

# From Gift Shop to Donor Room

## A Collaboration Between Hospital and Blood Collector to Increase Blood Donations

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### Background

When Central Maine Medical Center (CMMC) witnessed an increased demand for Platelets, Pheresis (PH) for cardiovascular surgery patients, a hospital operated donor room appeared the logical solution to enhance supply. In lieu of a donor room staffed by CMMC, a pilot partnership between the hospital and the ARC became the alternative strategy. An 800 sq ft space from a former gift shop provided high traffic and visibility for the ARC to manage whole blood (WB) and PH donations during specified days, under its licensure. The donor room would replace the four hospital-sponsored blood drives with annual collection goal of 200 WBs. The pilot sought to measure whether a regularly scheduled mobile (RSM) would increase WB collections and whether PH donors, traveling greater than one hour to the regional BS, would donate PH more frequently. Baseline donor demographics depicted a blood donation penetration rate of 7.0% in a population of 155,759 targeted donors (2000 Census).

### Pilot Study

The pilot timeframe spanned six months, beginning with a co-publicized open house. Preliminary data in Q1 and Q2 measuring donor penetration and customer satisfaction influenced the decision for the hospital donor room to complete a one year pilot. Compared to CY2005 hospital-sponsored blood donor drives yielding 283 productive units, CY2006 WB collections grew 166%, supporting RSM to continue operations for a second year. PH, not previously available at mobile blood drives in the targeted area, provided a total of 1253 productive units during the 2-year pilot.

	Whole Blood				Pheresis Platelet			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
2006	35	35	191	234	85	100	142	180
2007	272	293	275	230	187	198	184	177
Growth	677%	120%	737%	98%	44%	30%	-2%	-2%

To maximize donor room growth potential, scheduling two blood collection days per week expanded to three days in 2007 Q2. Donor penetration rate increased from 7.0% to 7.5% in the same demographics.

### Objectives

- Increase public awareness of need for pheresis platelets
- Provide a convenient site for platelet and whole blood donation
- Increase annual whole blood collection
- Share recruitment resources and strategies
- Renovate an 800 sq foot area, formerly used as a gift shop

Gift Shop



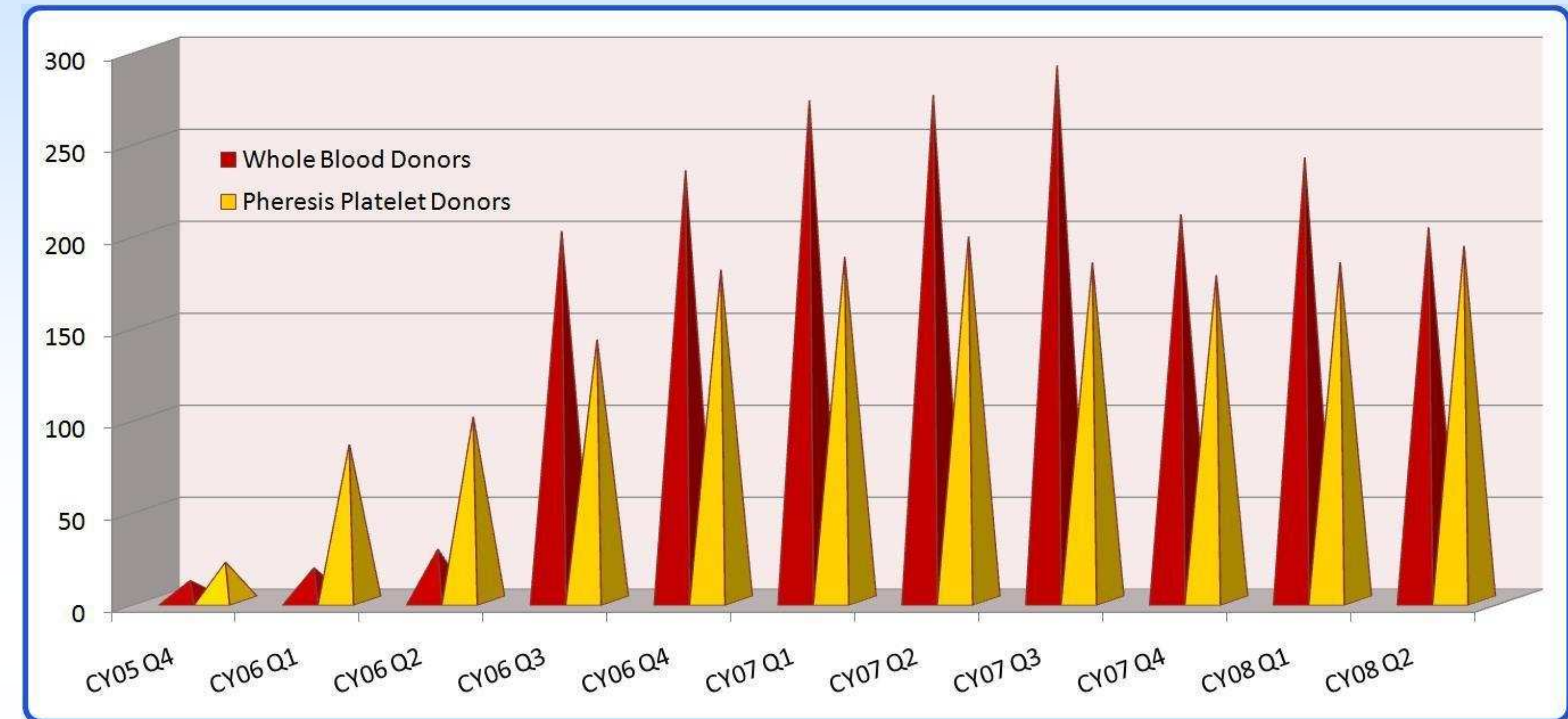
Blood Donor Center



- Large open space with wide entryway
- Intersection of two major hallways
- Near visitor elevators and cafeteria
- Easy access – near discharge lobby

### Collection Data

December 2005 – June 2008



### New in 2008

- Autologous pre-deposit collections
- Added a fourth collection day for whole blood



### Conclusion

A hospital-based regularly scheduled mobile strengthens hospital-blood supplier partnerships, ultimately making a direct connection to and benefiting the patient. Providing donor convenience and public awareness at a hospital location to a target group of hospital staff and community caregivers increases blood donations and contributes to the donor experience. Adding a fourth collection day may overcome current donor capacity limitations in order for donor growth to continue in CY2008.

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