



Determinants of Donor Satisfaction Using an Audiovisual Touch-Screen Computer-Assisted Self-Interviewing (AVT) System

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Quality Donor System (QDS)


- Donor self-interview module - Audio Video Touch Screen Computer Assisted Self Interviewing (AVT-CASI)
- Staff review module
- Built exclusively with Web technology
- Legible/auditable paper donor history card
- AABB Uniform Donor History Questionnaire (UDHQ)

Donor Self Interview Screen Sample


Medical History

Question 30A

Were you born in, have you lived in, or have you traveled to any African country since 1977?



Laurie Rogenski, RN



Africa Since 1977?

Back **Yes** **???** **No** **Next**

Method

The survey has three parts:

- Part A for all donors who completed the QDS
- Part B for donors who had experience with both the QDS and other methods
- Part C for repeat donors who had been screened more than once with the QDS
- Questions were rated on 5-point Likert-type scales

Participating Centers

- Mississippi Valley Regional Blood Center, Davenport IA - - MVRBC
- Lifeline/West Tennessee Regional Blood Center, Jackson, TN - - JTN
- Lifeblood/Mid-South Regional Blood Center, Memphis, TN - - MTN

Results

2004 Donor Satisfaction Survey data collection

Reliability: Cronbach's Alphas

- Part A: $\alpha = .73$
- Part B: $\alpha = .80$
- Part C: $\alpha = .77$
- Good internal consistency
- All items inter-correlate positively

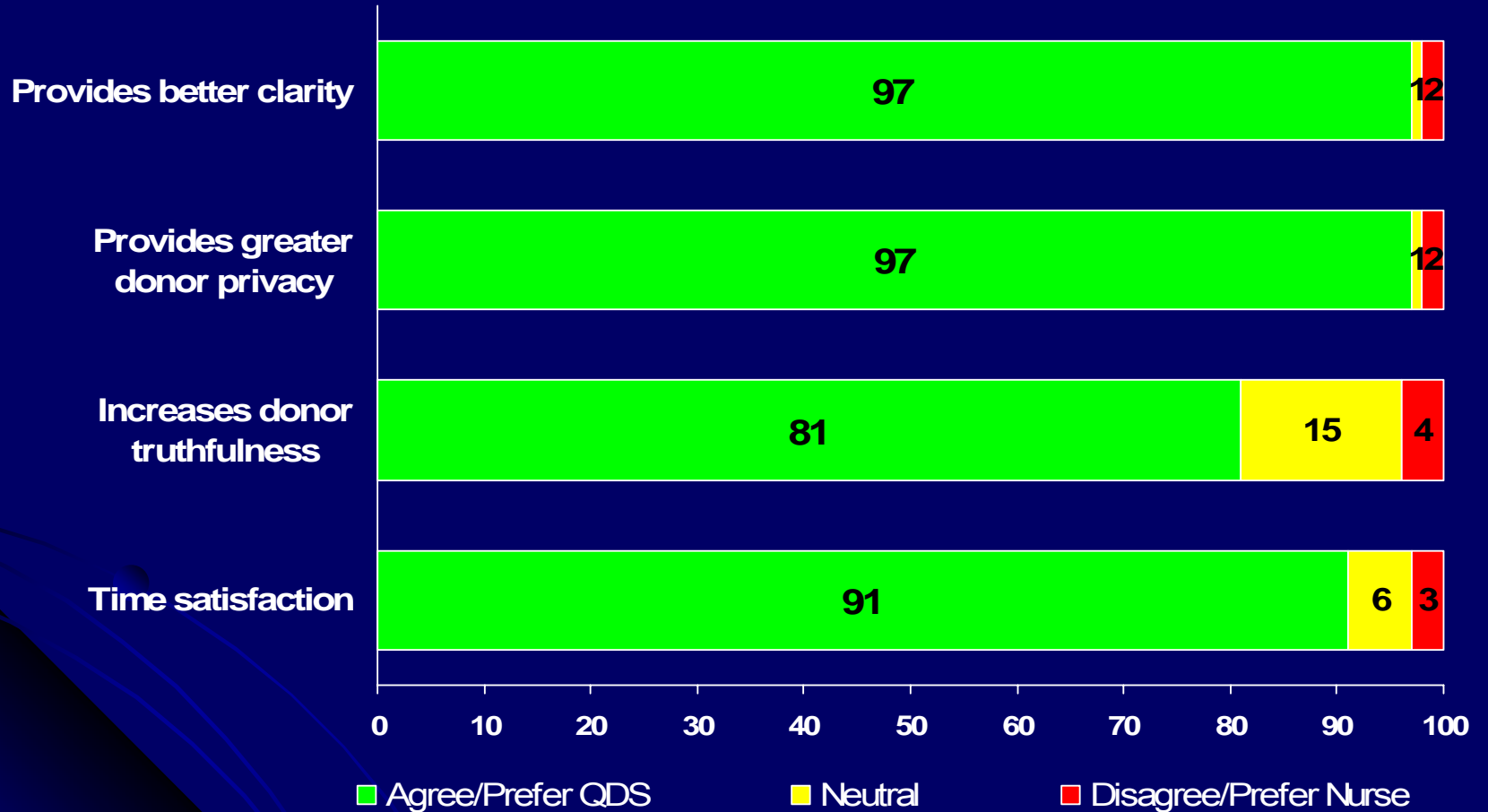
Regression Analysis

Donor satisfaction significantly predicted by

- Gender ($p < .001$)
- Donation type ($p < .001$)
- Age group ($p < .01$)
- Donor characteristics explain 2.1% of the variance in satisfaction ratings. Statistical, not practical significance.

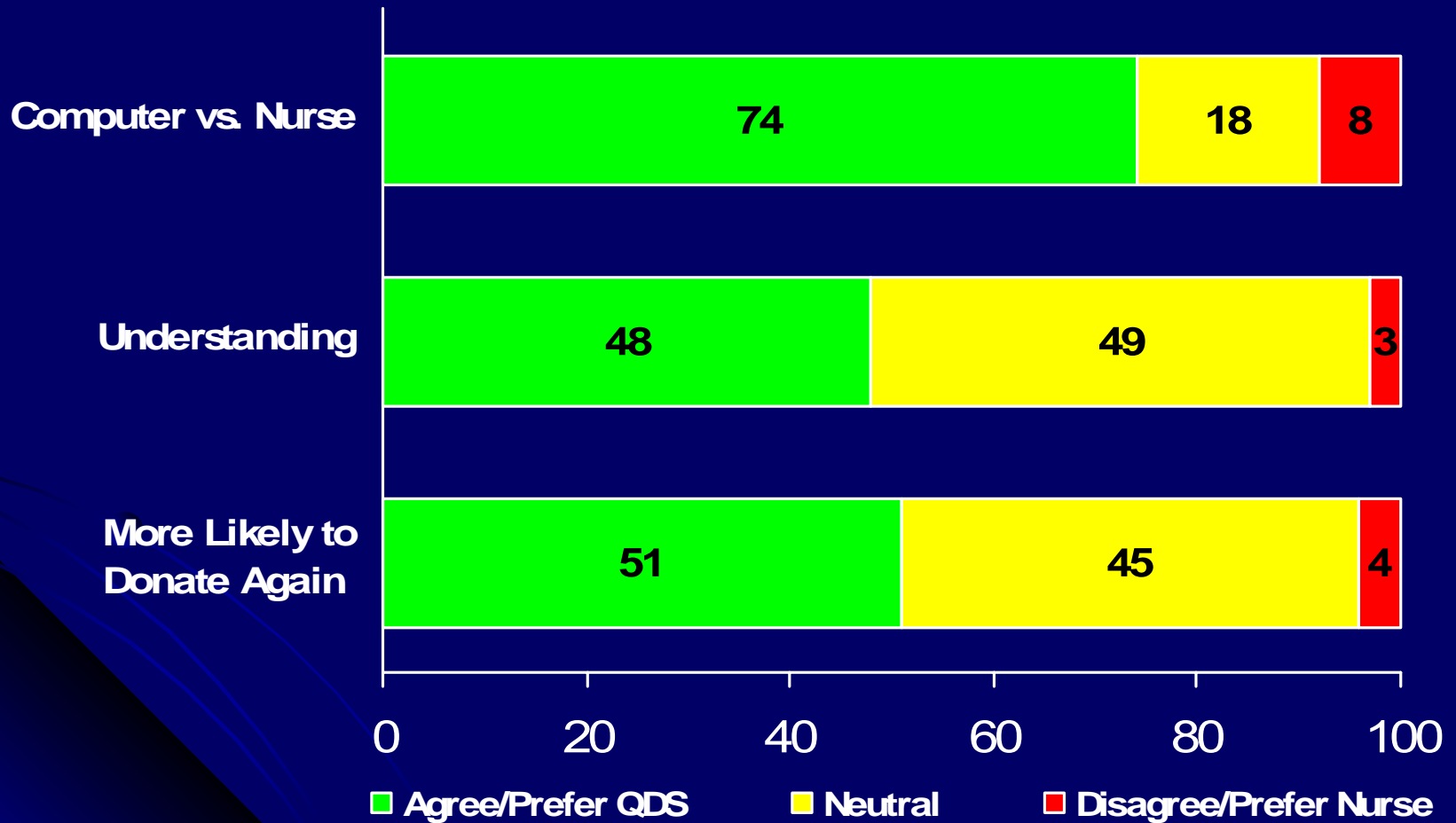
All Donors Satisfaction Percentages

Part A (N=2,188)

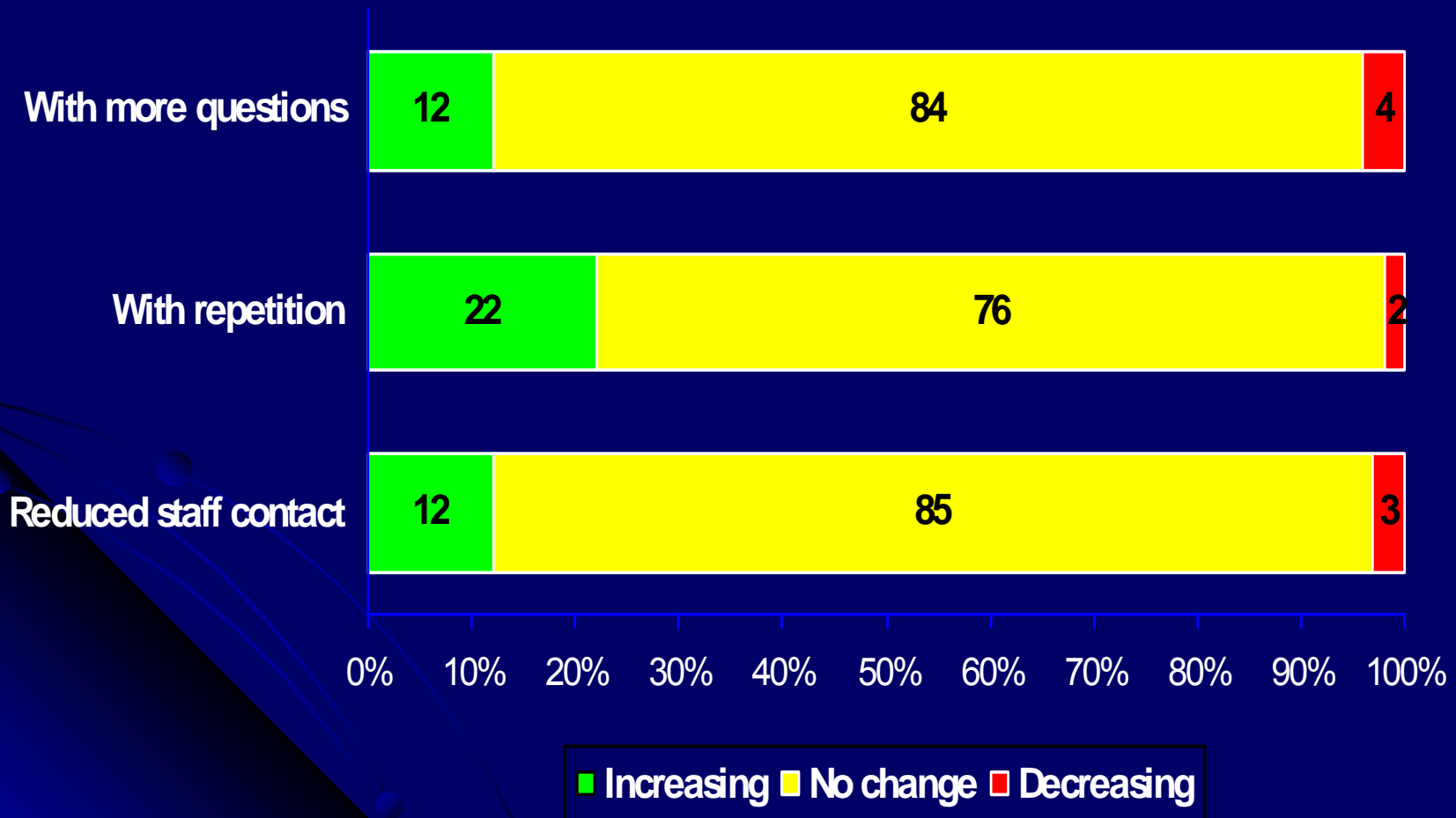


Repeat Donor Satisfaction Percentages

Part B (N=1,506)



Donor Satisfaction for those Screened More than Once By QDS (N=1,329)



Conclusion

- Donors overwhelmingly rate QDS positively
- Donors rate screening questions as highly understandable
- Strong perceptions of privacy
- More honest reporting
- Donors prefer QDS approach compared to face to face interviews

For Additional Information
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