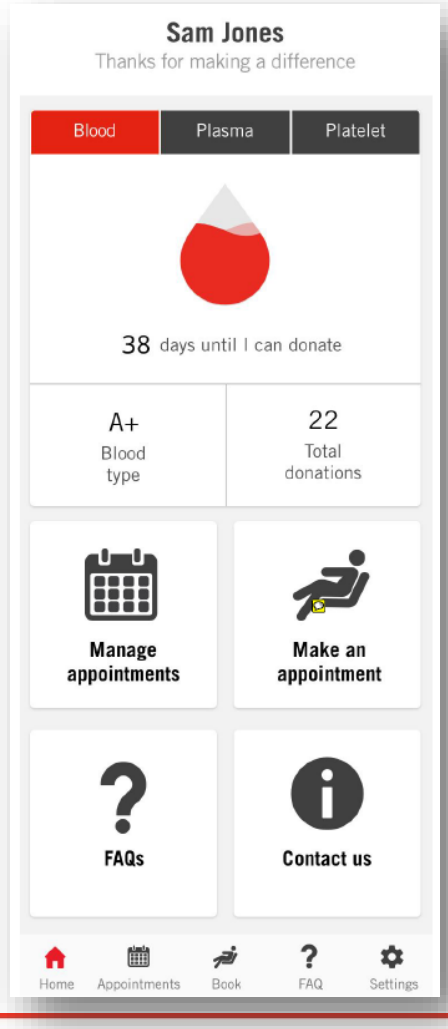




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Self Service Mobile App

- Deliver a mobile app for both Android and iOS devices
- Minimum Viable Product has been defined through a series of workshops
- Benefits include:
  - Improved donor experience on mobile devices
  - Better appointment forecasting
  - Personalised services such as finding the nearest donor centre / mobile unit
  - Back end reporting to gain real-time knowledge



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Experience Design

Experience Design – Plasma Donors

- Principle of Human Centred Design
- Involves observational and behavioural science techniques to best understand our plasma donors:
  - To determine what may entice conversion from whole blood?
  - To determine how to increase retention and frequency?
- Themes:
  - Knowledge or perceptions of plasma and plasma donation
  - Habits, patterns and motivations
- Where to from here?

Thank you