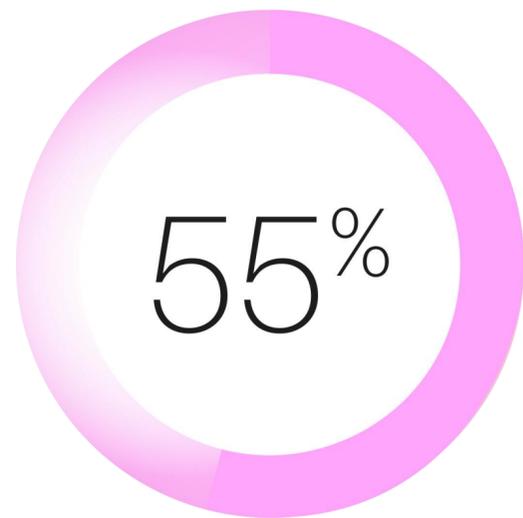


Strengthening the Plasma Programme in the Netherlands

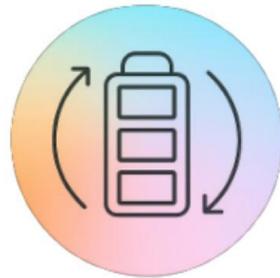


Building Plasma Self-Sufficiency in the Netherlands



Plasma growth isn't something one department can deliver. It requires coordinated effort across operations, medical teams, recruitment, planning, and leadership. This shared ownership has been key to our results.

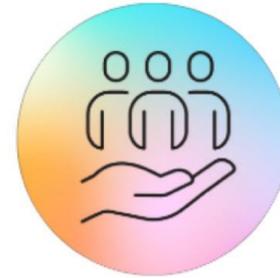
Capacity
& opening



Plasma
culture



A healthy
donor base



Efficiency



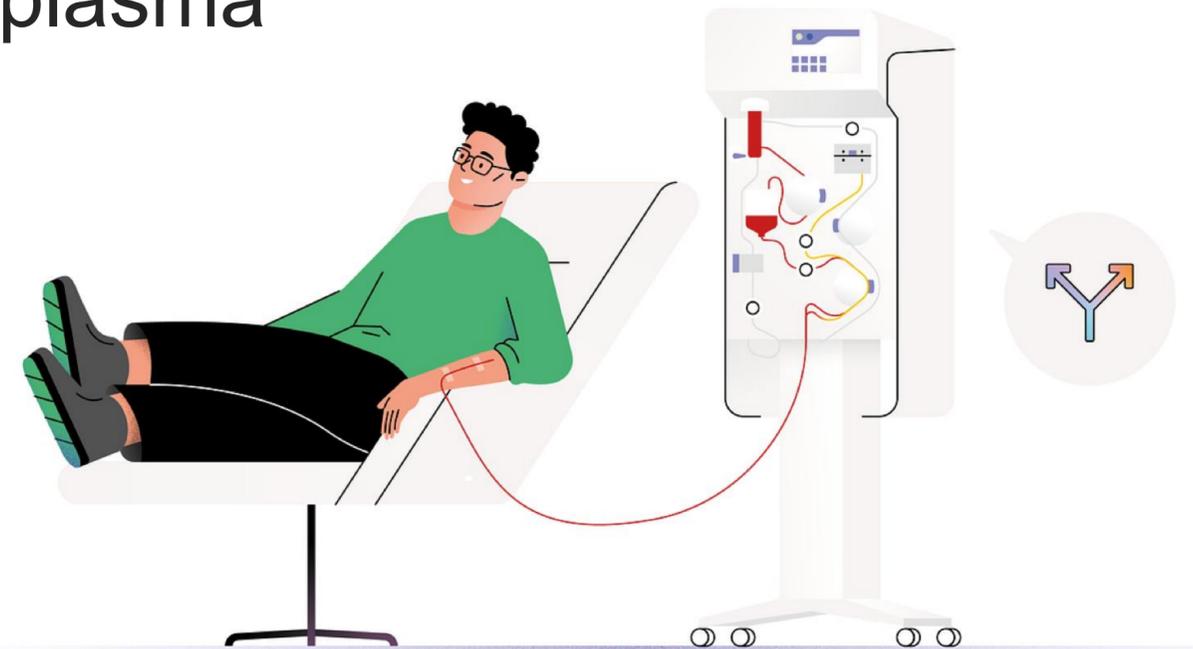
Recruitment
& knowledge



To achieve that growth, we have built a national plasma programme structured around five pillars

Biggest successes

- Transforming our internal culture
- Using our capacity much more efficiently
- Converting whole-blood donors to plasma



Future activities

- Targeted recruitment in the right places
- Opening our locations at moments that suit our donors
- Enabling universal donor pathways



Closing thoughts

We have taken important steps, and we know exactly where the biggest opportunities lie.

The challenges we face — self-sufficiency, rising demand, recruitment — are not Dutch challenges. They are European challenges.

Thank You