



Internet Donor Health History Interviewing

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Background

- Quality Donor System™ is well-established
 - Donor self interview & staff review modules
 - Audio-Visual Touch-screen Computer-Assisted Self Interviewing (AVT-CASI)
 - Substantial error reduction
 - Cuts staff time
 - Vastly improves donor and staff satisfaction
 - Substantially increases donor disclosure of risky behavior/honesty



Background

- Extending QDS to the Internet = iQDS
 - New AABB UDHQ
 - Same-day donor self-interview
 - Increase repeat donor convenience
 - Reduce on-site donor time
 - Sponsors say iQDS will encourage them to sponsor blood drives



Study Design

- Minor QDS modifications
 - Runs on secure Internet server
 - Best with broadband connection and audio
 - Produces bar-coded printout to take to site
 - Access is password protected
 - No identifying information requested online



Original Study Design

- Phase I – Feasibility testing
- Phase II – Broader beta testing
- Phase III – Double interviewing with live donors



Results - Phase I

- Friends & family testing from home and work to test function: *Very Successful*
- 9 staff from 5 QDS geographically dispersed blood centers tested function and accessibility
- Staff completed 9-question email survey



Results - Phase I

- Survey results
 - No access failures
 - High staff enthusiasm for iQDS system
 - System changes based on responses
 - Allow disabling audio for privacy – e.g., office cubicles
 - Allow donors to interrupt audio – like QDS repeat donors (propose only available to)
 - Include and display educational materials



Results - Phase II

- Phase II was skipped based on success of Phase I



Methodology - Phase III

- Phone recruitment of repeat donors
 - Willingness to do double interview – QDS & iQDS
 - Availability of qualified computer, broadband access
 - Private setting for computer
- Donors given phone instructions on how to access iQDS
- Limited to 4-8/day because of priorities at blood center



Methodology - Phase III

- Donors instructed to complete online iQDS interview at home or office
- Bring printed bar-coded receipt to collection site the same day
- On arrival at site, donors registered and completed a normal QDS interview and review by staff



Methodology - Phase III

- On a separate computer, staff asked 3 FDA suggested qualifying questions:
 - Did you complete this online interview yourself?
 - Were you in a private setting when you completed the online interview?
 - Since completing the Internet interview captured in the page of bar codes, have your responses to any of the questions changed? For example, have you engaged in any risky sexual or drug use behaviors?



Methodology - Phase III

- If responses were correct, bar coded receipt was scanned and reconstituted into a normal QDS interview
- Staff reviewed as usual
- Printed Donor History Card (DHC)
- Compared iQDS DHC with normal QDS DHC



Results - Phase III

- Tested at Mississippi Valley Regional Blood Center, June 29 – August 2, 2005
- 73 donors participated
- 70 completed double-screening
 - 2 printed receipts could not be scanned
 - 1 refused by system because interview was completed the night before (not same day)
- No donor was rejected based on FDA questions
- No discrepancies: normal vs. iQDS DHC



Results - Phase III

- 60 donors completed satisfaction survey (85.7%)
 - Non-responses largely in first days of testing, insufficient staff preparation
 - A few donors unwilling to take extra time for survey

Survey

(1 = Best, 3 = Neutral, 5 = Worst)



| Question | Median | Mean |
|--|--------|------|
| 1. <u>Logging onto</u> the Internet Donor Web site was: | 1 | 1.17 |
| 2. Internet Donor <u>instructions</u> were: | 1 | 1.12 |
| 3. Internet Donor <u>audio quality</u> was: | 1 | 1.63 |
| 4. Internet Donor <u>video quality</u> was: | 1 | 1.23 |
| 5. When I completed the Internet Donor interview the <u>privacy setting</u> was: | 1 | 1.15 |

Survey - 2

(1 = Best, 3 = Neutral, 5 = Worst)



| Question | Median | Mean |
|--|--------|------|
| 6. Internet Donor online system <u>responsiveness</u> was: | 1 | 1.25 |
| 7. Printing the <u>bar-coded receipt</u> was: | 1 | 1.12 |
| 8. Other Mississippi Valley Regional Blood Center repeat donors should be able to complete the Internet Donor interview: | 1 | 1.19 |
| 9. Overall how do you rate your Internet Donor interview experience? | 1 | 1.15 |
| 10. How do you think other Mississippi Valley Regional Blood Center repeat donors will rate the Internet Donor interview procedure ? | 1 | 1.25 |
| 11. Compared to the in-center QDS interview, how did you find the Internet Donor interview experience: | 2 | 1.98 |



Survey Results

- iQDS interview venue
 - 39% home
 - 58% work
 - 3% elsewhere
- 78% used audio
 - 9 (of 13) who didn't were at work



Conclusions

- Donors had strong positive experience with iQDS
 - 61% preferred to in-center interviews which are overwhelmingly preferred over other interview methods (n = 1000's)
 - 35.6% were neutral
 - 3.4% preferred in-center
- Next Step – FDA implementation agreement



Other Contributor

- Paul Sullivan, RN, of the Mississippi Valley Regional Blood Center