

Evolution to a plasma efficient business

Sue Wilkes, Australian Red Cross Lifeblood





1929 – first Red Cross volunteer blood transfusion service in Australia

1950's – Plasma provided to Commonwealth Serum Laboratories

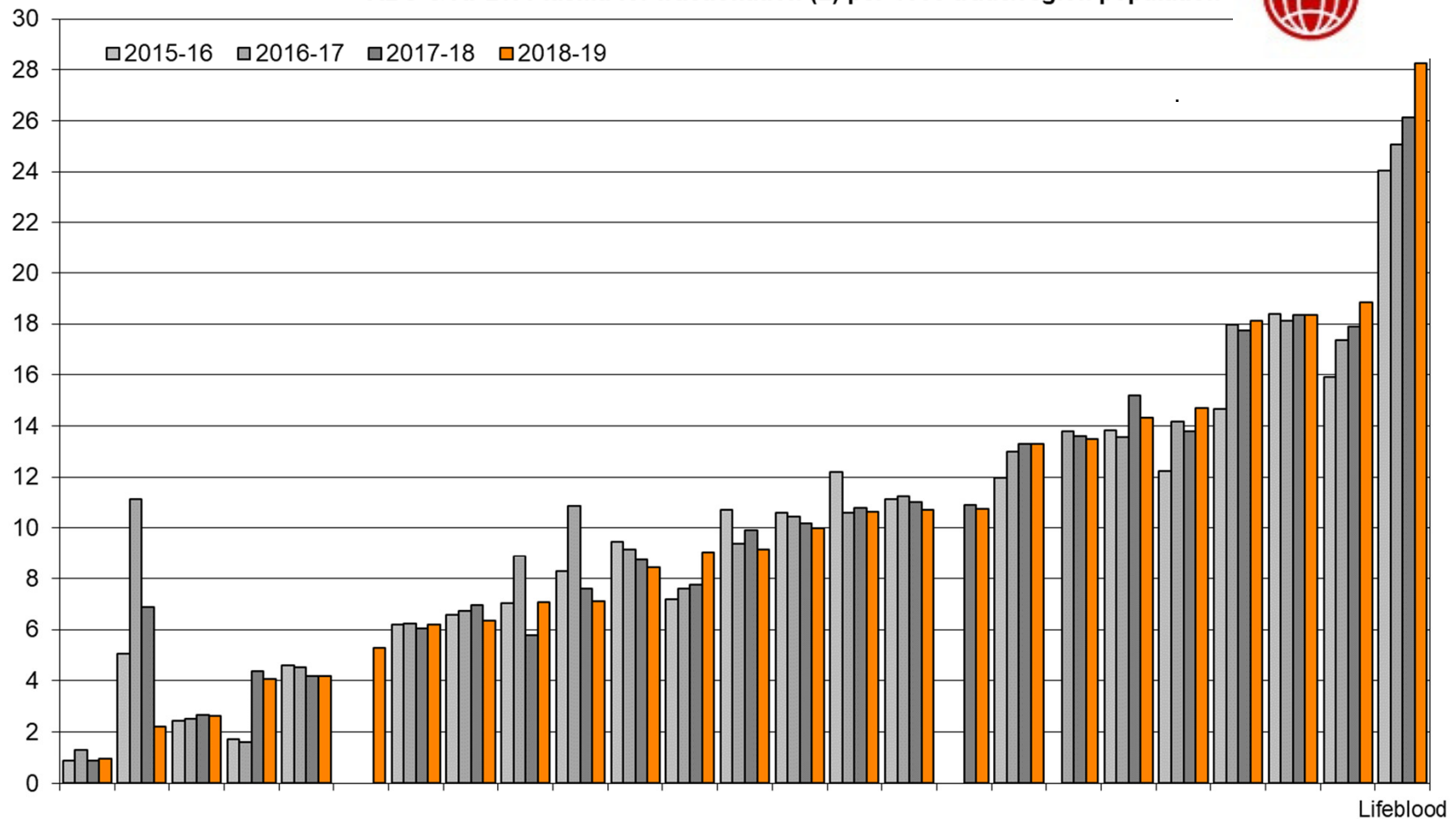
1968 – Plasmapheresis began (manual process)

1980's Automated plasmapheresis introduced starting with one centre

Plasma collection today

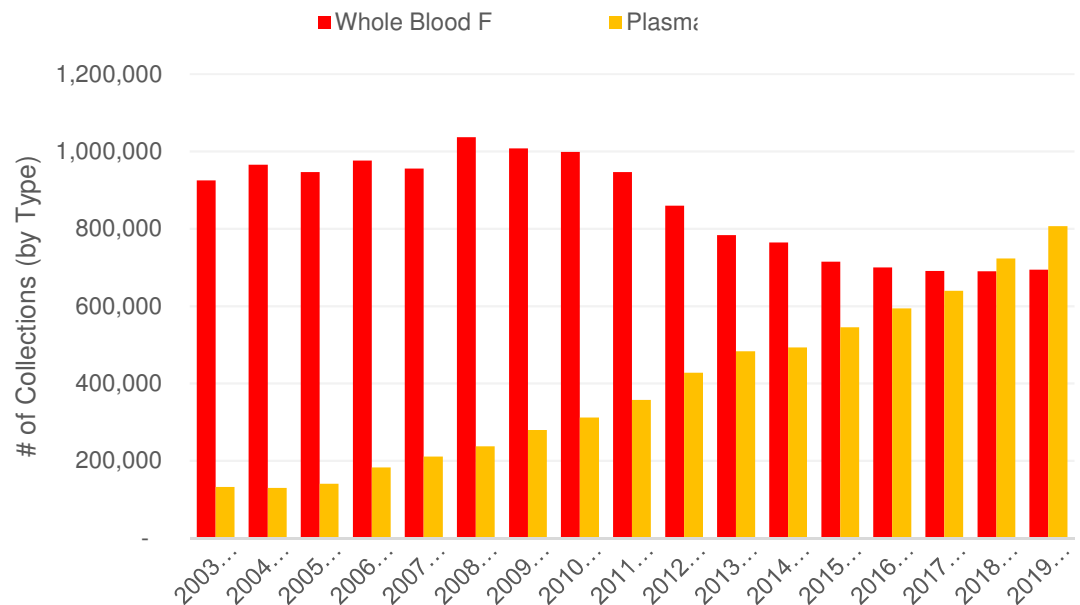


ABO & APBN Plasma for fractionation (L) per 1000 trade/region population



Changing mix of donations

- 2000's – building of the plasma program
- Tactical conversion of whole blood donors to build the panel
- Whole blood collections slowed – patient blood management protocols
- 2018/19 plasma donations outnumbered wholeblood.



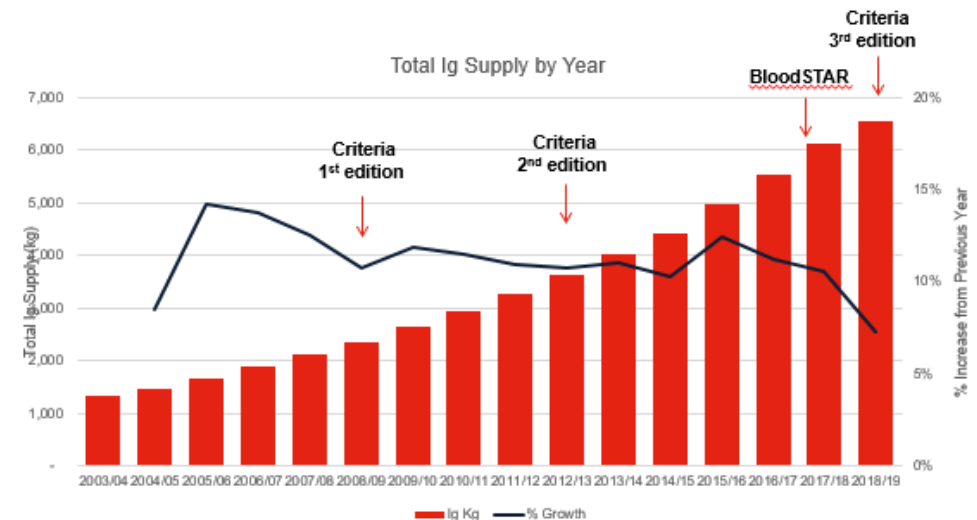
2019/20:

- 803 tonnes of plasma
- 807,500 plasma collections

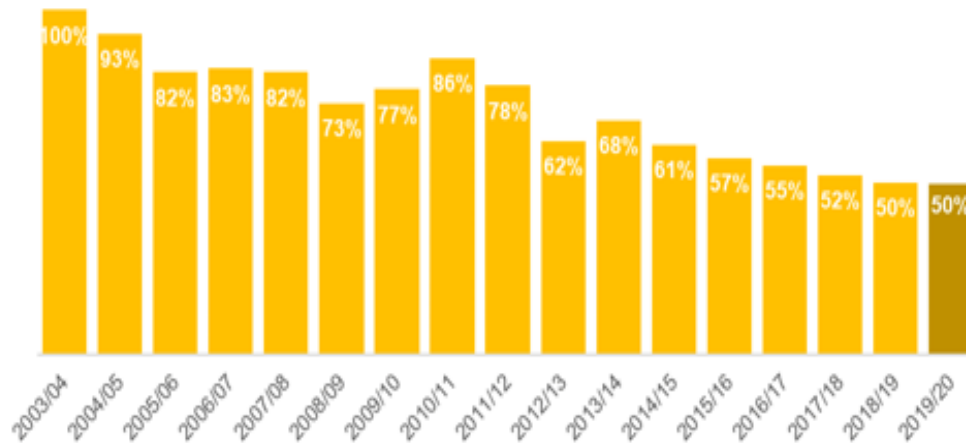
Australian demand

- Domestic demand for IVIg has been growing annually over a decade or more at a rate of approximately 11% per year
- Recent slowing of demand, likely due to the release of the 3rd Criteria for the use of IVIg

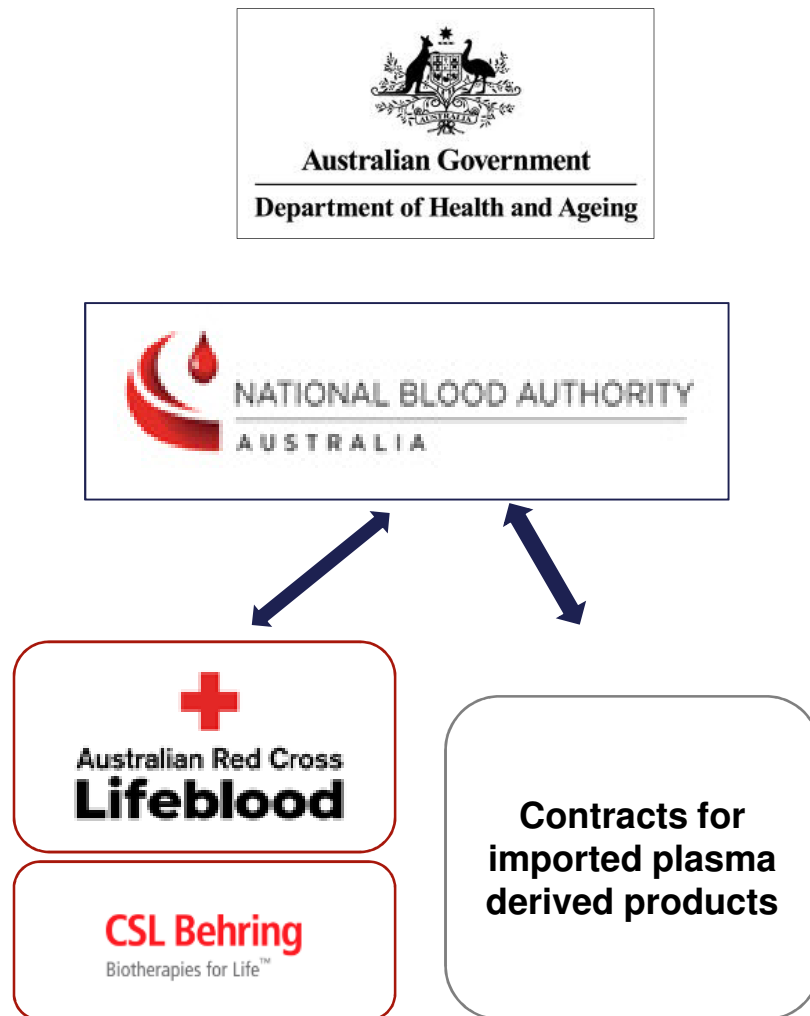
2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
11.0%	10.8%	11.0%	10.2%	12.4%	11.2%	10.6%	7.2%



Australian Ig demand met through domestic plasma supply



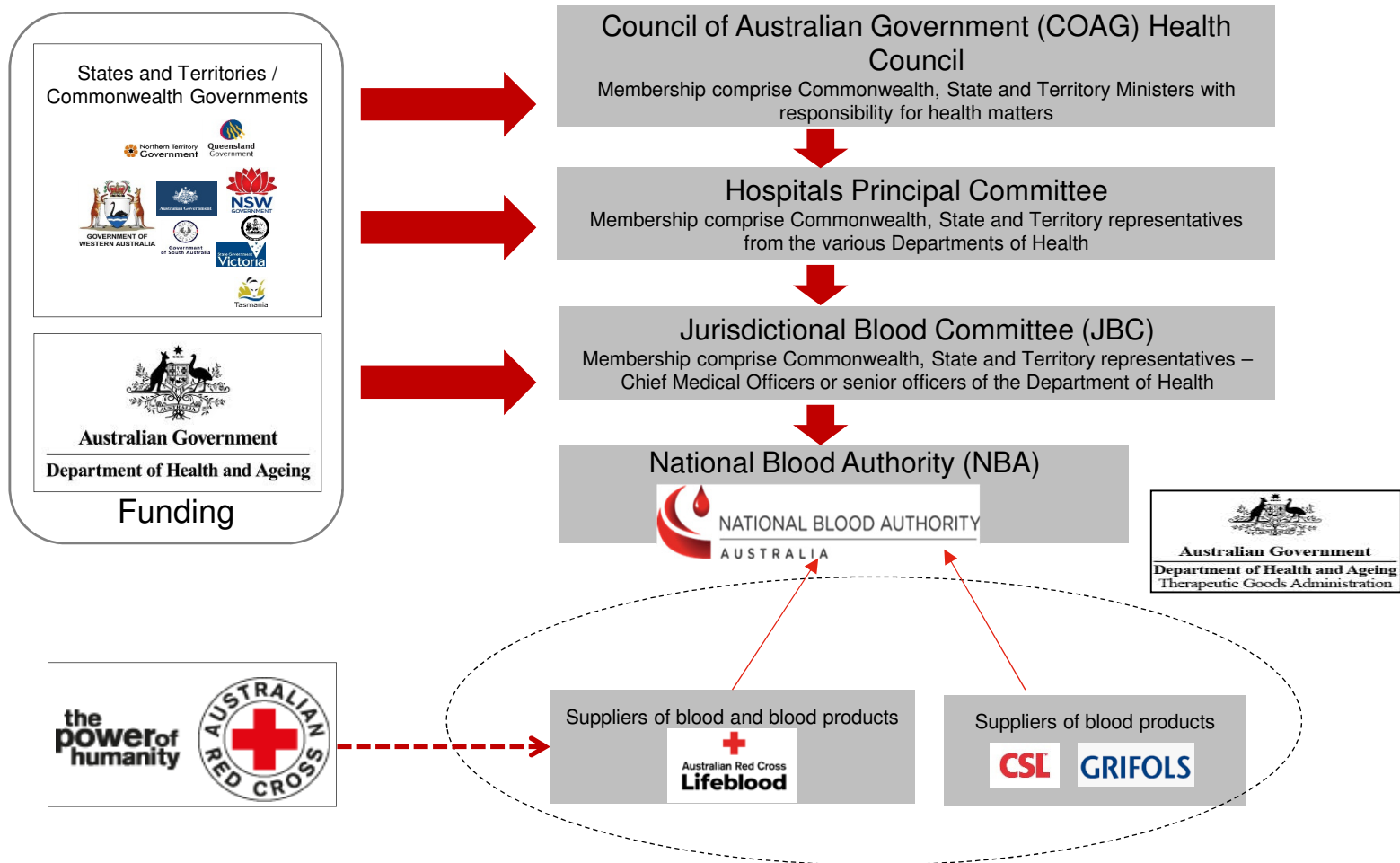
- 100% of patient demand was met through products made from domestically donated plasma in 2003/4
- Despite continuing increases in the volume of plasma donated in Australia, demand has outstripped supply
- Importing IVIg ensures patients have continuing access to life-changing products



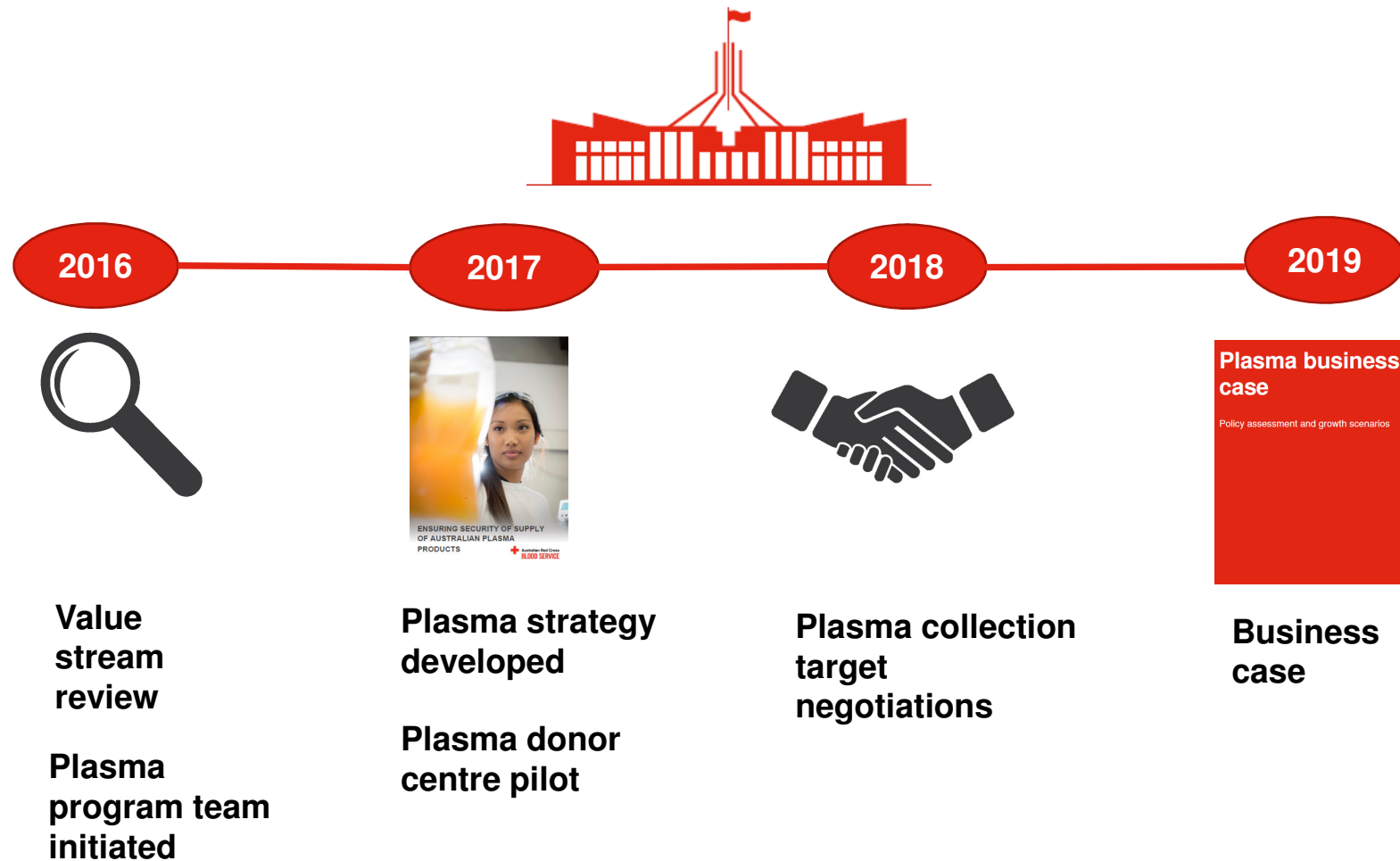
Australia's blood system

- **National Blood Authority (NBA):**
 - provide an adequate, safe, secure and affordable supply of blood products, blood related products and blood related services, and
 - promote safe, high quality management and use of blood products, blood related products and blood related services in Australia.
- **Lifeblood** sole collector (VNRBD)
- **CSL Behring** on shore fractionator
- **NBA** manage contracts - imported products
- Blood and blood products provided at no charge to the recipient

Governance Structure



Plasma Strategy timeline – so far....



Business Case – Summary



There is **validated capacity** and **capability** in existing domestic infrastructure to:

- **provide more plasma**, and;
- **deliver even greater efficiency** to the health sector.

The business case has been developed to outline the many benefits of increased domestic production, through **maximising investment** in existing infrastructure and **further securing the supply** of essential plasma products for patients in a **cost-effective manner for Australia**.

Business Case – recommendation

Implementation of a policy direction:

To increase domestic lg reliance to a minimum threshold of 60% of Australian demand

This would mean:

- Increase domestic plasma supply to **approx. 1,400 tonnes per annum by FY26**
- Increased **security of plasma supply** for Australia
- **Significant cost reduction** to the lowest possible level
- Domestic growth can be achieved with **no increase** to standard funding arrangements - i.e. **zero additional cost**
- Maximise value of **existing infrastructure** plus continue to **support and grow local economies and communities**

Plasma program: transforming the supply chain



Donor self-service

- Donor self-service
- Donor App
- Panel optimisation

Collections

- Plasma donor centres
- Paperless donation
- Electronic donor questionnaire

Processing / Testing

- Consolidation of activity
- Automation
- Modified testing
- Batch management

Storage / Transport

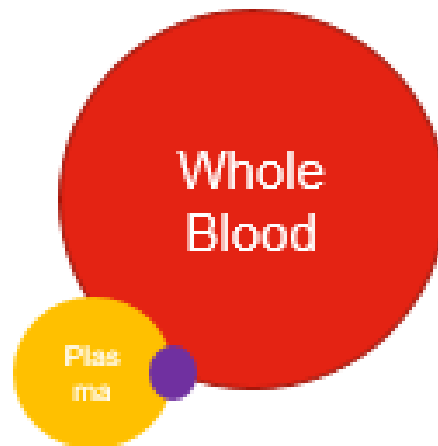
- Freezing technology
- Integrated storage and transport
- Onsite freezing
- National storage hub

Donor panel

we have the population

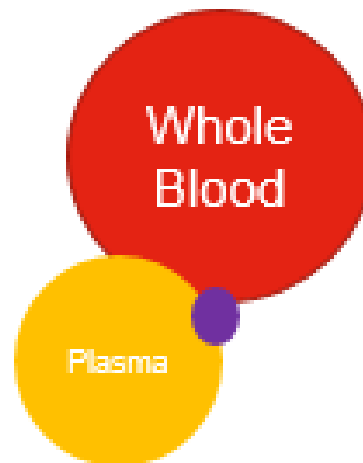


2010/11 Panel



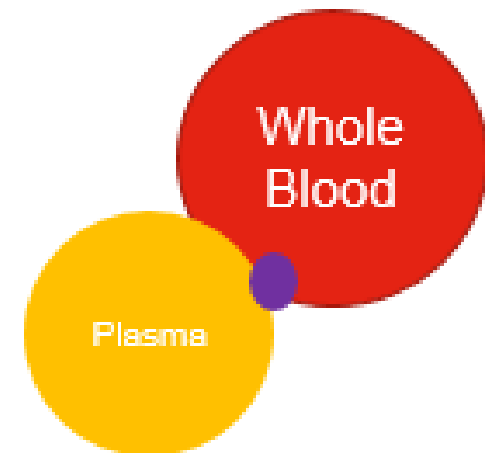
Total Donors: 558,000
Whole Blood Donors: 516,000
Apheresis Donors: 72,000

2016/17 Panel



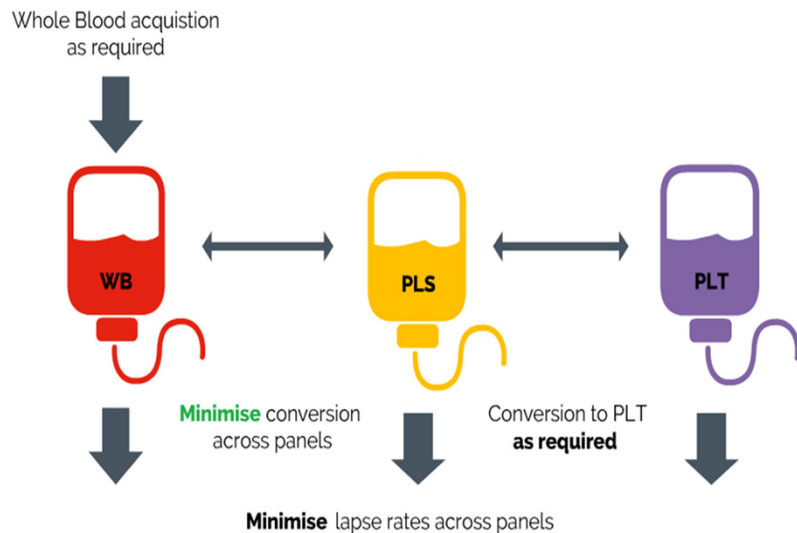
Total Donors: 461,000
Whole Blood Donors: 390,000
Apheresis Donors: 138,000

2018/19 Panel



Total Donors: 485,000
Whole Blood Donors: 381,000
Apheresis Donors: 175,000

Expanding the apheresis panel



- Traditional pathway for new donors was only through whole blood
 - 12 weeks until eligible to donate again
- Detailed research and safety review undertaken
- Policy change implemented in 2017 enabling new donors to straight to plasma

Donor acquisition: plasma education and awareness



Digital ecosystem

Our new self-service experience comprises of digital assets, that together work smart and deliver a **seamless, personalised and memorable experience** for our customers

- Online appointment management portal
- Mobile app
- Helpbot
- Targeted communications

The screenshot displays the Australian Red Cross Lifeblood website. At the top, the organization's logo is visible. Below it, a promotional banner for plasma donation features a yellow graphic of a blood bag with a red cross and the text "Red Cells Back Guarantee". The banner includes the text: "When you donate plasma, we return your red cells back to you and keep the plasma. So, you're able to donate more often, and help more people. That's our Red Cells Back Guarantee. It's the deal of someone else's lifetime!" and a "Book Now" button. Below the banner, a chatbot interface for "HelpBot" is shown, with the message: "Hi, I'm HelpBot, Lifeblood's chatbot. I'm here to answer your questions about plasma." and a "Let's chat" button. On the right side of the page, there is a large image of a smiling young girl with freckles. Below this image, there is a red "LOG IN" button and a white "REGISTER" button. Text below the buttons reads: "If you've previously registered on our website use the same details to log in. Don't have an account?"

What's next.....



- Ongoing discussions with Government for future plasma growth

Marketing
Automation
platform

