Project Management Board Update
Work Package 2

Work Package Leader: Prof. Dr. Michel Clement



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Europe largely depends on plasma donations from the US.



LETTER TO BLOOD | MAY 26, 2022

Shortage of plasma-derived products: a looming crisis?

Mischa Li Covington, Chesinta Voma, Sean R. Stowell

PAHO Pan American Health Organization World Health Organization Americas

Home / News / PAHO calls for increased blood and plasma donations to ensure a safe and sustainable supply

PAHO calls for increased blood and plasma donations to ensure a safe and sustainable supply

Record high demand for plasma prompts call for more donors

Home / News / Health / Plasma / US blood shortage crisis leaves EU patients vulnerable

US blood shortage crisis leaves EU patients vulnerable

By Natasha Foote | EURACTIV Est. 5min 27. Jan. 2022

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To address the challenge of plasma shortages in Europe, WP2 focuses on incentive strategies for donor retention and recruitment.

Research Question

- Which incentives are given in different countries after plasma donation?
- What is the effect of incentives on plasma donation intention?

Objectives & Methods

Deliverable 2.1

Overview of plasma donor recruitment and retention strategies

Method: Desk research & validation via expert interviews

Deliverable 2.2

Assessing identified practices regarding efficiency and identifying novel practices

Method: Online survey with 200 plasma and/or 200 blood donors and 200 non-donors in AUT, F, GER, NL

Transfer plan

Developing a recommendation and transfer plan

Method: Online experiment in AUT, F, GER, NL (n=800 each)

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Deliverable 2.1

Overview of Incentives used in different countries

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Incentives used by different Blood Establishments

Method: Desk research & validation via expert interviews

Country	Plasma collection	Data available	MARKET ATTRIBUTES				INCENTIVES[1]										
			Centralized plasma collection model	Organization type			Rung 6		Rung 5	Rung 5	Rung 4 Rung 5	Rung 4 Rung 5	Rung 2 Rung 4	Rung 4	Rung 3	Rung 3 Rung 5	Rung 2	Rung 2
				Profit	State	Non-profit	Cash payment	Amount [€][2]	Referral program	Coupons	Lottery	Gifts	Health check	Loyalty program	Travel compen-sation	Time off work	Snacks	Enter-tainment
EU countries																		
Austria	Yes	✓	No	x		x	x	30-35					x[c]	x			x	x
Belgium	Yes	✓	Yes			x	-		x	x		x	x[b]	x	x		x	
Bulgaria[3]	No	-	-															
Croatia[4]	No	✓	-									x					x	
Cyprus[4]	No	✓	Yes		x		-						x[c]				x	
Czechia	Yes	✓	No	x		x	x	30	x	x	x	x	x[b]	x			x	x
Denmark	Yes	✓	Yes		x	x	-		x		x	x		x			x	
Estonia	Yes	✓	Yes		x		-				x	x	x[c]	x			x	
Finland[4]	No	✓	Yes			x	-					x					x	
France	Yes	✓	Yes		x		-					x	x[b]		x		x	x
Germany	Yes	✓	No	x	x	x	x	20-30	x	x	x	x	x[c]	x	x		x	
Greece[3]	No	-	-															
Hungary[6]	Yes	✓	No	x			x	13-26	x	x	x		x	x			x	x
Ireland[4]	No	✓	Yes		x		-											
Italy	Yes	✓	Yes		x		-					x	x[c]	x		x[d]	x	
Latvia	Yes	✓	Yes		x		x	17					x[b]			x[e]	x	x
Lithuania[6]	Yes	✓	Yes		x		x	12					x	x				
Luxembourg[6]	Yes	✓	Yes			x	-						x				x	
Malta[4]	No	✓	Yes		x							x					x	
The Netherlands	Yes	✓	Yes			x	-		x[a]			x	x[b]	x	x		x	
Poland	Yes	✓	Yes		x								x	x	x	x[e]	x	
Portugal	Yes	✓	No		x	x											x	
Romania[4]	No	-	-															
Slovakia	Yes	✓	No	x	x		-		x			x					x	
Slovenia	Yes	✓	Yes		x		-					x					x	
Spain	Yes	✓	No		x		-				x	x	x[c]	x			x	
Sweden	Yes	✓	No			x	x	10-15			x	x			x		x	

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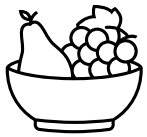
Summary of results of Deliverable 2.1

Validated countries



- Our dataset contains information of 44 countries, 26 of which have a currently active plasma donation program in place.

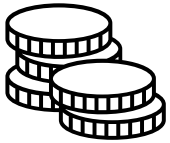
Non-monetary incentives





- Providing pre-donation health examinations as well as post-donation snacks is commonly used in most countries (18/23 out of 26 countries)
- Small gifts are given out in 14 countries – ranging from coffee mugs, keychains and reflectors to chocolate and wine

Monetary incentives



- Cash incentives are used in 7 (out of 27) EU countries
- The average amount for cash payments ranges from 10 to 35 Euros

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Based on our overview, we distinguish blood establishments (BE) based on (1) the plasma collection model and (2) the incentive strategy they apply.

	With financial compensations		Without financial compensations	
	Basic incentive strategy	**Advanced incentive strategy**	**Basic incentive strategy**	**Advanced incentive strategy**
Decentralized plasma collection model	Austria US	Canada Czechia Germany Hungary Sweden	Norway Portugal	Slovakia Spain
Centralized plasma collection model	Latvia Lithuania	-	Australia England France North Macedonia Luxembourg Slovenia Switzerland	Belgium Denmark Estonia Italy The Netherlands Poland

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Deliverable 2.2

Assessing identified practices regarding efficiency and identifying novel practices

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Methods used for Deliverable 2.2

Number of Incentives used in AUT, GER, F, NL

Incentives	Austria	Germany	France	Netherlands
Money	x	x		
Referral program		x		x
Coupons		x		
Lottery		x		
Gifts		x	x	x
Health checks	x	x		
Loyalty program	x	x		x
Travel compensation		x	x	x
Time off				
Snacks	x	x	x	x
SUM	4	9	3	5

METHODS

- In each country, the sample consists of
  - 200 non-donors
  - 200 blood donors
  - 200 plasma donors[1]
- Survey covers 5 categories
  - donation intentions,
  - donation history,
  - evaluation of incentives,
  - donor motives,
  - sociodemographic factors
- We evaluate 15 incentives regarding their effectiveness

[1] In this study, individuals were considered plasma donors if they had donated plasma at least once in their lifetime. It is worth noting that many plasma donors also donate blood.

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Incentive Preferences

Method: Online survey with 200 plasma and/or 200 blood donors and 200 non-donors in AUT, F, GER, NL.

Top ranks for motivating to donate plasma.

AUSTRIA & GERMANY

Non-donors	Blood donors	Plasma donors
1. Money	1. Money	1. Money
2. Health checks (AT)/ Paid day-off (DE)	2. Health checks (AT)/ Paid day-off (DE)	2. Health checks (AT)/ Paid day-off (DE)
3. Paid day-off (AT)/ Health checks (DE)	3. Paid day-off (AT)/ Health checks (DE)	3. Paid day-off (AT)/ Health checks (DE)

FRANCE

Non-donors	Blood donors	Plasma donors
1. Health checks	1. Health checks	1. No need for incentives
2. Reimbursement of travel costs	2. Reimbursement of travel costs	2. Snacks
3. Paid day-off	3. Paid day-off	3. Health checks

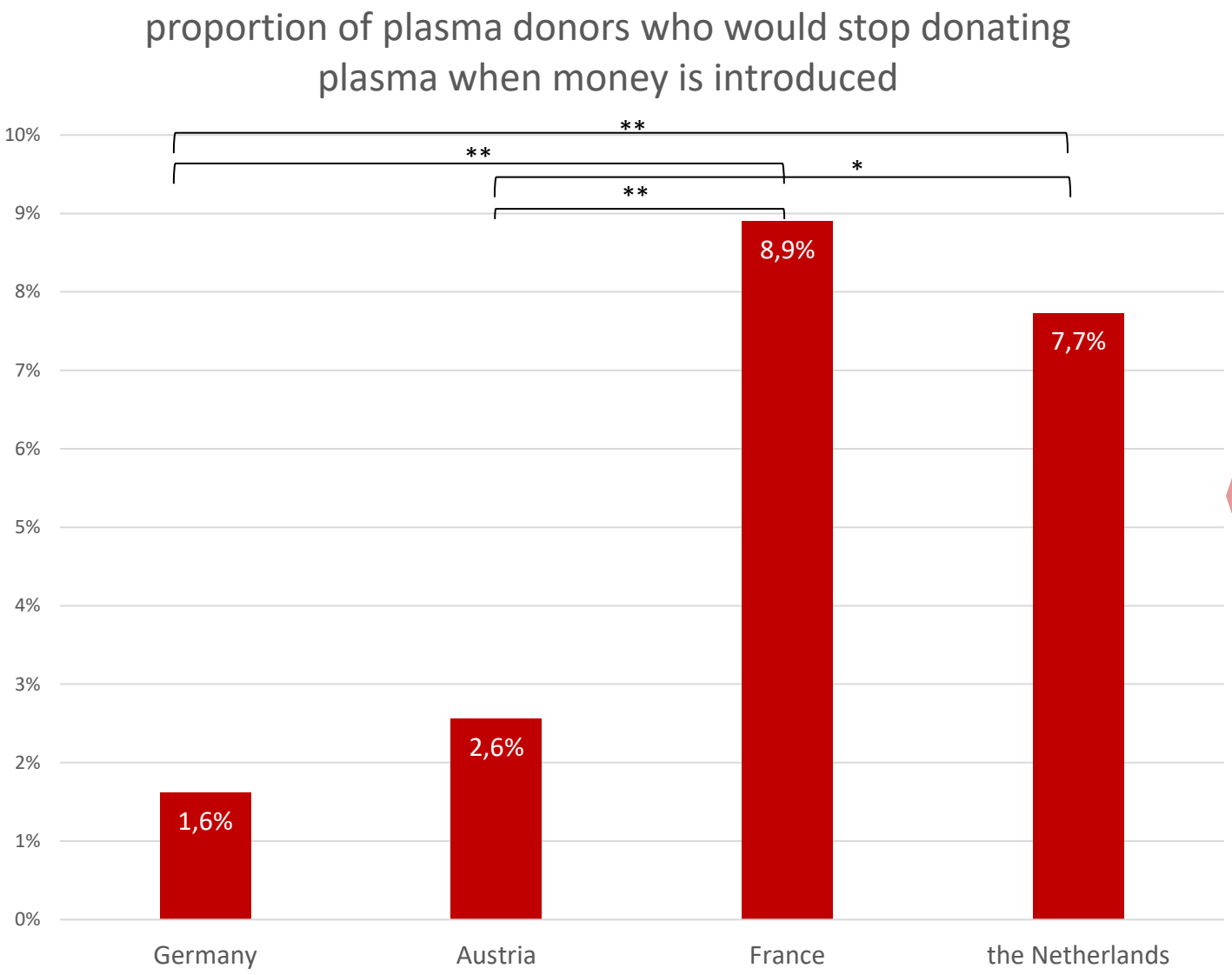
THE NETHERLANDS

Non-donors	Blood donors	Plasma donors
1. Money	1. Health checks	1. Health checks
2. Reimbursement of travel costs	2. Reimbursement of travel costs	2. Recognition/ Thank you
3. Health checks	3. Money	3. No need for incentives

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Individuals from non-remunerated countries are more likely to stop donating plasma when money is given after plasma donation.



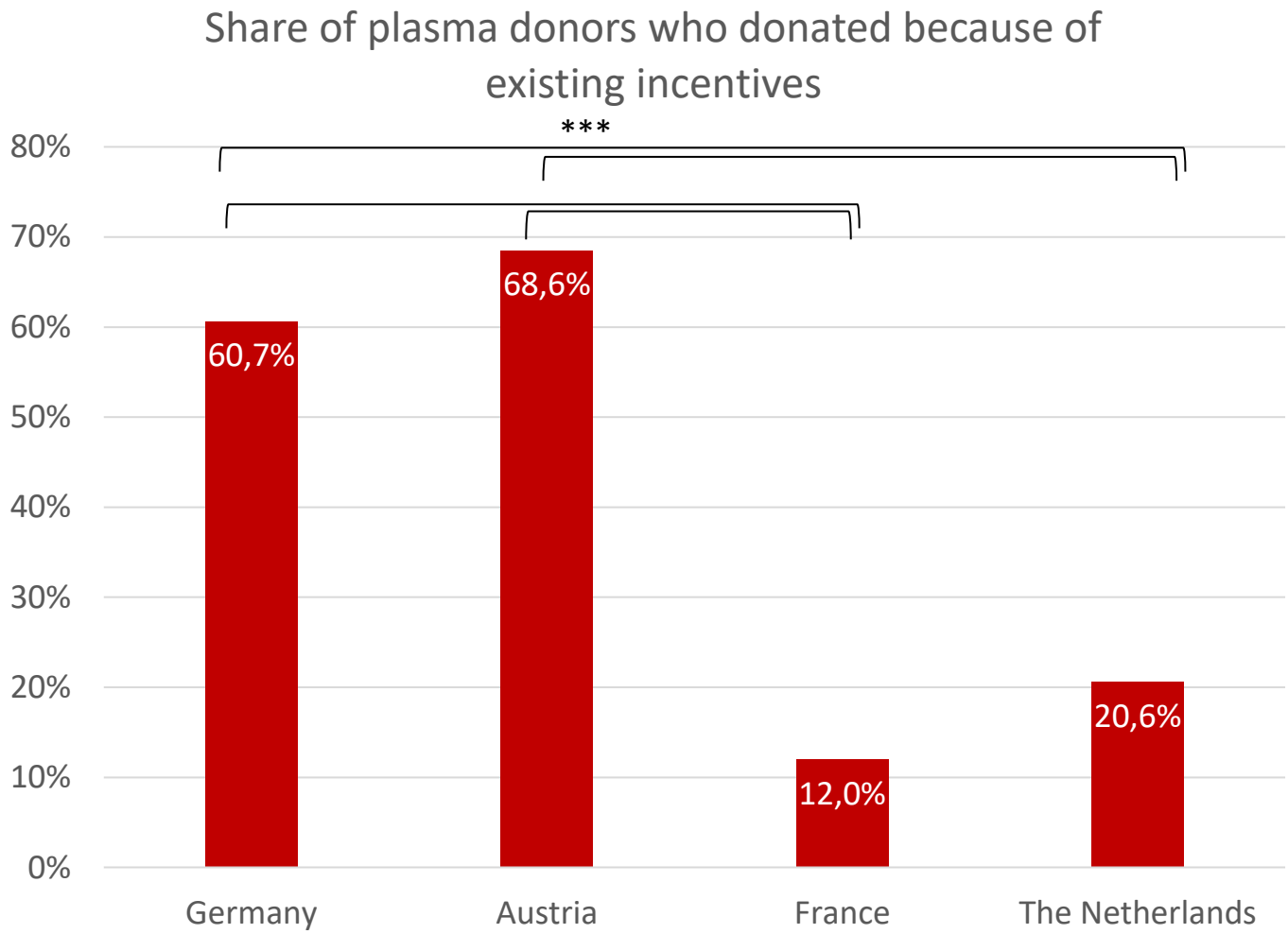
Interpretation

- Individuals from France and from the Netherlands are more likely to stop donating plasma when money is introduced compared to individuals from Germany and Austria

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More than 60% of plasma donors in Germany and in Austria donate plasma because of existing incentives.



Interpretation

- Plasma donors from Germany and Austria are significantly more likely to donate plasma due to existing incentives compared to donors from France and the Netherlands.

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Transfer Plan

Developing a recommendation and transfer plan

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Current activity

RQ: What is the effect of different incentives on plasma donation intention?

TREATMENT: different incentives

1. Snacks
2. Snacks + gifts (e.g., mugs)
3. Snacks + reimbursement of travel costs
4. Snacks + additional health checks
5. Snacks + money

DV: Plasma donation intention

”I intend to donate plasma at the next possible date”
1= totally disagree
7= totally agree

SAMPLE

1. Non-donors
2. Active[1] blood donors
3. Active[1] plasma donors
4. Active[1] blood and plasma donors

In Austria, Germany, France and the Netherlands

[1] active donors are defined as individuals who donated in the last 24 months

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Recommendations

- Additional **health checks** are ranked well among all donor groups and across all countries.
- In **non-remunerated countries**, plasma donors are used to receiving no incentives and therefore, prefer to receive **no incentives, recognition, or health checks**.
- In **remunerated countries (for plasma)**, plasma donors are used to receive money and they prefer incentives with **monetary value e.g. paid day-off** from work.
- **Snacks** are provided in all countries and should remain in BE's incentive portfolio.
  - ➢ studies recommend to provide pre-donation snacks (instead of post-donation snacks) as consuming snacks and drinks before donating blood and plasma can help prevent fainting [1,2]

[1] Lewin, A., Deschênes, J., Rabusseau, I., Thibeault, C., Renaud, C., & Germain, M. (2023). Pre-donation water and salty snacks to prevent vasovagal reactions among blood donors. *Transfusion*, *63*(1), 156–162. Doi: 10.1111/trf.17173

[2] Wieling, W., France, C. R., Van Dijk, N., Kamel, H., Thijs, R. D., & Tomasulo, P. (2011). Physiologic strategies to prevent fainting responses during or after whole blood donation. *Transfusion*, *51*(12), 2727–2738. Doi: 10.1111/j.1537-2995.2011.03202.x

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The impact of a health check for blood donors

International Journal of Research in Marketing 35 (2018) 628–640

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International Journal of Research in Marketing

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Full Length Article

Providing health checks as incentives to retain blood donors – Evidence from two field experiments

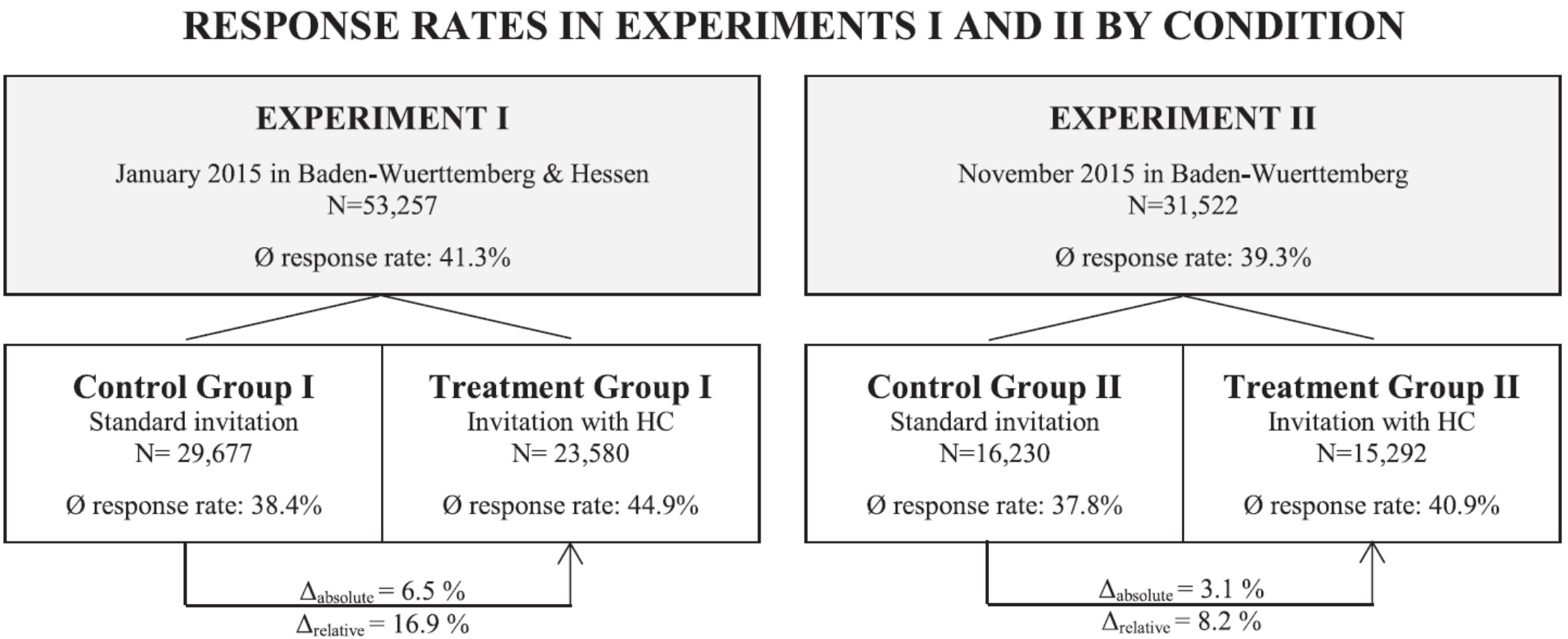
Sigrun Leipnitz [a], Martha de Vries [b], Michel Clement [b,*], Nina Mazar [c]

[a] German Red Cross Blood Donor Service North-East, Hindenburgdamm 30A, 12203 Berlin, Germany
[b] University of Hamburg, Institute for Marketing, Moorweidenstr. 18, 20148 Hamburg, Germany
[c] Boston University, Questrom School of Business, 595 Commonwealth Ave, Boston, MA 02215, United States of America

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The impact of a health check for blood donors



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Universität Hamburg
DER FORSCHUNG | DER LEHRE | DER BILDUNG

Thank you!

Elena Koch, Antonia Leiße, Besarta Veseli, Johannes Jensen, Marloes Spekman, Eva-Maria Merz, Edlira Shehu, Jean-Baptiste Thibert, Antoine Beurel-Trehan, Marion Leblond, Martin Oesterer, Philipp Kluge, Donata Forioso, **Michel Clement**

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BACKUP

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In our survey, we evaluate 15 incentives regarding their effectiveness.

Money

A financial compensation or reimbursement

Donation to charity

Donors are given the option to donate their compensation to a charity organization

Referral program

Donors are given the option to donate their compensation to a charity organization

Loyalty program

Every additional donation is rewarded through the collection of loyalty points, etc. which can be exchanged for rewards

Snacks

Snacks during the blood donation, such as gummy bears, small sandwiches, beverages

Health check

Donors receive a health check after the donation, for example, a comprehensive blood analysis

Lottery ticket

Donors can participate in a raffle with a chance to win prizes.

Gifts

Donors receive small gifts after the blood donation, like keychains, mugs, t-shirts, tote bags, etc.

Travel reimbursement

Donors get their travel expenses reimbursed, e.g., train tickets, gas money, free parking, etc.

Paid day-off

During work hours, donors are granted leave with full pay for the duration of the donation.

Coupons/vouchers

Donors receive coupons, for example, for a nearby café or online shops

Tax benefit

Donors can claim their donations as tax deductions in their tax returns

Honors

Donors receive honors in the form of certificates, badges, pins, etc.

Entertainment options

Entertainment options during the donation, such as free WiFi, books, TV shows, Netflix, music, etc.

Recognition/thank you

Donors receive recognition and gratitude after their donation, such as a verbal "thank you" from the staff at the donation center, through a follow-up thank-you email or a phone call

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In Germany, all donor groups rank money, a paid day-off and health checks as their preferred incentive.

	GERMANY					
	Non-donors' Ranking (n= 193)	**M**	**Blood donors' Ranking (n= 194)**	**M**	**Plasma donors' Ranking (n= 186)**	**M**
1	Money	3.88	Money	4.46	Money	3.13
2	Paid day-off	5.68	Paid day-off	5.90	Paid day-off	6.16
3	Health checks	6.28	Health checks	6.08	Health checks	6.72
4	Reimbursement of travel costs	7.13	Tax benefits	7.06	Coupons	7.45
5	Gifts	7.49	Reimbursement of travel costs	7.22	Snacks	7.63
6	Snacks	7.73	Coupons	7.85	Reimbursement of travel costs	7.96
7	Tax benefits	7.81	Gifts	7.88	Tax benefits	8.09
8	Coupons	7.95	Snacks	7.91	Gifts	8.11
9	Lotteries	9.26	Lotteries	9.38	Recognition/ Thank you	9.02
10	Charity	9.47	Recognition/ Thank you	9.55	Lotteries	9.69
11	Entertainment options	9.72	Charity	9.67	Charity	9.95
12	Recognition/ Thank you	9.81	Loyalty program	10.17	Loyalty program	10.17
13	Loyalty program	10.35	No need for incentives	10.28	Entertainment options	10.23
14	Referral program	10.70	Entertainment options	10.61	Referral program	10.41
15	No need for incentives	10.85	Referral program	10.68	No need for incentives	10.54
16	Honors	11.89	Honors	11.30	Honors	10.75

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In Austria, all donor groups rank money, a paid day-off and health checks as their preferred incentive.

	AUSTRIA					
	Non-donors' Ranking (n= 198)	**M**	**Blood donors' Ranking (n= 196)**	**M**	**Plasma donors' Ranking (n= 195)**	**M**
1	Money	3.59	Money	4.79	Money	3.94
2	Health checks	5.56	Health checks	5.62	Health checks	6.20
3	Paid day-off	5.73	Paid day-off	6.74	Paid day-off	6.37
4	Tax benefits	6.79	Reimbursement of travel costs	6.93	Coupons	7.48
5	Reimbursement of travel costs	7.19	Tax benefits	7.10	Tax benefits	7.52
6	Coupons	7.80	Coupons	7.71	Gifts	7.94
7	Gifts	8.27	Gifts	8.30	Snacks	7.95
8	Snacks	8.71	Charity	8.79	Reimbursement of travel costs	8.14
9	Charity	9.14	Recognition/ Thank you	9.11	Lotteries	9.29
10	Lotteries	9.46	Snacks	9.12	Loyalty program	9.62
11	Entertainment options	9.70	Lotteries	9.53	Recognition/ Thank you	9.70
12	Recognition/ Thank you	9.86	No need for incentives	9.74	Referral program	9.77
13	No need for incentives	10.20	Loyalty program	9.81	Entertainment options	10.00
14	Loyalty program	10.84	Entertainment options	10.71	Charity	10.03
15	Referral program	11.16	Referral program	10.87	No need for incentives	10.82
16	Honors	11.99	Honors	11.14	Honors	11.24

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In France, “no real preferences” can be identified. Health checks as well as reimbursement of travel costs are valued as good in all donor groups. Plasma donors don’t need incentives for a plasma donation.

	FRANCE					
	Non-donors' Ranking (n= 193)	**M**	**Blood donors' Ranking (n= 192)**	**M**	**Plasma donors' Ranking (n= 191)**	**M**
1	Health checks	6.94	Health checks	6.26	No need for incentives	5.88
2	Reimbursement of travel costs	7.00	Reimbursement of travel costs	6.58	Snacks	6.10
3	Paid day-off	7.11	Paid day-off	6.86	Health checks	6.17
4	Money	7.24	Money	7.20	Recognition/ Thank you	6.90
5	No need for incentives	7.28	Tax benefits	7.24	Reimbursement of travel costs	8.04
6	Recognition/ Thank you	7.43	Snacks	8.07	Charity	8.55
7	Snacks	7.51	Recognition/ Thank you	8.07	Tax benefits	8.65
8	Tax benefits	7.88	Gifts	8.28	Paid day-off	8.78
9	Gifts	8.47	No need for incentives	8.31	Gifts	8.91
10	Charity	8.50	Coupons	8.76	Money	8.99
11	Coupons	9.33	Charity	9.03	Entertainment options	9.53
12	Lotteries	9.92	Lotteries	9.35	Lotteries	9.73
13	Loyalty program	10.17	Entertainment options	10.26	Coupons	9.76
14	Entertainment options	10.32	Honors	10.51	Honors	9.84
15	Honors	10.35	Loyalty program	10.51	Loyalty program	9.88
16	Referral program	10.55	Referral program	10.72	Referral program	10.28

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In the Netherlands, health checks are valued by all donor groups. Non-donors rank money as the first-ranked incentive for plasma donation.

	NETHERLANDS					
	Non-donors' Ranking (n= 197)	**M**	**Blood donors' Ranking (n= 193)**	**M**	**Plasma donors' Ranking (n= 194)**	**M**
1	Money	5.30	Health checks	6.06	Health checks	6.26
2	Reimbursement of travel costs	6.37	Reimbursement of travel costs	6.27	Recognition/ Thank you	6.94
3	Health checks	6.45	Money	6.96	No need for incentives	7.38
4	Paid day-off	7.05	Paid day-off	7.24	Honors	7.38
5	Tax benefits	7.81	Recognition/ Thank you	7.30	Reimbursement of travel costs	7.43
6	Coupons	7.82	No need for incentives	7.54	Money	7.85
7	Gifts	7.88	Honors	7.99	Paid day-off	8.20
8	Recognition/ Thank you	7.92	Coupons	8.65	Gifts	8.63
9	Honors	9.13	Gifts	8.67	Tax benefits	8.64
10	Charity	9.15	Tax benefits	8.85	Charity	8.69
11	Loyalty program	9.80	Charity	9.07	Coupons	8.71
12	Referral program	9.93	Snacks	9.83	Snacks	9.10
13	No need for incentives	10.19	Loyalty program	10.06	Referral program	9.63
14	Snacks	10.24	Referral program	10.24	Loyalty program	9.68
15	Entertainment options	10.35	Entertainment options	10.48	Entertainment options	10.24
16	Lotteries	10.62	Lotteries	10.76	Lotteries	11.24

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Plasma donation intention is significantly lower countries with decentralized plasma collection compared centralized countries.

Plasma donation intention[1]						
					95% CI	
Predictor	**β**	**Std. error**	**t**	***p***	**LI**	**UI**
Ref. Being male						
Being female	0.09	0.09	1.1	0.273	-0.07	0.26
Age	**-0.03**	**0.00**	**-9.24**	**0.000**	**-0.03**	**-0.02**
Ref. Non-donor						
Blood donor	**0.53**	**0.09**	**5.55**	**0.000**	**0.34**	**0.71**
Plasma donor	**1.63**	**0.10**	**16.79**	**0.000**	**1.44**	**1.82**
Ref. Basic incentive portfolio						
Advanced incentive portfolio	0.18	0.10	1.74	0.081	-0.02	0.38
Ref. Centralized plasma collection						
Decentralized plasma collection	**-0.32**	**0.10**	**-3.03**	**0.003**	**-0.52**	**-0.11**
Intercept	3.24	0.21	15.78	0.000	2.84	3.65
N	1,746					
R^2	0.25					

[1] Intention to donate on the next possible date (1 totally disagree; 7 totally agree)
Decentralized countries: AUT, GER; centralized countries: F, NL

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