Marketing Online Donor Registration and Screening

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ABSTRACT

A system has been developed that allows blood donors to complete their health history interview at home or office prior to arriving at the blood drive. This system operates over the Internet and has been implemented by three blood centers so far. The poster describes one blood center's early experience with this system.

BACKGROUND

Blood centers have been using electronic donor history questionnaires (EDHQ) to help determine donor eligibility since about 2000[1, 2]. Donors are completely comfortable with the systems which are used for 100% of donations, both on buses and other mobile locations and at fixed sites. Recently a new capability was added to let a donor respond to the health history questionnaire online, prior to presenting at a blood drive. At the end of the interview, a bar-coded "boarding pass" is printed, containing an encoded record of the interview, which the donor takes to the blood drive, where it is scanned. Our expectation is that this would provide added convenience for donors, thus improving retention, and would possibly improve work flows and computer equipment utilization, since donors would not need to answer health history questions on-site. When blood center management committed to implementing this capability, it was determined that the most critical success factor was getting donors to change their habits. The online interview has been implemented in 3 blood centers so far. The center with the most successful implementation chose to treat the rollout of this new capability as a marketing project, as described below.

STUDY

The marketing plan was based on the concepts: *Target*, *Tell* and *Track*. Initially the blood center wanted to focus on a small subset of donors before rolling this service out to the entire donor group. For the initial target group, apheresis donors were selected because they are the most frequent and loyal of donors, and certain blood drives were targeted. Letters were sent to scheduled donors, asking them to try the new system. This was accompanied by the "Tell" part of the initiative, consisting of press releases, a press luncheon and information on the center's website, as well as incorporating the new message in routine advertising in newspapers, local magazines, radio and television. The "Track" action involves keeping counts of donors using the remote interview, along with a record of problems encountered in scanning the bar codes.

Thank You!

Please print this page and take it to the blood collection site today.
Completion of this questionnaire does not automatically indicate elligiblity. Your eligibility to donate will be determined by the staff at the collection site.

Donor Receipt

1	‖‖‖‖‖‖‖‖‖‖‖‖‖‖
2	‖‖‖‖‖‖‖‖‖‖‖‖‖‖
3	‖‖‖‖‖‖‖‖‖‖‖‖‖‖

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CONCLUSION

In the period from June 2009 through June 2010, 718 donors used the online interview. One of the lessons learned was that 4.2% of the bar-coded boarding passes did not scan, for a variety of reasons including home printer misalignment, non-standard ink and overly porous paper. Anecdotally, donors generally liked the new system and planned to continue using it. Based on results so far, the blood center plans to roll the new system out to their entire donor base, replicating the marketing approach from the pilot. Donor satisfaction surveys are planned once the system is fully implemented.

REFERENCES

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