

Recruiting and retaining plasma donors in a voluntary, non-remunerated context

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Disclosure

No conflicts of interest to declare

Plasma collection in the Netherlands

Two sources:

- Recovered plasma
- Source plasma

Recruitment:

- WB-to-plasma (conversion)
- Direct plasma



Facts & Figures

> 40 plasma donation sites

Almost 330,000 plasma donations
by >70,000 plasma donors

Utrecht region

- 2 plasma donation sites
- Almost 5,000 plasma donors



Utrecht Uithof ('traditional' center)

- Inside hospital building
- Plasma, whole blood & platelets
- Converted WB donors



Powerbank (1)

- In a shopping mall
- Plasma only
- Converted donors *and* donors directly recruited for plasma



Powerbank (2)

- Atmosphere
- Efficient
- High service level
- Loyalty program



Research question

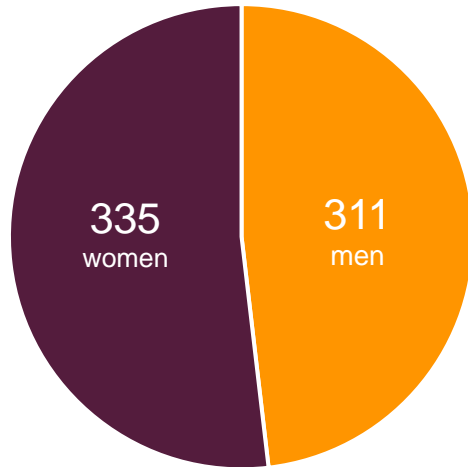
Which donors does the Powerbank attract, and how do they experience the Powerbank?

Mixed methods approach:

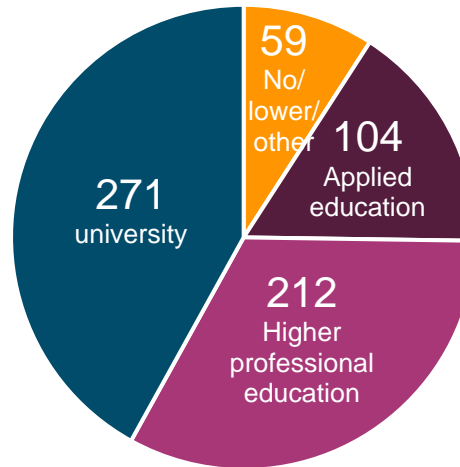
- Survey (Utrecht plasma donors)
- Focus group discussions (Powerbank donors)

Survey findings (1)

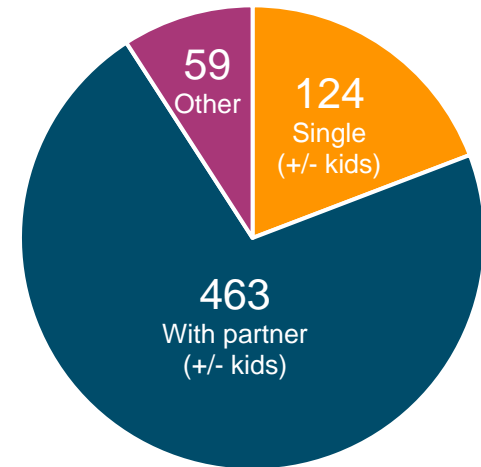
646 Powerbank donors (vs. 780 Uithof donors)



Sex

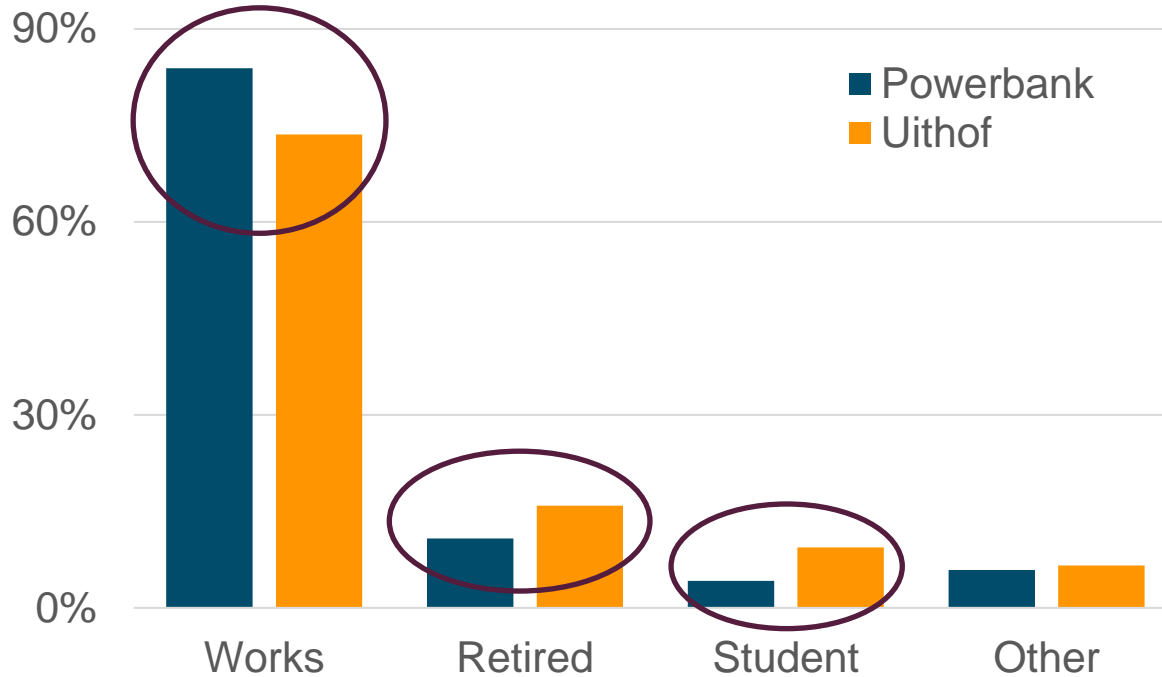


Education

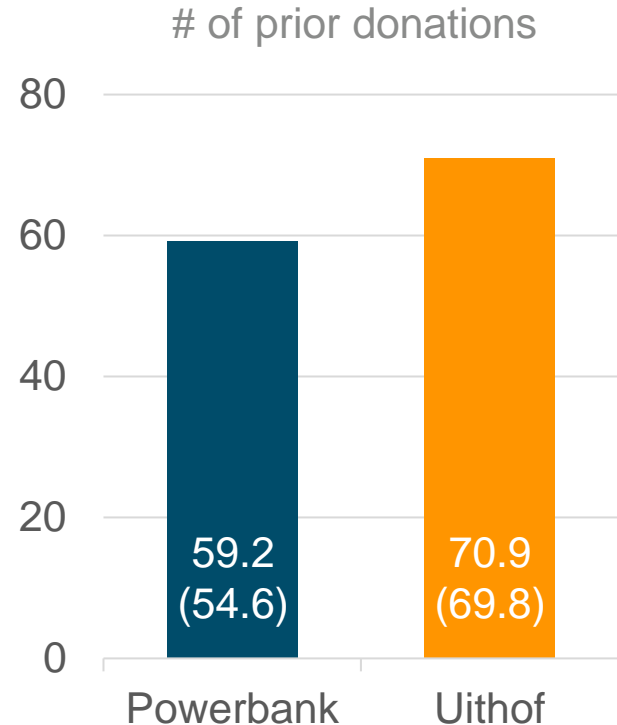
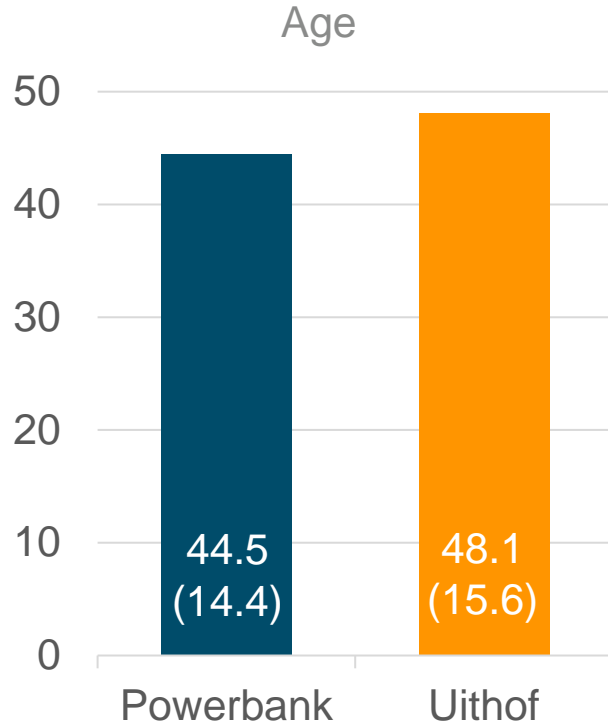


Household composition

Survey findings (2)



Survey findings (2)



Qualitative focus groups

6 discussion group meetings

32 donors transferred from traditional center



Initial observations



Dislikes:

- Name

Mixed feelings:

- Hb measured after donation
- Location

Likes:

- Look & Feel
- Accessible
- Service level
- Food
- Efficiency
- Loyalty program

What's next?

- Analysis focus group discussions & survey
- Survey about loyalty program
- Focus group discussions:
 - Newly recruited donors (high & low frequency)
 - Stopped donors

Preliminary conclusions

- Powerbank attracts a similar, though younger, working population;
- New generation of donors could benefit from location, efficiency, high service level, and non-clinical atmosphere at the Powerbank
- Wait and see what happens to donation frequency
- Loyalty programme seems to help retention, but communication and engagement are still key