

Donor Conversion and Maximizing Automated Collections

Or

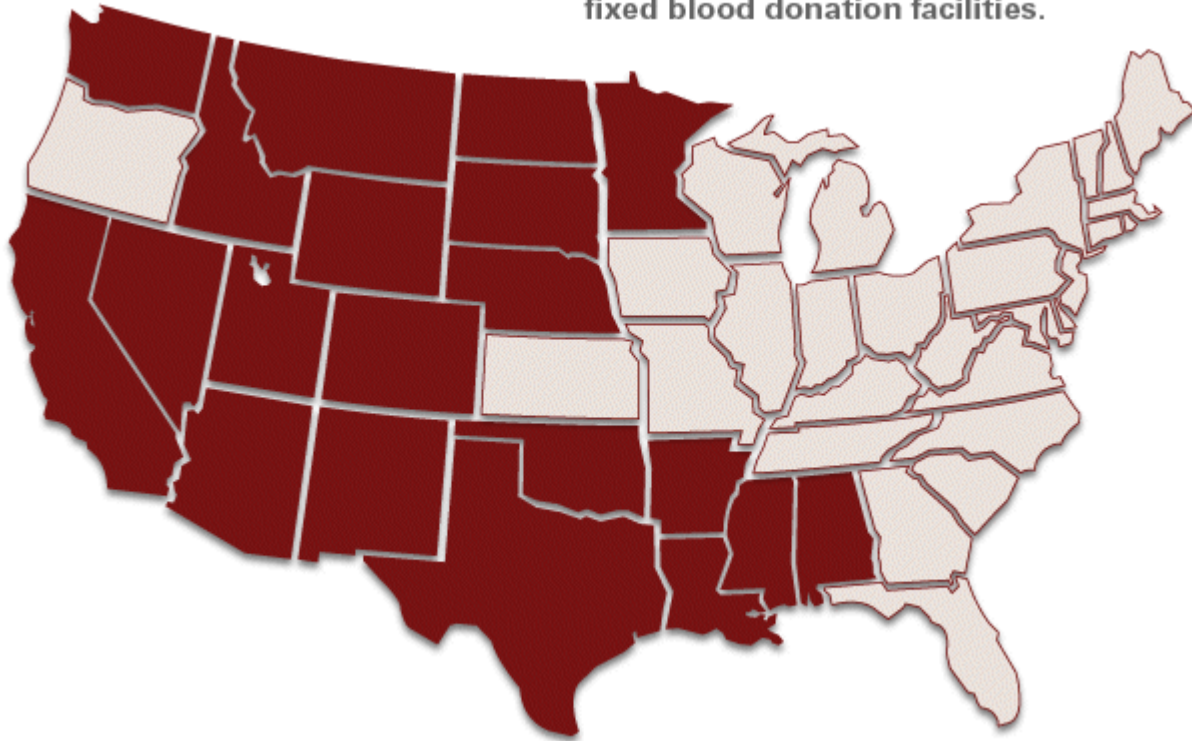
“How would you like to take your blood
for a spin today?”

Blood Systems Overview

- Non-profit 501(c)(3) Organization
- Established 1943
- National Headquarters is Blood Systems (Phoenix/Scottsdale)
- 3,900 Employees
- 1.1+ million RBC collections
- 155,000 apheresis platelet collections
- 13 Regional Blood Centers
 - 3 Affiliate centers: Blood Centers of the Pacific, Inland Northwestern, Life Share Blood Center, Arkansas Blood Institute

Locations

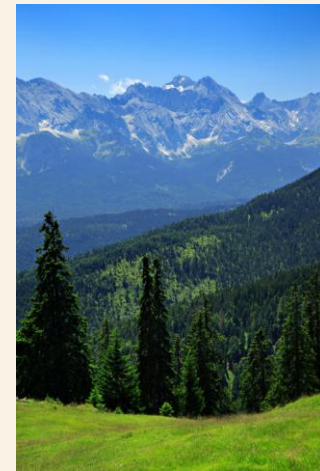
Select your state to find
fixed blood donation facilities.



Rocky Mountain Region

■ Locations:

- Montana
 - Billings (Main Center)
 - Butte
- Wyoming
 - Cheyenne
 - Casper



■ Annual Collection Goals –

- RBCs = 51,000
- Platelets = 9,300
- Plasma (apheresis) = 5,000



Technology

- Haemonetics MCS+8150 rev. L.1
 - 2RBC (Filtered and Non-Filtered) & RBCP
- Trima Accel Version 6.0
 - Platelets with concurrent plasma and/or RBCs
 - Plasma Only
 - 2RBC
 - RBCP

Hospitals Serviced

- Montana - 21
- Wyoming - 25
- Colorado – 2 Supplemental
- Nebraska - 1
- Grand Total = 49



The facts

- Montana population: 974,989
- 46 out of Montana's 56 counties are considered "frontier counties" with an average population of 6 or fewer people per square mile.
- In Montana the elk, deer and antelope populations outnumber the humans.
- Wyoming population: 544,270
- Wyoming has the lowest population of all 50 United States



The Beginning



Conversion basics

- Train staff to utilize “better” Conversion Practices
- Review available vendor videos
- Practice with each other
- Be comfortable with the process you are describing
- Send staff to other centers where they are successful with conversions

Current Recipients in Hospitals Served by Rocky Mountain Region – 03/30/11



4 day old BABY, used 4 Red Blood Cells, 2 platelets, and 1 unit of plasma, Open Heart Surgery, Type O Negative
Perfect Donors for him: Type O Negative donors for Red Cells
Any blood type for platelets
Any blood type for plasma



11 year old female, used 6 Red Blood Cells, 2 platelets, and 5 units of plasma, for Spina Bifida, Type O Positive
Perfect Donors for her: Any Type O donors for Red Cells
Any blood type for platelets
Any blood type for plasma

How to

- Use the Need!

“Would you mind if I tell you what we really need from your blood type?”

- Explain the benefits!

Educational material for double reds, platelets and AB plasma

Conversion Points

- Start at the front desk
- Time required
- Previous bad experience w/ automation
- Afraid of return – getting “stuff” back
- Avoid jargon



Purple top program

- Identify Mobile opportunities
- Provide Mobile staff with conversion training
- Provide donors with more information about platelet donation



United Blood Services

Rocky Mountain Region

Billings, Butte, Casper, Cheyenne, and Rock Springs

White - Original
Yellow - Copy

Whole Blood Staff

Date: _____

Donor Name: _____ Donor ID: _____

Phone: _____ Blood Type: _____

Height: _____ Weight: _____ Gender: _____

Veins Good: Y N

Drive Name: _____

Comments: _____

Staff EC: _____

Apheresis Staff:

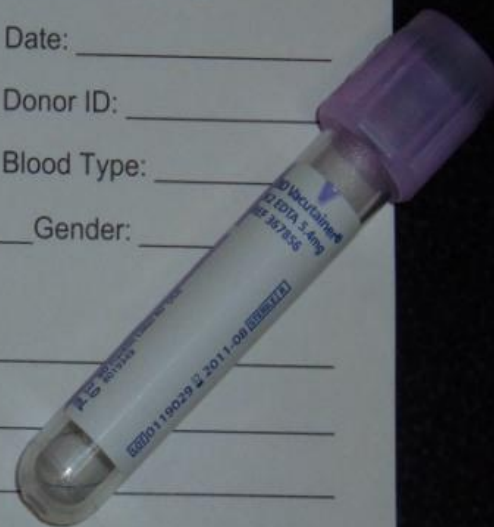
Platelet Count: _____

Suitable

Unsuitable

Recruitment:

Date Scheduled: _____ Staff EC: _____



United Blood Services

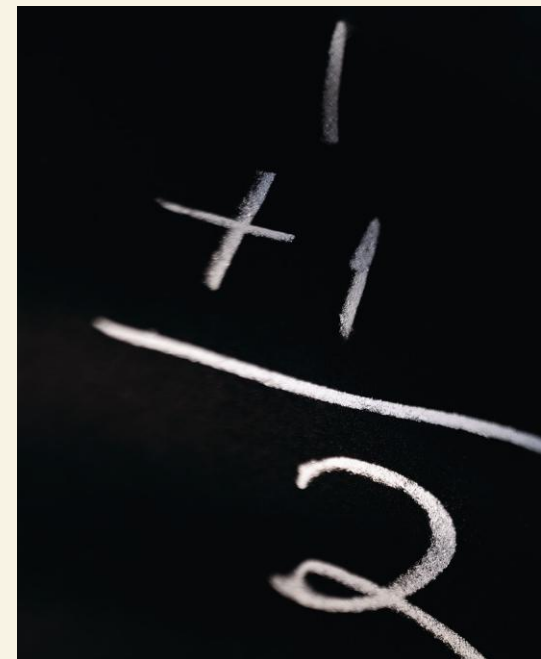


Flirt to convert



Maximization

- Educate donors
- Educate Donor Recruitment Department



United Blood Services



The “A” team

- Communication to achieve regional goals



Ongoing Efforts

- Bi-weekly report
- Monthly outcome review meetings
- Monthly meeting with all regional centers and Donor Recruitment Department

Comparison

| | Before | After |
|--|--------|--------|
| Percentage of O donors no concurrent RBC drawn | 75.5% | 37.0% |
| 2RBC rate | 7.5% | 21.9% |
| RBCP rate | 0.2% | 4.3% |
| Concurrent plasma rate | 19.7% | 33.0% |
| Concurrent RBC rate | 15.1% | 35.9% |
| Single product only procedures | 14.6% | 2.2% |
| Total plasma units | 114.92 | 408.75 |

Contact information

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Acknowledgements

AABB

United Blood Services

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