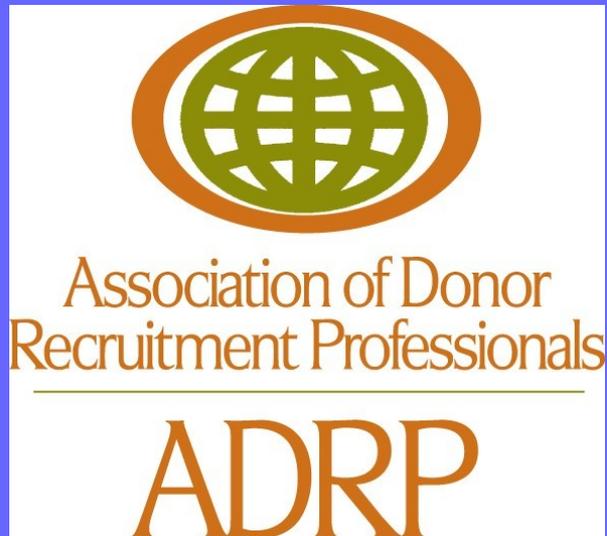


Short Circuits:

Blood Appeals & Donor Recruitment

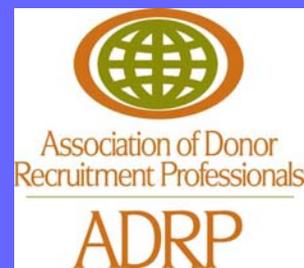


John Armitage, M.D.
President and CEO
Oklahoma Blood Institute
August 2007

ADRP Profile

Mission: To provide education, development and resources for the donor recruitment professional.

Vision: We are the worldwide industry leader in the field of donor recruitment with an ongoing commitment to shape international policies and standards and to develop marketing strategies and specialized resources for the donor recruitment profession.



ADRP Profile

Founded 1977, NY state

Non-profit, offices in Austin, TX

Membership – 600+ (blood centers/ agencies,
marrow program, associations)

directors, managers, supervisors,
recruiters

PR/Communications, TR, field reps,
physicians, administrators, vendors,
etc.



Association of Donor
Recruitment Professionals

ADRP

ADRP Profile

International – Canada, Finland, Germany,
Kenya, New Zealand, South Africa, United
Kingdom, United States and Vietnam

President – Gavin Evans, NHS (England)

Executive Director – Deborah Swift

Annual Conference – Halifax, Nova Scotia
April 28 - May 3, 2008

www.adrp.org







The Appeal Deal

Heterogeneous deployment, execution, utility

Chronic, cyclic (booking risk periods)

General or targeted (Os, platelets)

Triggered - weather, holidays

Planned - marketing tool – media access,
motivation, promotions

Isolated, concurrent, piggy-back, rolling or
staggered, collaborative (rare)



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Even Experts Need Help...



The Appeal Deal

Centers - Failure indication

Reactive patch for fundamental weakness
Diversion from medium to long range
Confidence sapper (hospitals)
Stressor, dissatisfier for staff

Industry -

Tolerated practice – < study (shifts, FTD,
retention); few correctives, enhancers
Weakly managed / coordinated



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The Appeal Deal

Public - Negatives

- Anxiety generating (healthcare)

- Confusing (competitive areas)

Donors – Maladaptations

- Unlink regular sponsor group, pattern

- Train for a crisis trigger

- Immunize (tachyphylaxis)

- Credibility risk – “Blood supplies on the wane, but not affecting area hospitals” – Aug 18, 2007



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Better Tools – Here and Now



Appeal Tools

Vehicle/leadership for:

Improved local/state/regional coordination –

Standardize terminology & thresholds -

“emergent” vs. “urgent”

“critical” vs. “serious”

Tracking – incidence, duration, outcomes

Info sharing vehicle –

Up-to-date scope of problem

Effective practices (planning tools)



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Practices

Announcement timing, communication plan

Multiphasing – “legs”

Open venue targeting,

Extending hours (fixed sites)

Staff, volunteer messaging, updates

Hospital coordination

Setting end points (inventory)

Rebound planning



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Appeal Tools

Champion - Surgeon General, HHS Secretary...

Wide, standardized access to:

Celebrity spokesperson – text, recordings, video

Professionally designed, produced materials

Cultivated communication channels – gov't agencies, patient advocacy groups, corporations, etc.

Community preparedness messaging



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**Our Blood
Supply Is
Running**



On Empty!!

Your Blood Is Urgently Needed!

Call 1-800-GIVE-LIFE to schedule a donation!



American Red Cross
Carolinas Blood Services Region

Appeal Tools

Hospital feedback mechanism –

disturbed ordering/delivery patterns
multiple cross-matching of units

delayed transfusion, reduced doses
clinic waits, delayed discharges

diverted patients, missed transplants
postponed elective surgery

Blinding (report by state figures)

Offers context for messages



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Working Smarter



Unappealing Options

Marketing Grants – new technology integration
public domain campaigns
diversity recruitment tools
sales
[accessible deliverables]

Recognition – Donor tassel, cord, ? 4 hs grads
Blood donor symbol (affiliation)

Education – curriculum access
age appropriate modules



“They’re all good, but I demand O negative.”

Unappealing Options

Deferrals – regulators and centers

rationalize – cancers, autoimmune dz.

add dimensions beyond donor - TRALI

require or pursue re-entry mechanisms

sundown rules – 5 year reviews

develop donor communications templates



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Questions?



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