



Reducing Post Donation Information Reports via Multimedia Donor Interviewing and a Streamlined Questionnaire

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Talisman Ltd., Vienna, VA

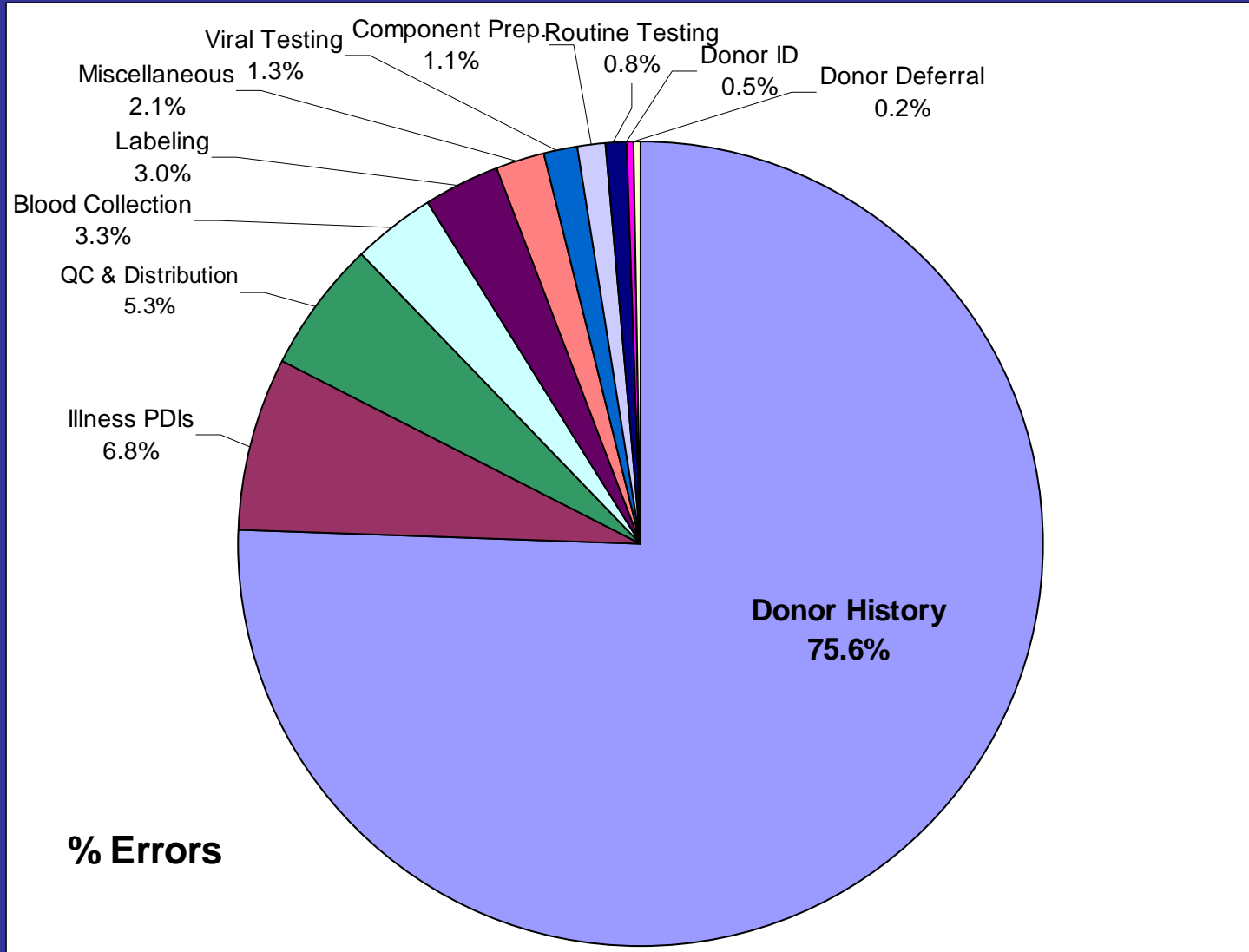
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Mississippi Valley Regional Blood Center

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Blood Product Deviation Reports By Manufacturing System – FY 2005



Evolution of Uniform Donor History Questionnaire

Year and number of questions

2001 46

2002 52 vCJD added

2003 61 Smallpox, SARS & WNV added

2004/7 49 New/Streamlined UDHQ

Audio Visual Touch Screen Computer Assisted Self Interviewing (AVT-CASI) – Quality Donor System™ (QDS) Implementation

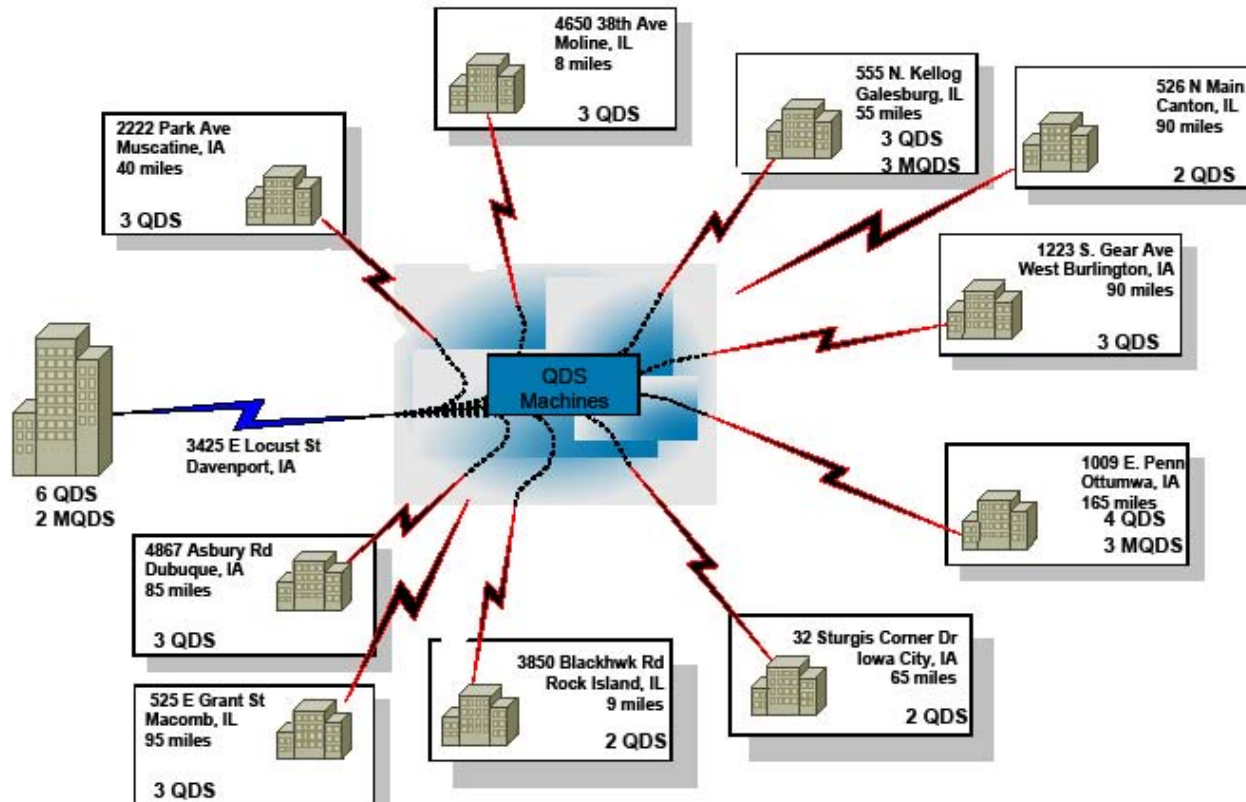
- 2000 3 Fixed sites
- .
- .
- 2003 10 fixed & initiated mobiles
- 2004 See next slide
- 2005 1st Q . . 100% fixed and mobile sites

2004 QDS Coverage at MVRBC



Mississippi Valley Regional Blood Center

How Life Flows Through Our Community®



Mississippi Valley Regional Blood Center QDS Map 05-01-2004

PDI's per 10,000 Donations

<u>Year</u>	<u>PDI's</u>	<u>PDI's/10,000 Donations</u>
2001	43	5.3
2002	71	7.4 Increased questions
2003	97	8.9 Increased questions
2004	97	8.7 Fewer questions
2005	91	7.7 100% QDS (9 mos.)
<u>2006</u>	<u>71</u>	<u>5.3</u> 100% QDS (12 mos.)

Total 470 7.2 (over 650,000 Donations)
(The national average is approximately 18/10,000)

Conclusions (1 of 2)

- The increase through 2003 and the flattening in 2004 is attributable to the increased number of questions and new deferrals.
- The decline in 2005-2006 may be attributable to the combination of the validated UDHQ and automated interviewing

Conclusions Continued

- Research reported elsewhere has shown QDS to reduce other types of errors by more than 60% as well as increase donor response accuracy and donor and staff satisfaction.
- This research suggests that the combination of a scientifically streamlined questionnaire administered by a field tested and proven multimedia computerized system reduces PDI errors.

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