Blood Donor Recruitment

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Industry experiencing dramatic change.

- Demand for blood products is trending down
- Supply of blood products is increasing
- Blood is a very portable, national commodity
- Competition for Hospitals
- Competition for Blood Drives
- Competition for Incentives/Programs
- More workers telecommuting
New York Blood Center Overview

• Our Footprint has been expanding to include PA and CT
• Donor Base
  – 245,000 Red Cell Donors
  – 13,500 Platelet Donors
• Annual Donations
  – 400,000 Red Cell Units
  – 76,000 Platelet Units
• Provide Products and services to 200 Hospitals in NY, NJ, PA and CT and new Community Blood Center KS/MO

Serving 20 million people in New York, New Jersey and beyond since 1964.
Recruitment & Marketing Overview

- 3 Geographic Regions (HV/NY, LI, NJ + CBC in Kansas City area)
- 31 NYBC Account Managers + 10 in CBC
  - Each Account Manager organizes 18-25 Blood Drives per month with annual goals of approximately 10,000
- 625 Blood Drives per month + 20 Donor Centers operating 350 days per month
- Daily Collections of 1200 – 1900, 7 days week, 365 days per year.
<table>
<thead>
<tr>
<th>Channel</th>
<th>% NYBC</th>
<th>Pros</th>
<th>Cons</th>
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<tbody>
<tr>
<td>Mobile blood drive</td>
<td>75%</td>
<td>&quot;Wholesale&quot; channel- one chairperson represents dozens or hundreds of donors</td>
<td>recruitment is not type specific</td>
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<td>entry point for first time donors</td>
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<td>allows broad reach to all communities and market segments</td>
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<td>larger, more efficient drives (avg. 48 units)</td>
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<td>allows scale for efficient use of automation (i.e. Alyx)</td>
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<tr>
<td>Bus blood drive</td>
<td>8%</td>
<td>allows access to populations otherwise precluded by space availability</td>
<td>small, relatively inefficient units (avg. 26 units)</td>
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<td>can supplement mobile blood drives when additional space is required</td>
<td>lower throughput per staff member</td>
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<td>limited capacity</td>
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<td>mechanical breakdowns/maintenance</td>
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<td>Donor centers</td>
<td>17%</td>
<td>&quot;Retail&quot; channel- each donor must be recruited individually</td>
<td>requires substantial initial investment</td>
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<td></td>
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<td>type specific recruitment</td>
<td>lease obligation</td>
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<td>provides community visibility</td>
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<td>exclusive venue for platelet donations</td>
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<td></td>
<td></td>
<td>venue for small business and small community drives</td>
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Number of unique groups/accounts for past 5 years

Year Ending March 31, 2016

- 2012: 4,273
- 2013: 4,173
- 2014: 4,066
- 2015: 3,720
- 2016: 3,552
75% of Blood Supply dependent upon Volunteer Chairpeople and Community and Business Leaders

- High Schools and Colleges host Blood Drives from September to May, very little activity during critical months of June – August or December – January
- Religious organizations prefer weekends, especially Sunday’s but capacity limits impact # of accounts that we can run
- NYC Employees as part of NYPD, FDNY, Sanitation, Housing Authority is our single largest donor group with over 34,000 annual donations
  - NYPD alone donates 13,000
- Key Accounts such as MetLife, IBM, Johnson & Johnson, Con Edison, National Grid, New York Life, etc. have supported NYBC with premier blood programs and financial donations since our origin 50+ years ago.
- Community Accounts are especially import during critical months when High Schools/Colleges are out of session
We work with a variety of organizations - diversification is key.

Community: 12.9%
Education: 31.7%
Business: 25.6%
Government: 16.1%
Religious: 13.6%

Apr – Mar 2016
First-time red cell donors have decreased since 2010 peak

[Bar chart showing the number of unique first-time donors from 2010 to 2016. The number of donors decreased from 91,119 in 2010 to 71,184 in 2015 and 73,247 in 2016.]
Youth Programs are critical for cultivation of 1st Time Donors

New York Blood Center

Student Blood Drive Programs

Little Doctors Program® The Little Doctors Program® teaches the importance of community service and volunteerism through the organization of a community blood drive. New York Blood Center (NYBC) representatives provide classroom instruction about blood and blood products, the circulatory system, components of blood, the blood donation process and about NYBC. The program is an ideal fit with the 6th and 7th grade science curriculum. More than 200 schools participate each year and more than 65,000 donations have been donated as a result of this program.

High School Scholarship Program Each year, NYBC awards more than $100,000 in scholarships. High schools that host a minimum of two blood drives per academic year are eligible for the High School Scholarship Program. Administrators may award scholarships to one or more student volunteers who demonstrate leadership in the organization of the high school blood drives. Scholarships in the amount of $250 - $750 are available, depending on the total # of blood drives per academic year.
Youth Programs are critical for cultivation of 1st Time Donors

**Future Leaders in Science Program**  A one day program held at the Lindsley F. Kimball Research Institute in Manhattan or at NYBC’s cord blood and blood processing facility in Queens. The program features hands-on experience in the laboratories and presentations by researchers. This is an ideal program for students interested in science, research, or other health avenues.

**High School Recognition Events**  Each year, top performing high schools in New York and New Jersey are recognized for their blood donation programs and invited to attend recognition events. Student leaders are also recognized for their work.

**New York Yankees HS Blood Drive Championship Program**  Each year, 15 high schools from New York and New Jersey that excel in their blood drive programs are selected to attend an on-field recognition program at a New York Yankees game. The winning schools are awarded tickets for the game.

**Donor Cord Program**  Students at participating high schools who meet donation criteria established jointly by New York Blood Center and the school get a red donor cord to wear at graduation.
Working with Blood Recipients

• Used on our Website, Social Media, Educational and Promotional materials
• Speakers at our events to Volunteer Chairpeople and Donors
Blood Donor/Blood Recipient Introductions

- Giving Blood is an anonymous act of generosity….where blood donors never know or meet their recipient.

Simone Schultz was just 4 years old when she was diagnosed with acute lymphocytic leukemia. Months of treatment at Maria Fareri Children’s Hospital followed. Simone received outstanding care from a team of doctors and nurses in addition to red cells and platelets from seven anonymous donors. Each one helped her fight the cancer and regain her strength. Today, Simone is doing very well and she is sister to Camryn and Kylie.
Blood Donor/Blood Recipient Introductions

- Ariel Fishman meeting his blood donors.
Collecting Smart!

• Right Product at the right time, in the right quantity
• Cultivating Donor Frequency
• Donor Profiling to gain the right product from the right donor
Characteristics of red cell versus platelet donors that influence strategic approach

**• Red Cell Donors**
- Covet convenience and efficiency
- Lower commitment to “cause” or NYBC
- Affinity to location or “group sponsor” which could be their employer or place of worship.
- Respond to invitations from within their organization
  - peer pressure
  - emergency messages
  - Motivated by personal situations
- 56 day eligibility
- 6x/year donation max

**• Platelet Donors**
- Will seek out donor center
- Less time sensitive
- Proud of lifesaving role
- Higher commitment to “cause” and NYBC
- Internally driven
- Respond to direct messages and marketing asks
- Act independently of account or employer or group
- Covet individual recognition
- Highly responsive to loyalty programs (viewed as sign of NYBC appreciation)
- 3 day eligibility
- 24x/year donation max
## Donor Retention as of 3/31/16

<table>
<thead>
<tr>
<th>Donor Type</th>
<th>% of Donors who come back to donate in following year</th>
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<tbody>
<tr>
<td>First Time Donors</td>
<td>29.9%</td>
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<tr>
<td>Repeat Donors</td>
<td>51.4%</td>
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<tr>
<td>All Red Cell Donors</td>
<td>44.9%</td>
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</tbody>
</table>
Never enough
O-
% O Negative Red Cell Units

Excludes Autologous & Directed Donations, and Unknown ABORh
Automation is Important
Automated technology is key

Yellow = % of total units via automated red cells

Blue = # of automated red cell (Alyx) procedures

* Total red cell collections excludes units from Bus, A&D, and PL/RBC.
First-Time Donors Receive...

- **Donor ID Card**
  - Must have blood type for card to print

  Less than 1 gallon

  Platelet donors

  1 to 4 gallons

  5 to 9 gallons

  10 or more gallons

1 gallon = 8 donations (double red cell donations are counted as two donations).
Special Donor Cards for O Negative Donors

Less than 1 Gallon Lifetime

1 gallon= 8 donations (double red cell donations are counted as two donations).

Name
Donor #
Group #
Blood Type

1-4 Gallons Lifetime

Name
Donor #
Group #
Blood Type

5-9 Gallons Lifetime

Name
Donor #
Group #
Blood Type

10 or more Gallons Lifetime

Name
Donor #
Group #
Blood Type
ABO mix at donor centers reflects type specific targeting with higher % of right types 73.5% vs. 57.9%

Donor Centers (O-,A-,B-,O+ = 73.5%)
- O+: 48.3%
- O-: 15.5%
- A-: 18.1%
- B-: 6.7%
- A+: 3.0%
- B+: 1.5%
- AB+: 0.2%
- AB-: 0.4%

Mobile Blood Drives (O-,A-,B-,O+ = 57.9%)
- O+: 43.2%
- O-: 7.9%
- A-: 27.1%
- B-: 4.9%
- A+: 1.9%
- B+: 3.2%
- AB+: 0.4%

Apr – Mar 2016; excludes autologous & directed donations
% Core 4 (O+/O-/A-/B-) Red Cell Units

Year Ending March 31, 2016

- 2011: 58.4%
- 2012: 59.5%
- 2013: 60.4%
- 2014: 61.3%
- 2015: 61.2%
- 2016: 60.7%

Excludes Autologous & Directed Donations, and Unknown ABORh
Platelets
Split Rate (\# of procedures with >1 platelets / total sdp procedures)

Year Ending March 31, 2016

2012: 65.0%
2013: 71.2%
2014: 73.0%
2015: 72.8%
2016: 76.7%
Platelet Products Per Procedure

Year Ending March 31, 2016

- 2012: 1.77
- 2013: 1.87
- 2014: 1.91
- 2015: 1.92
- 2016: 2.01
Donor Advantage Program

- To recognize frequent blood and platelet donors, NYBC has the Donor Advantage Program. Donors are automatically enrolled and earn points each time they donate. Extra points are awarded during holidays, critical periods, or during shortages to impact donor behavior and ensure an adequate and ample supply.
Donor Incentives – Necessary evil

• 85% of donor donate for personal reasons and not for or in response to an incentive.

• Platelet Donors are highly motivated by marketing offers and rewards which are essential to ensure a reliable inventory of platelets with a 5-day shelf live.

• Whole Blood Donors might receive incentives from their employer, donor group or from NYBC.
  – NY Mets tickets during critical periods
  – Time off (common within City of New York donor groups) but on the decline due to cost to organization
  – Scholarship for High School Student Leaders
  – Gift cards
  – Etc.
# Nightly Automatic Emails

<table>
<thead>
<tr>
<th>Dynamic Emails (DRM)</th>
<th>Target Audience</th>
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</thead>
<tbody>
<tr>
<td><strong>Happy Birthday</strong></td>
<td>Sent on Birthday to Core4 &amp; A+ donors aged &lt;76 and are eligible in the next 90 days. If donor has donated platelets in the past 2 years, all blood types are included. Excludes donors whose last donation was autologous or directed.</td>
</tr>
<tr>
<td><strong>Happy Anniversary</strong></td>
<td>Sent on Anniversary of 1st Donation to Core4 &amp; A+ donors aged &lt;76 and are eligible in the next 90 days. If donor has donated platelets in the past 2 years, all blood types are included. Excludes donors whose last donation was autologous or directed.</td>
</tr>
<tr>
<td><strong>You Are Eligible to Donate Again</strong></td>
<td>Last donated 56-days ago for WB and 112-days ago for 2RBC. Sent to Core4 &amp; A+ donors aged &lt;76 and are eligible today.</td>
</tr>
<tr>
<td><strong>Your Blood Drive Is Scheduled Again</strong> (aka 14-day reminder)</td>
<td>Sent to previous donors who attended a specific blood drive in the last 25 months (by site code or group + address) who are Core4 &amp; A+</td>
</tr>
<tr>
<td><strong>Your Appointment is Confirmed</strong></td>
<td>Booked an appointment.</td>
</tr>
<tr>
<td><strong>Appointment Reminder</strong></td>
<td>Appointment in 72 hours.</td>
</tr>
<tr>
<td><strong>Appointment Cancellation</strong></td>
<td>Appointment is cancelled.</td>
</tr>
<tr>
<td><strong>Thank You For Donating Blood</strong></td>
<td>Thank you &amp; survey to WB/2RBC donors who donated yesterday. Includes all blood types.</td>
</tr>
<tr>
<td><strong>Thank You For Donating Platelets</strong></td>
<td>Thank you &amp; survey to platelet donors who donated yesterday. Includes all blood types.</td>
</tr>
<tr>
<td><strong>Thought You’d Like To Know (Platelet)</strong></td>
<td>Platelet Donation 7 days ago with a known Hospital Delivery. Eligible today and aged &lt;76. Sent to all blood types.</td>
</tr>
<tr>
<td><strong>Thought You’d Like To Know (WB/2RBC)</strong></td>
<td>Sent to WB donors from 49 days ago or 2RBC donors from 105 days ago with a known Hospital Delivery. Eligible next week and aged &lt;76. Sent to Core4 &amp; A+ blood types</td>
</tr>
<tr>
<td><strong>Shout-O-Matic to First-Time WB/2RBC Donors</strong></td>
<td>Donated 4 days ago. Sent to all blood types.</td>
</tr>
<tr>
<td><strong>Shout-O-Matic to Repeat WB/2RBC Donors</strong></td>
<td>Donated 4 days ago. Sent to Core 4 blood types.</td>
</tr>
</tbody>
</table>
Questions?