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Abstract:

*How to Create a Loyal Donor
Database*

The Danish Blood Service is part of the public hospital system, which is organized in five regions². Each region has one blood establishment placed in the regions university hospital (four), or largest hospital (one). Each blood establishment collects between 30,000 and 100,000 per year³. By law only publicly owned hospitals are allowed to collect blood⁴.

Denmark has a strong national donor organization (Bloddonorerne i Danmark⁵), initiated by scouts in the 1930's. Locally there are 66 chapters with boards representing scouts, Red Cross, sports clubs, and other volunteers. The donor organization is responsible for the recruitment of blood donors, and for information of the public about blood donation. They are financed by a fee of € 7 per donation, paid by the regions. It has been demonstrated by computer aided web interviews, that the public has a good knowledge about blood donation.

WHY LOYAL DONORS ARE IMPORTANT

In our blood establishment, donors who give blood three or four times per year are responsible for nearly half of the total donations, although they constitute less than one third of the donors who donate. Although we have approximately the same number of donors in the different age groups between 20 and 60, the number of donations is highest among donors aged 40 to 60, partly due to a decreased donation rate among fertile female donors. We see a linear relationship between age and average number of donations in our donor population. The total number of donation fades rapidly in the 60'ies mostly due to chronic diseases and medication.

HOW TO AVOID APPEARANCE OF DONORS WHO WILL BE DEFERRED

We try to educate our donors regarding deferral rules, in order to prevent unnecessary visits which of course are frustrating for the donors. New donors receive an introduction package with local and national leaflets about causes for deferrals, and a printed questionnaire. Potential donors are invited to call the blood bank if in doubt regarding eligibility as a donor. On arrival new donors are shown a PowerPoint presentation regarding deferral rules and their reasons. Another PowerPoint presentation is shown continuously in the waiting room, reminding the donors of some of the most important deferral rules as well as news and other information from the blood bank. We do not just want a donation or a donor. We want a healthy and well-informed donor.

For regular donors, information regarding general deferral rules⁶ is available on the web and through a mobile application, as are deferral rules for medication⁷. When we contact donors by phone, we enquire about medication, travel, dentist, illness. Donors are also instructed to contact the blood bank in case of medication, travel, dentist, illness. In case of temporary deferrals, a new appointment is immediately made with the donor.

MAKE IT EASY TO DONATE AND MAKE THE DONATION FAST AND SMOOTH

As the blood donor is voluntary and unpaid, we should comply with his or hers requests regarding locations and hours for sessions. Afternoons and early evenings seem popular among donors, whereas the staff may be less enthusiastic. Therefore we supplement our staff with medical students who are happy to work from 3-7 pm.

Our main fixed site is open 8 am to 7 pm Monday through Thursday. Our mobile unit visits several smaller communities and are open for collections until 6 pm (two days a week) or 4 pm (also two days a week).

All our donations are by appointment only. Appointments for the next donation can be made during the previous donation, by phone, letter or web/app. We send a reminding text message the day before donation. Donors have appointments with 5 minute intervals. When arriving all donors (also new donors) go directly to a kiosk to complete the electronic questionnaire and thereby the donor avoids frustrating waiting time. When the questionnaire is completed, donors are interviewed in privacy.

Haemoglobin concentration is measured post donation, on a pre donation sample, from the bloodpack's test pouch.

Staff is trained to be service minded. Beverages, snacks (but no food) and magazines are available in the waiting room. However, due to the requirement for appointment, the 5 minute intervals and the electronic questionnaire, the waiting room is always nearly empty. Donors should not wait.

1) Address: Sdr. Boulevard 29, DK

5000 Odense C, Denmark

Phone: +45 6541 3580

Mail: georgsen@dadlnet.dk

2) <http://www.regioner.dk/>

3) [laegemiddelstyrelsen.dk/~media/4552188E1A7D465EB-](http://laegemiddelstyrelsen.dk/~media/4552188E1A7D465EB-F97E94567B21E9F.ashx)

[F97E94567B21E9F.ashx](http://laegemiddelstyrelsen.dk/~media/4552188E1A7D465EB-F97E94567B21E9F.ashx)

4) [www.retsinformation.dk/Forms/](http://www.retsinformation.dk/Forms/r0710.aspx?id=10040)

[r0710.aspx?id=10040](http://www.retsinformation.dk/Forms/r0710.aspx?id=10040)

5) www.bloddonor.dk

6) www.bloddonor.dk/donor-info/

[karantaeneregler](http://www.bloddonor.dk/donor-info/karantaeneregler)

7) www.medicin.dk

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**WHAT WE THINK IS IMPORTANT
FOR THE CREATION OF LOYAL
DONOR DATABASE**

Educate the donors about deferral criteria, to avoid unnecessary visits

Make deferral criteria easily available (web, smart phones, etc.) to avoid unnecessary visits

Collect at locations convenient for the donors (mobile units)

Collect at times convenient for the donors (afternoon, early evening)

Make it easy to make an appointment (web booking, new appointment during collection)

Remind the donor (text message the day before his or her appointment)

Avoid waiting time

Collections by appointment only

Appointments with 5 min intervals

Electronic questionnaire

Post donation haemoglobin concentration measurements, to save time and money

Be sure that your staff is service minded