

Automated & Manual Methods of Donor Interviewing



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Background

The industry is evaluating new ways to qualify prospective blood donors for donation including automated interviewing. Little is known about automated methods.

Objective

To obtain a scientific estimate of the extent to which blood establishments have or intend to shift to computerized donor interviewing in the future.

Methods

Telephone interviews of key staff of most independent community blood centers. American Red Cross and Blood Systems Inc. centers are planned to be reported in a separate paper after data quality assurance is completed. Only 2 centers entirely refused to participate in the survey (some refused individual questions), for an overall response rate of 95%.

The survey instrument consisted of 25 multiple choice questions beginning with the name of the blood center, responder's position with the center, and continuing to elicit the various facets of donor qualification.

For example, What is your organization type?

- Hospital 2
- Community Blood Center 79
- Other 0
- No response 3

Results

Establishments interviewed account for 5.7 million whole blood and red cell donations and 800,000 apheresed platelet donations. The interviewing instrument employed by 64 of 84 organizations reporting is the AABB Uniform Donor History Questionnaire (UDHQ). Common interview methods run from computer assisted to paper donor self administered. Systems often include one or more audio, video or touch screen components. Only 31% of centers report currently using automated interviewing but most others report plans to automate the process in the next six months to three years. Automated centers report a reduction in improperly filled out forms and call backs to obtain more information.

Selected Findings

- 53% of total collections were reported at mobile sites and
- 39% were reported at fixed sites

Type of donor questionnaire your organization uses?

- 24 (29%) - AABB/UDHQ only
- 44 (52%) - AABB/UDHQ modified
- 8 (10%) - Organization developed
- 8 (10%) - Other/no response

- 24 (29%) centers use a form of computerized interviewing
- 53 (63%) centers do not use any computer interviewing
- 7 (8%) centers did not respond

- Only 22% of interviews are reported to be computer assisted

- 11 computer systems offer audio support
- 9 systems provide video presentation
- 17 systems operate with touch screens

- 28% of fixed sites utilize computer interviewing
- 19% of mobile sites utilize computerized interviewing

Vendor Computer Interview Systems Reported in Use

- 4 – BBBS: SRQ
- 2 – Haemonetics: eQue
- 3 – Haemonetics: IDM Prelude
- 6 – Healthcare ID: Donor ID
- 6 – Talisman: QDS
- 0 – Wyndgate: Donor Doc
- 2 – In-house system
- 1 – MediWare: Lifetrack
- 1 – Other
- 25 TOTAL

- 33 of 53 (62%) centers w/o computerized systems are committed to acquiring them in the next 6 months to 3 yrs.

Conclusions

Blood establishments are moving toward automated interviewing at a reasonably rapid pace and willingly discuss their plans.

References

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