



Recruitment strategies and incentives for plasma donors

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Recruitment of voluntary non-remunerated (VNR) donors



From whole-blood panel



Direct to plasma
(from Dec 2017)

Program of research (2010 onwards)

- Mixed methods program with an initial focus on recruitment (from whole-blood panel) and initial retention of plasma donors
- More recent research has focused on increasing frequency of plasma donation

Recruitment strategies Masser & Bagot (2015)

✓ Create early awareness

✓

✓

✓

“When they told me I couldn’t do whole blood anymore I was devastated ‘oh but would you like to do plasma?’ ‘what’s that?’ because I wasn’t informed as a whole blood giver, I didn’t know there was such a thing as giving plasma.”

Bove, Bednall, Masser, & Buzza (2011), p2414

Recruitment strategies Masser & Bagot (2015)



Create early awareness



Supplement traditional marketing with indirect methods (e.g., family/friends) (Charbonneau et al., 2018; Smith & Waller, 2012)

Recruitment strategies Masser & Bagot (2015)

✓ Create early awareness

✓ Educate

✓

✓

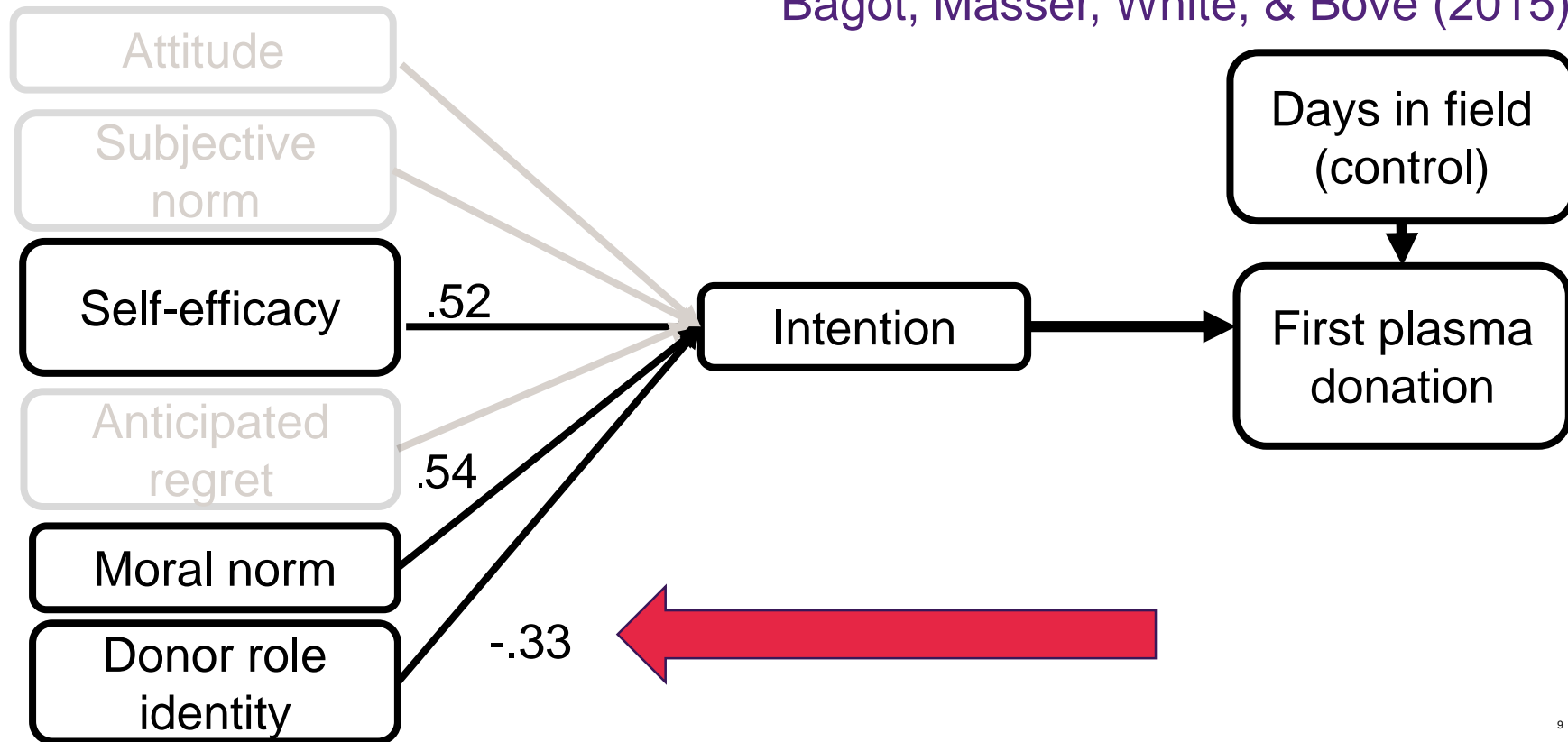
Bagot, Bove, Masser, & White (2013)

Focus groups with whole blood donors who had declined to convert

56%	Time taken to donate	42%	Expected frequency
36%	Uncomfortable with red cell return	33%	Unclear about donation process
25%	Difficulty scheduling appointments	25%	Fear of contamination of returned fluids

Predicting first plasma donation

Bagot, Masser, White, & Bove (2015)



Recruitment strategies Masser & Bagot (2015)

✓ Create early awareness

✓ Educate

✓

✓

On the process, safety, & benefits of plasma donation. Encourage a broad identity (Bagot et al., 2014; Bagot et al., 2015).

Recruitment strategies Masser & Bagot (2015)

✓ Create early awareness

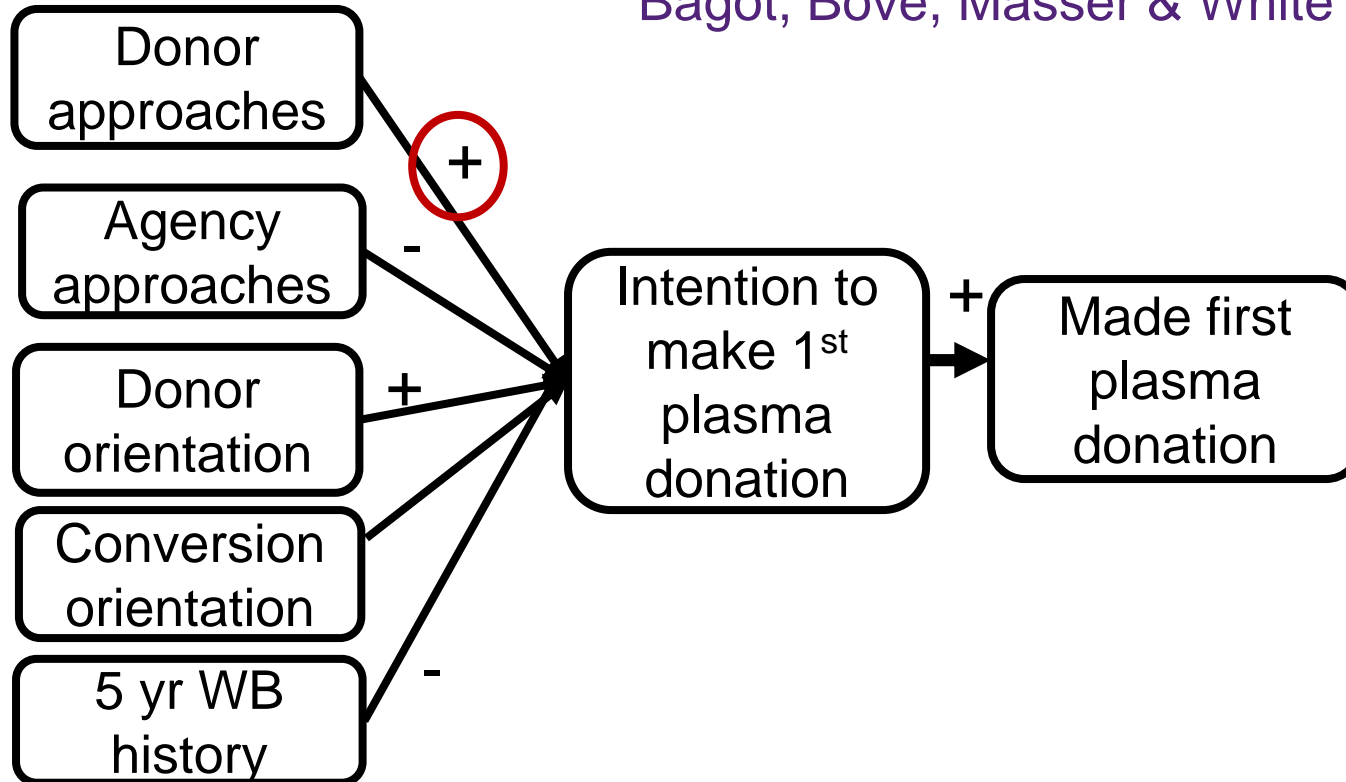
✓ Educate

✓ Encourage conversations

✓

Predicting first plasma donation

Bagot, Bove, Masser & White (2014)



Recruitment strategies Masser & Bagot (2015)

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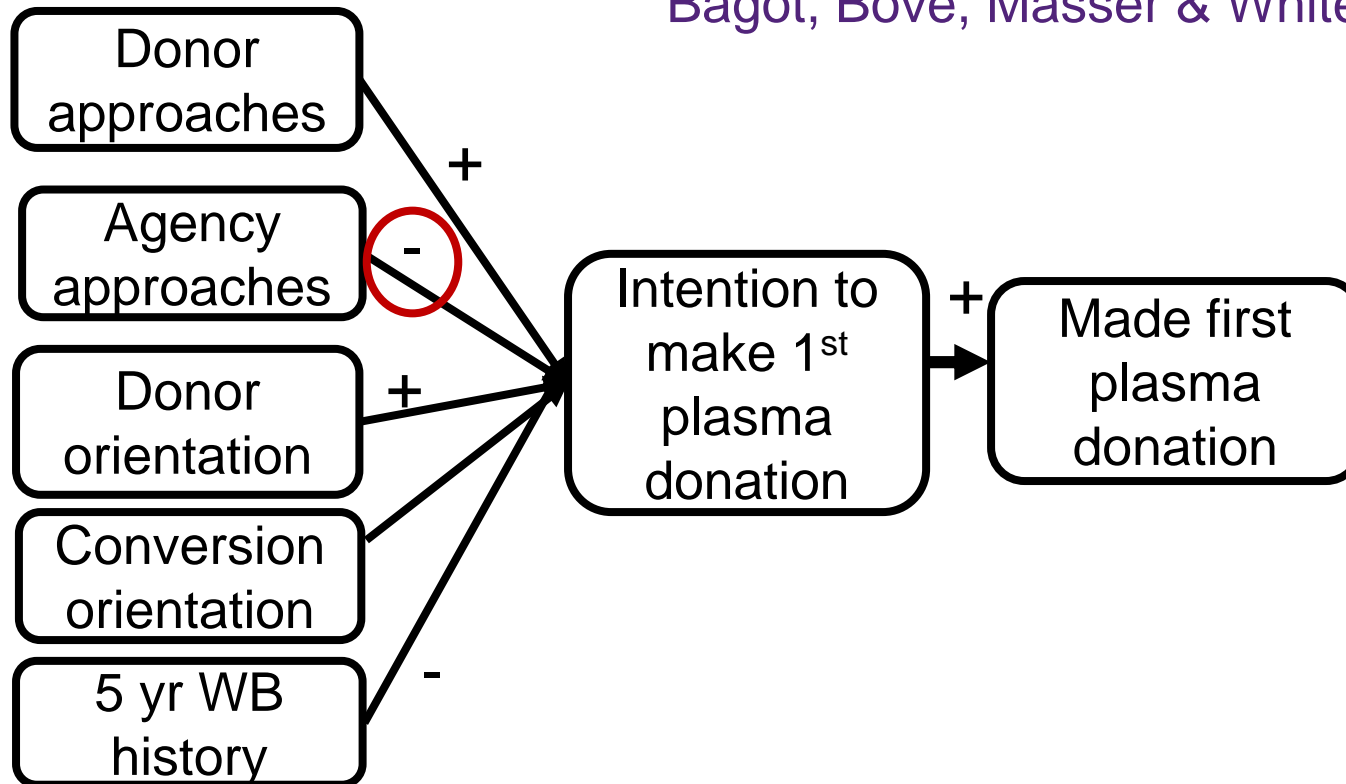
✓ Encourage conversations

✓

Encourage donors to initiate a conversation about plasmapheresis (Bagot et al., 2013)

Predicting first plasma donation

Bagot, Bove, Masser & White (2014)



Recruitment strategies Masser & Bagot (2015)

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✓ Educate

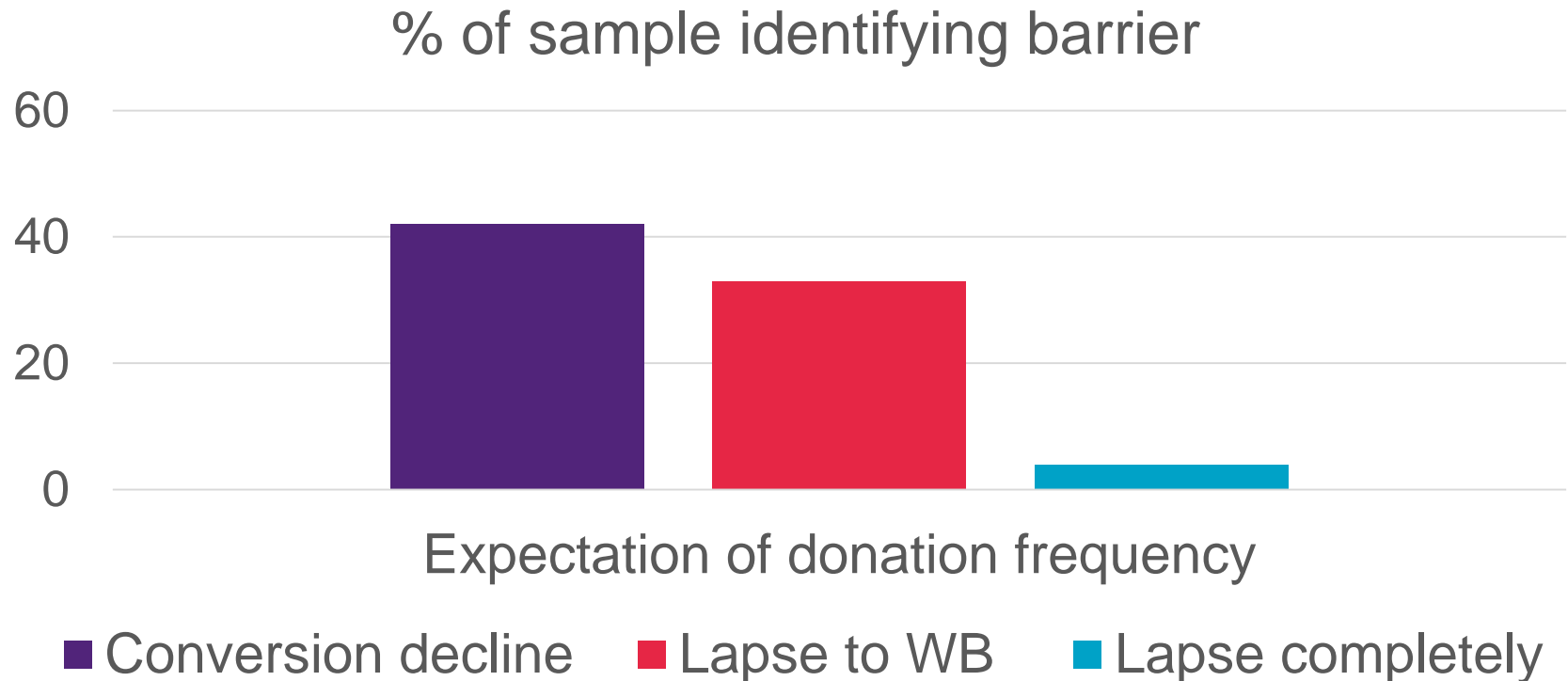
✓ Encourage conversations

✓ Limit requests for plasma

”It's just many, many things going on in my life ...
So **every two weeks** would be far too frequently and
I think it would **become a chore** and then I wouldn't
like to do it. Also, it's a little bit painful sometimes.”

Thorpe, Masser, Jensen, van Dyke, & Davison (2019), p8

Bagot, Bove, Masser, & White (2013)



Recruitment strategies Masser & Bagot (2015)

✓ Create an early awareness

✓ Educate

✓ Encourage conversations

✓ Limit requests for plasma

Limit the number of conversion attempts & requests for increased frequency of donation (Bagot et al., 2013; Thorpe et al., 2019)

Recruitment strategies Masser & Bagot (2015)

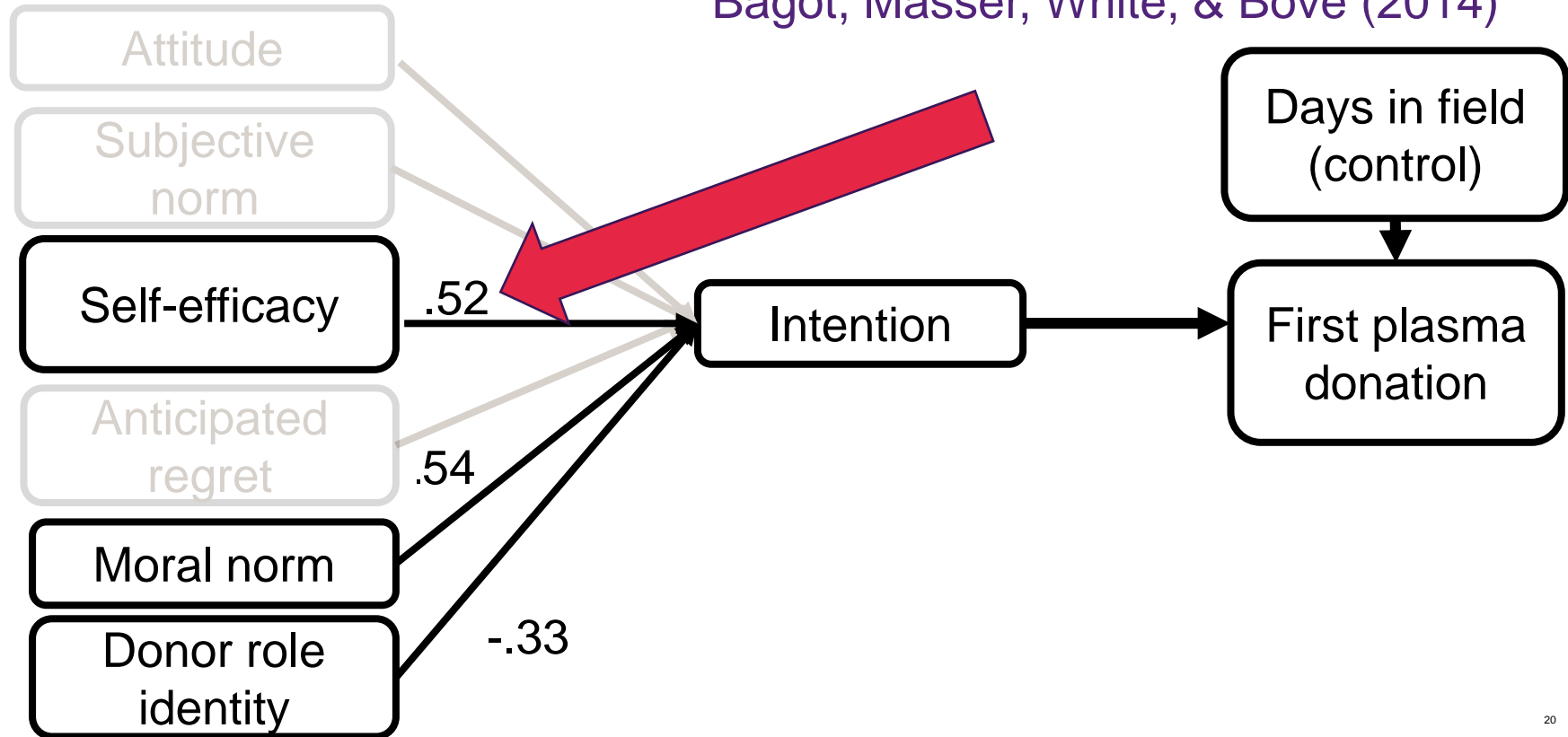


Build
confidence



Predicting first plasma donation

Bagot, Masser, White, & Bove (2014)



Recruitment strategies Masser & Bagot (2015)

Make the process familiar & give strategies to cope with key points of stress (e.g. red cell return). (Bagot et al., 2013; Godin & Germain, 2014; Delépine-Farvacques et al., 2017)

✓ Build confidence

✓

✓

✓

Recruitment strategies Masser & Bagot (2015)



Build
confidence



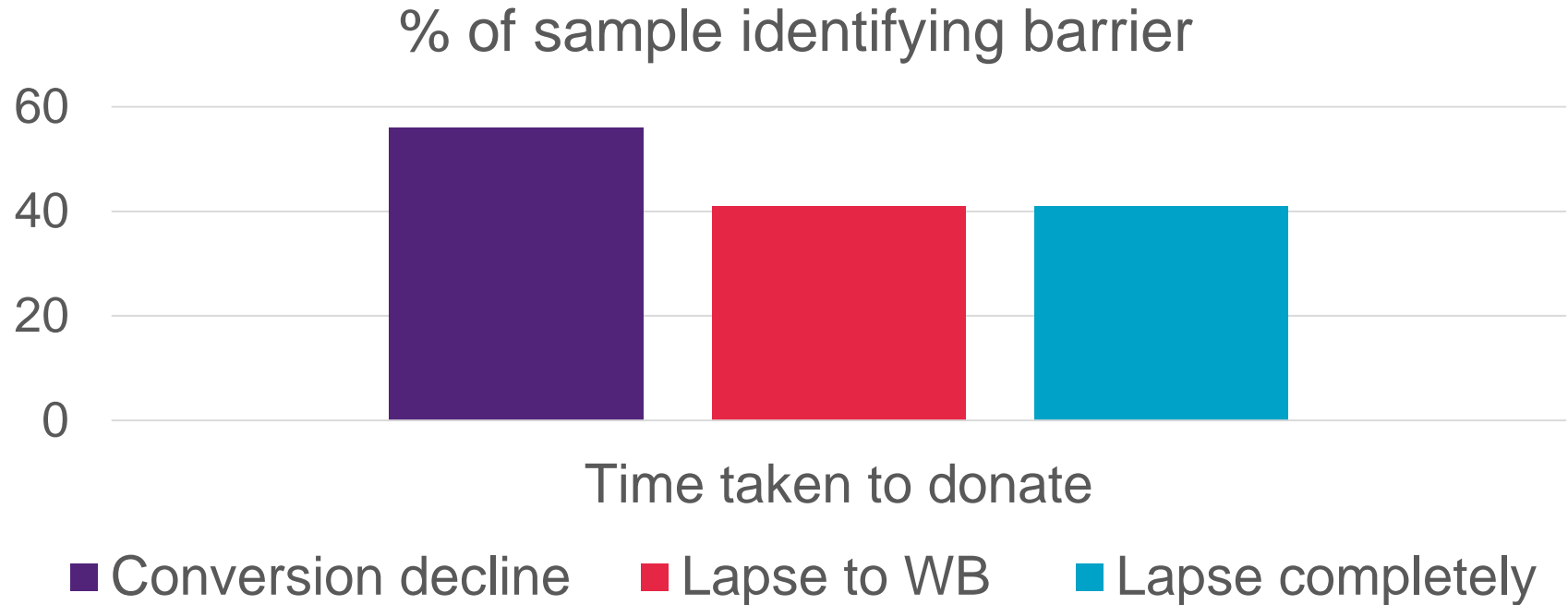
Address
barriers



Clarify &
reassure



Bagot, Bove, Masser, & White (2013)



“There are **so many products that come out of a single plasma donation** . . . you can help people in so many different ways with so many different products.”

“. . . I find it’s a **very warm and friendly place** and it’s a relaxing hour . . . but they are, **they’re almost like friends** because you go in so often.”

“It’s a good way of **gauging your fitness** as well. Every fortnight I know I’m standing on scales, and they’re going to tell me my haemoglobin, and I know whether I’m declining.”

Bove, Bednall, Masser, & Buzza (2011), p2416

Recruitment strategies Masser & Bagot (2015)

Acknowledge the barriers, but emphasize the benefits that can result (Bagot et al., 2015).

Safety (particularly of the return of fluids) should be emphasized. Information can reduce anxiety (Bagot et al., 2013; Masser et al., 2014)

- ✓ Build confidence
- ✓ Address barriers
- ✓ Clarify & reassure
- ✓

Recruitment strategies Masser & Bagot (2015)



Build
confidence



Address
barriers



Clarify &
reassure



Offer & allow
flexibility

“I donate at about that frequency...primarily because **weekends are the time that I can donate** and as a result of that I tend to put **a month or so** gap in between things because **I have family engagements as well on weekends**”

“Yes I just feel like **it's a good amount** as I said I realise you can every 2 weeks but **I'm not quite prepared to do that**. I just think monthly is a good sort of commitment.”

Thorpe, Masser, Nguyen, & Davison (2019)

Recruitment strategies Masser & Bagot (2015)



Build
confidence



Address
barriers



Clarify &
reassure



Offer & allow
flexibility

Allow & facilitate donors scheduling to suit their varying commitments (Bagot et al., 2015).

Could incentives improve recruitment?

Yes

Incentives may result in more donors giving more frequently

(Potentially) No

Incentives may 'crowd out' altruistically motivated donors

Other considerations

- If incentives are offered then donors may be dishonest in order to donate
- ISBT Code of Ethics, Nuffield Council on Bioethics, and researchers do not agree on the appropriate incentives to consider

Do donors and non-donors 'like' them?

Yes. But there is variability:

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Yes. But there is variability:

- By type of incentive considered

But most donors and non-donors ‘like’ most incentives

- 50%+ of non donors saw 8/13 non cash incentives as ‘encouraging’ donation (donors identified 9/13). Only media recognition was identified by 50%+ as discouraging (van Dyke, Chell, Davison, & Masser, 2019)
- 50%+ of participants in the 2014 Eurobarometer indicated that 5/8 incentives were appropriate (Huis in’t Veld, de Kort, & Merz, 2019)

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- By type of incentive considered
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- By type of incentive considered
- By demographic & psychological characteristics (Chell et al., 2018; Chell et al., 2019; van Dyke et al., 2019)
- By local norms about incentivizing donations

The importance of the local context

- (Potential) donors consider the organization offering the incentive (e.g., a 'not for profit) and factor this into their evaluation of the appropriateness of offering incentives (Chmielewski et al., 2012)
- Cash incentives more acceptable where paid or mixed (paid/voluntary non remunerated) systems in place than where only VNR (Chell et al., 2018)

Will incentives result in a net gain of donors?

Possibly

- But measurement is an issue & there is inconsistency
(Chell et al., 2018)

Huis in't Veld, de Kort, & Merz (2019)

Association between willingness to donate and appropriateness of incentives

	Donors	Non donors
Refreshments	<i>ns</i>	<i>ns</i>
Medical check ups	<i>ns</i>	+
Free test	<i>ns</i>	<i>ns</i>
Travel costs	<i>ns</i>	<i>ns</i>
Non cash items	<i>ns</i>	<i>ns</i>
Travel costs	<i>ns</i>	<i>ns</i>
Cash	<i>ns</i>	-

Will incentives result in a net gain of donors?

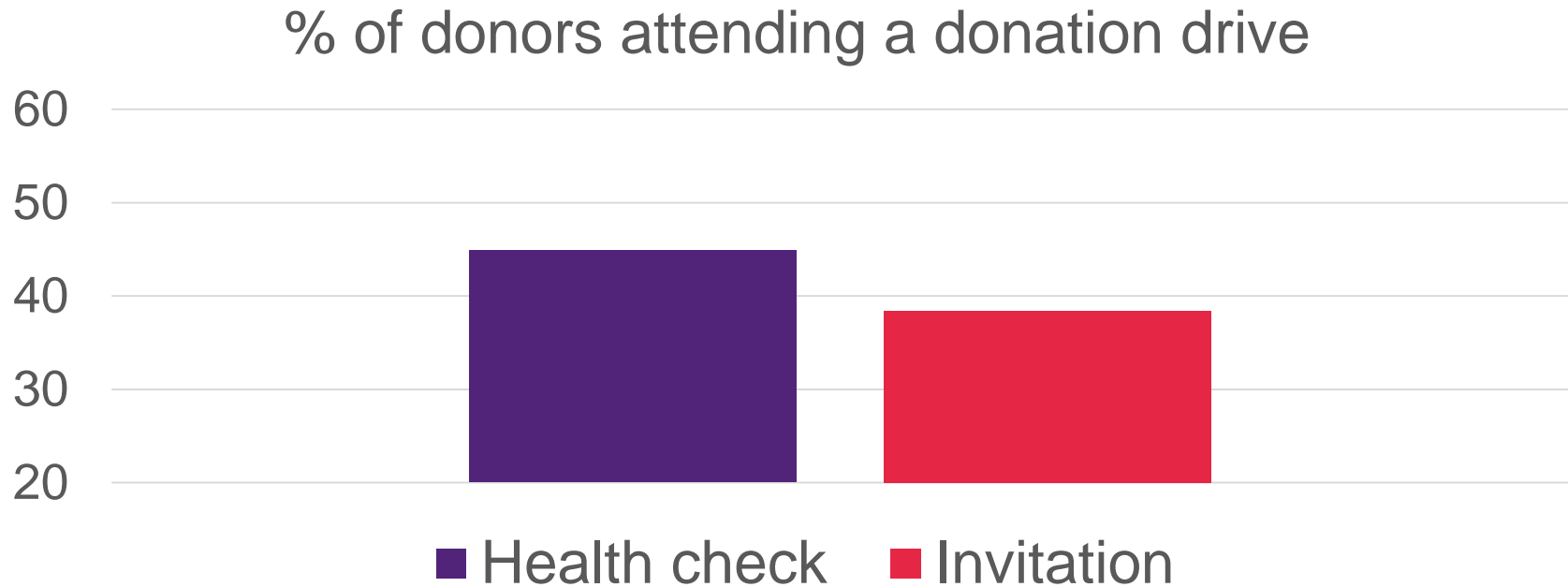
Possibly

- But measurement is an issue & there is inconsistency
- Randomized Controlled Trials (RCTs) help, but types of incentives assessed vary and focus is typically on retention

Leipnitz et al., (2018)

- RCT (N = 52,257) with German Red Cross sampling donors who had donated 2x in 12 months.
- Donation drives randomized so that eligible donors either received an invitation or an invitation with a 'health check' coupon

Leipnitz et al. (2018)



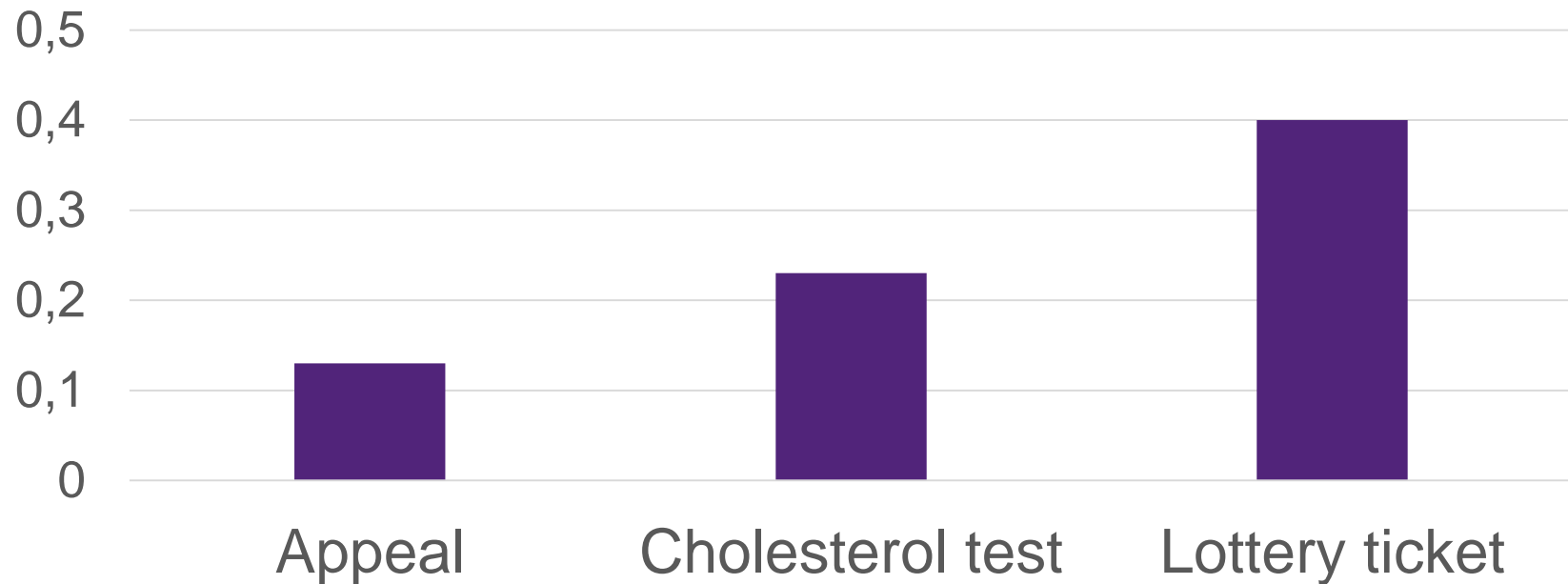
Goette & Stutzer (2019)

Sent 9,731 donors who had been invited 4x previously:

- a) standard invite
- b) standard invite on a postcard
- c) postcard + offer of a cholesterol test
- d) a postcard + a lottery ticket

Goette & Stutzer (2019)

Overall treatment effect relative to baseline



Goette & Stutzer (2019)

Considered differences by responsiveness to last 4 invitations

Effect only observed in infrequent donors (those who had not responded to 3 out of 4 previous invitations)

Conclusions

- Effective recruitment to plasmapheresis occurs when:
 - Donors are **aware** of plasmapheresis
 - Are **educated** about the process
 - Are **curious** and **initiate conversations** about plasma
 - Have their **confidence bolstered** to try plasmapheresis
 - Have their **concerns acknowledged** but understand the benefits that accrue
 - Are not continually asked to donate (more) & are **given agency** to determine their commitment

Conclusions

- Incentives
 - May help and **are not generally disliked**. BUT there is **little research evidence** that they **improve recruitment**
 - Have primarily been assessed as a retention tool. Initial results suggest that **targeted use** of some incentives **may yield benefit**
 - **Evidence base is weak** – little consideration of impact of *ongoing* use of incentives on donor base.

Questions?

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