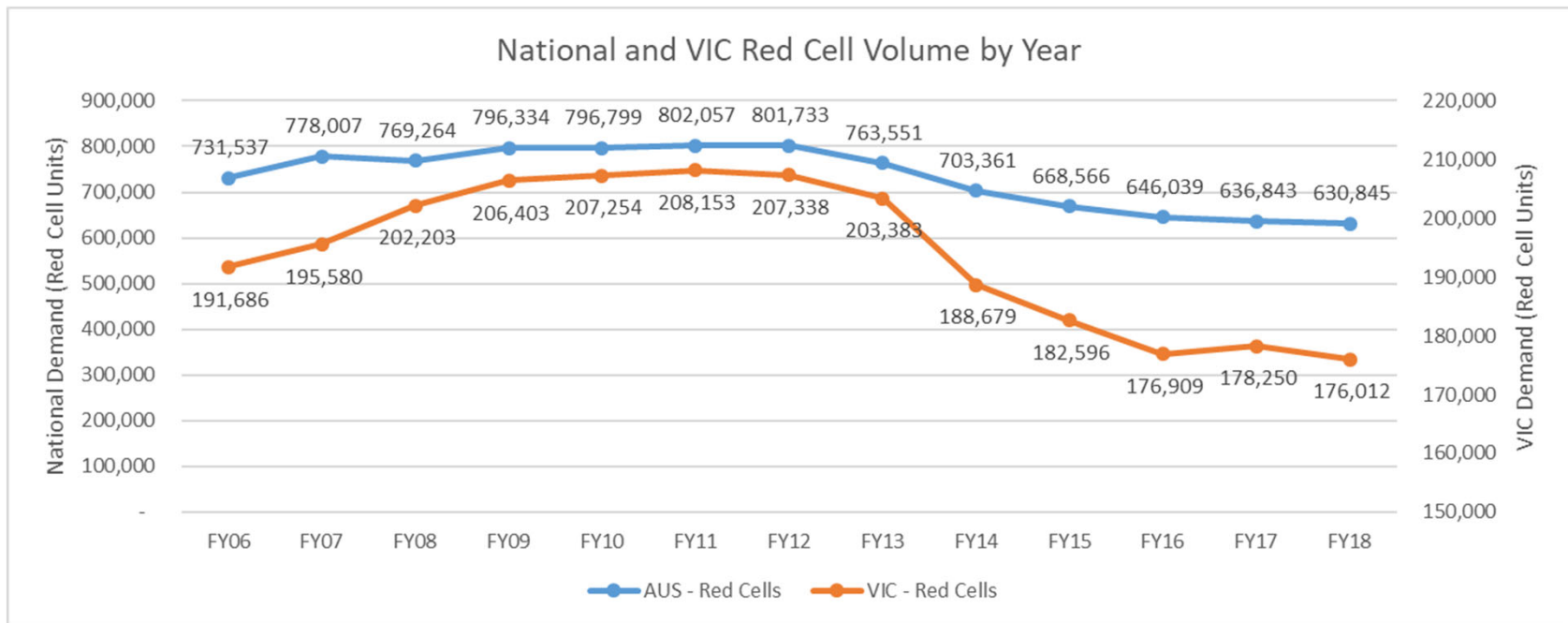


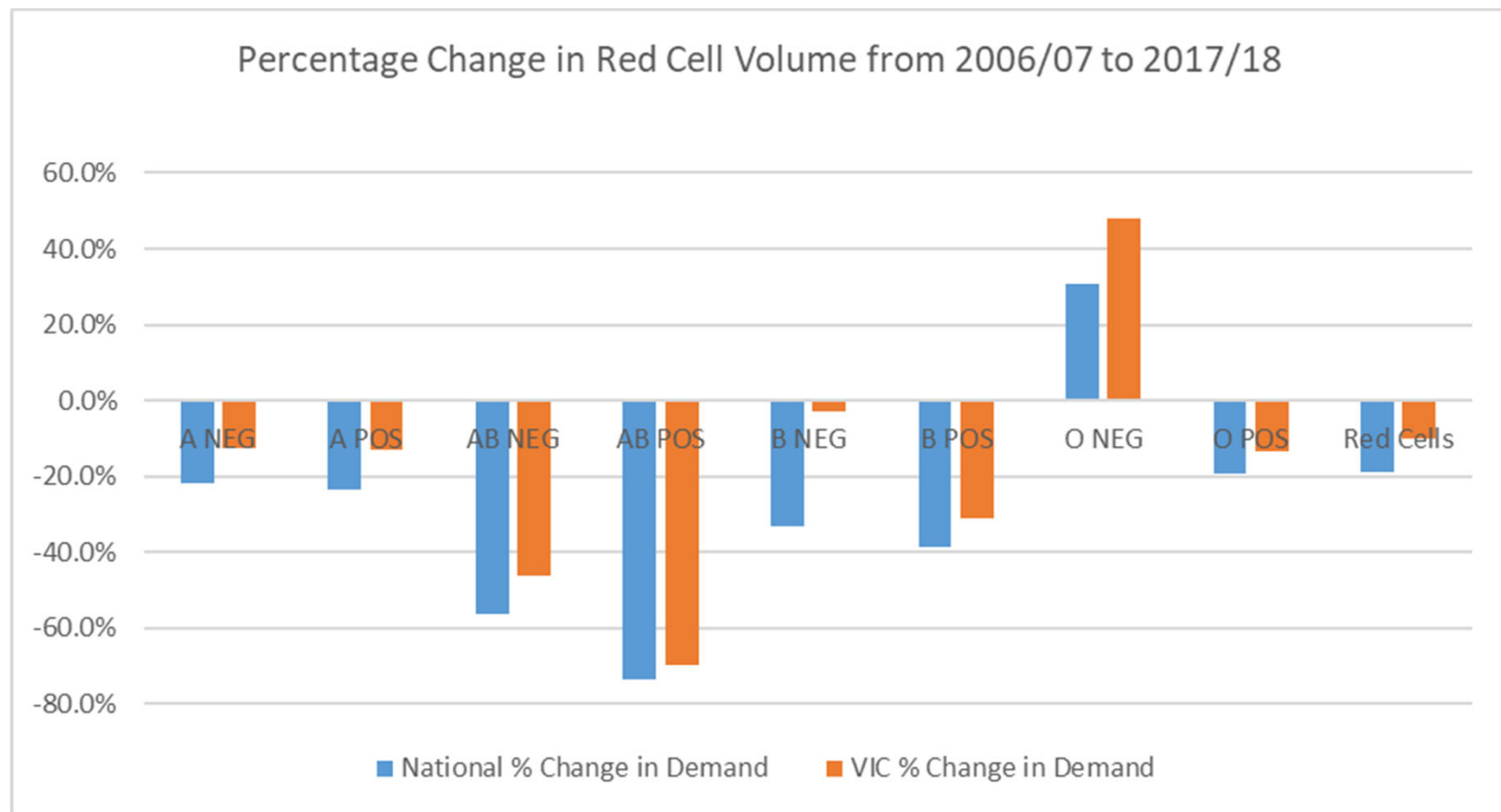
O Negative Red Cell Demand Sustainability

Francesca Hulme ARCBS

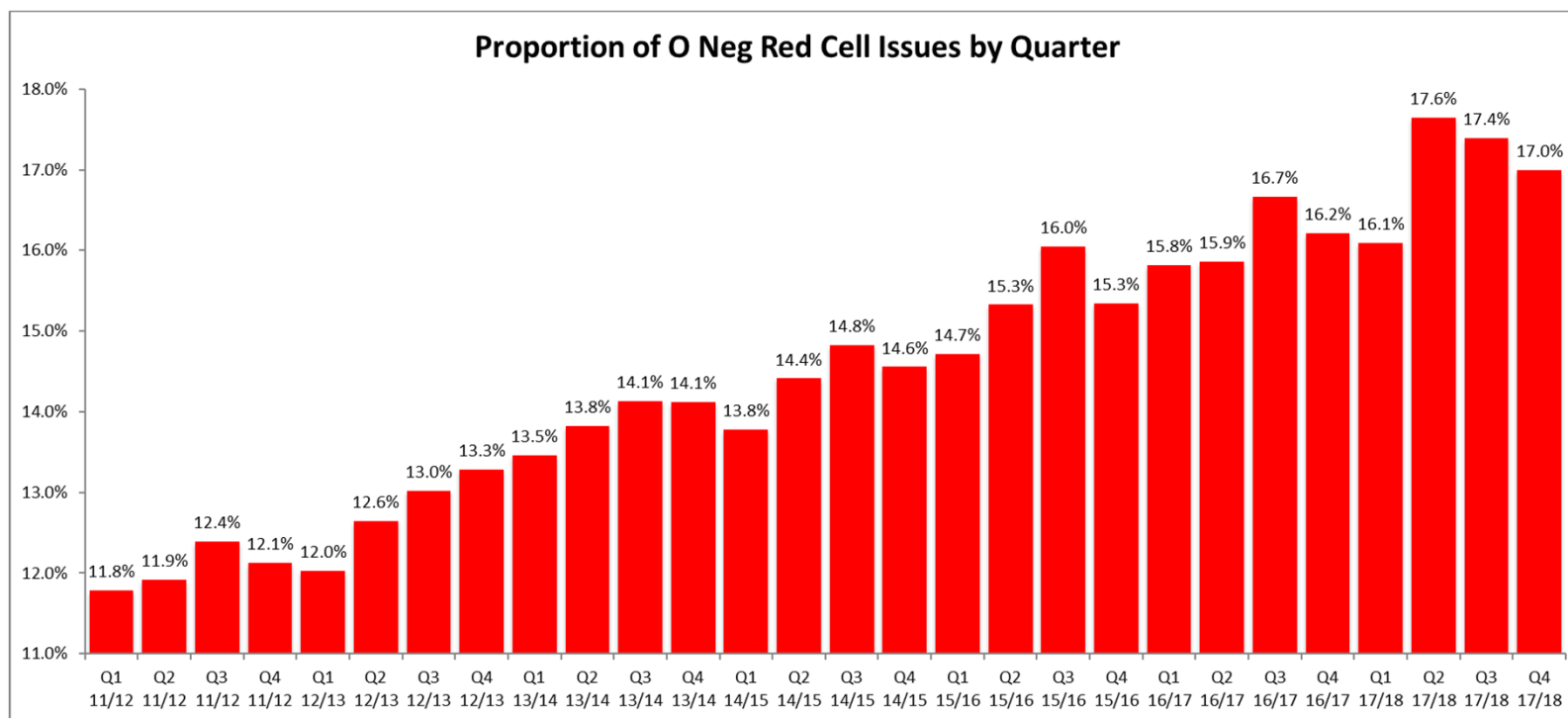
Red Cell Volume by Year



Red Cell Demand Decline by ABO



National Quarterly Proportion of O Negative Issues by Quarter



O Negative Donor Panel Update

The percentage of the Australian population who have O negative blood is estimated at **8 – 9%**.

This compares to...

- O neg as a percentage of all red cell orders: **17%**
- Total number of O neg donors in Australia: **56,000 (12%)**
- Total O neg whole blood donations in 2017-18: **115,000 (17%)**



O Negative Frequency of Donations

The Blood Service works extremely hard to retain this crucial group of donors in order to keep up with ever-increasing demand, which has resulted in...

- O neg donors donating **11% more regularly** than non-O neg donors
- While the total annual panel has remained steady over the past three years, the O neg panel has **grown by 10%**
- In 2017-18 O neg donors had a one-year retention rate of 79%, which was the highest of any blood group and **6% above the 73% average**

O Negative Marketing Activity Examples: Direct to O neg donors



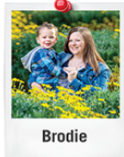
MAKE AN APPOINTMENT



Luke



Jess



Brodie

YOUR O NEGATIVE DONATIONS ARE VITAL

Dear Michael,

Your last donation on 28 December 2016 saved up to three lives like Luke, Jess and Brodie's. We'll be in your area again soon and we're pleased to tell you that you'll be able to donate blood and save even more lives from



PATIENTS NEED YOUR BLOOD DONATION EVEN MORE

Donor Number: 4372087

Hi Jared,

Thank you for being a generous donor!

You have already made 3 donation(s) which have gone to help save or significantly improve the quality of life of seriously ill Australians.

We noticed your next appointment is to donate plasma on **Thursday 12 April 2018** at Perth CBD Donor Centre.

While plasma demand is growing faster than ever, as an O negative donor, your blood donation is needed even more. That's because your blood can be given to any patient in an emergency.

In order to meet patient needs we're hoping you'll consider donating blood instead of plasma.

Hi Amy, we know we haven't seen you in a while but wanted to let you know your O negative blood is in high demand. Only 9% of the population has O negative blood, but it can make up 19% of orders from hospitals! We'd love to see you donating blood again if you can. To book, please visit <https://my.donateblood.com.au> or call us on **131495**. Thank you, the Blood Service. Reply stop to opt out.



Why is my O negative blood so special?

- Your blood type is 'universal' and can be given to anyone in an emergency, where the patient's blood type is unknown.
- O negative is the only blood type that can be given to an O negative patient, such as yourself.
- Only 9% of the population has O negative blood, but it can make up 18% of orders from hospitals!
- O negative blood is usually on its way to hospitals within 3 days of the donation



Thank you for donating when we needed you most

Donor ID: 0566200

Hi Simon,

Your O negative donations always make a real difference, but your last donation on 6 September 2017 was even more crucial.

As you may have seen, our reserves of O negative blood recently dropped to their lowest levels in 5 years. Thanks to donors like you who came in and made a life-saving donation, we *currently* have sufficient supply of O negative blood to meet the needs of patients.

O negative donations are always needed

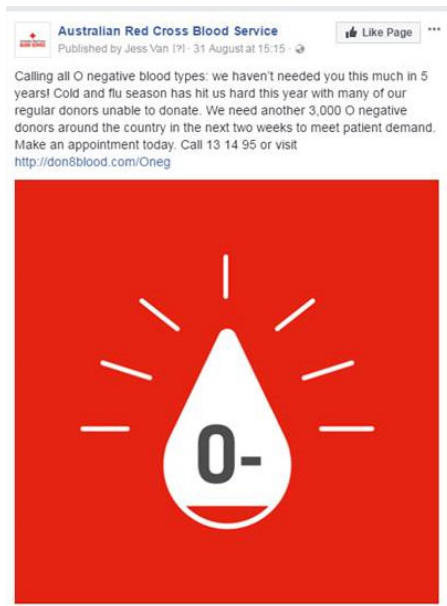
Your blood type is vital as it can be given to anyone in an emergency. It's also the only blood type that can be given to an O negative patient, such as yourself.

Did you know?

- Platelets, a component of your blood, have a shelf life of just 5 days.
- Red cells, which are used during an emergency transfusion, last just 42 days.
- Only 9% of the population has O negative blood, but it can make up 18% of orders from hospitals some months! In fact, O negative blood is usually on its way to hospitals within 3 days of the donation.

This is why we rely on generous O negative donors like you to donate regularly.

O Negative Marketing Activity Examples: Digital advertising and social media



Naomi Smallacombe and 2.2K others
1.6K comments 2.2K shares



Robert Semmens and 974 others
486 comments 620 shares

Like Comment Share



O negative blood is always needed, as it can be critical... [BOOK NOW](#)

Leah Marrone and 352 others
173 comments 124 shares



The cost.....

Ability to contact O neg donors via phone

- Due to the amount of times we attempt to contact O neg donors in order to keep up with demand...
 - O neg donors are **23% less likely to answer the phone** compared to a non-O neg donor[#]
 - O neg donors have **double the opt out rate** of phone call / SMS contact compared to non-O neg donors*

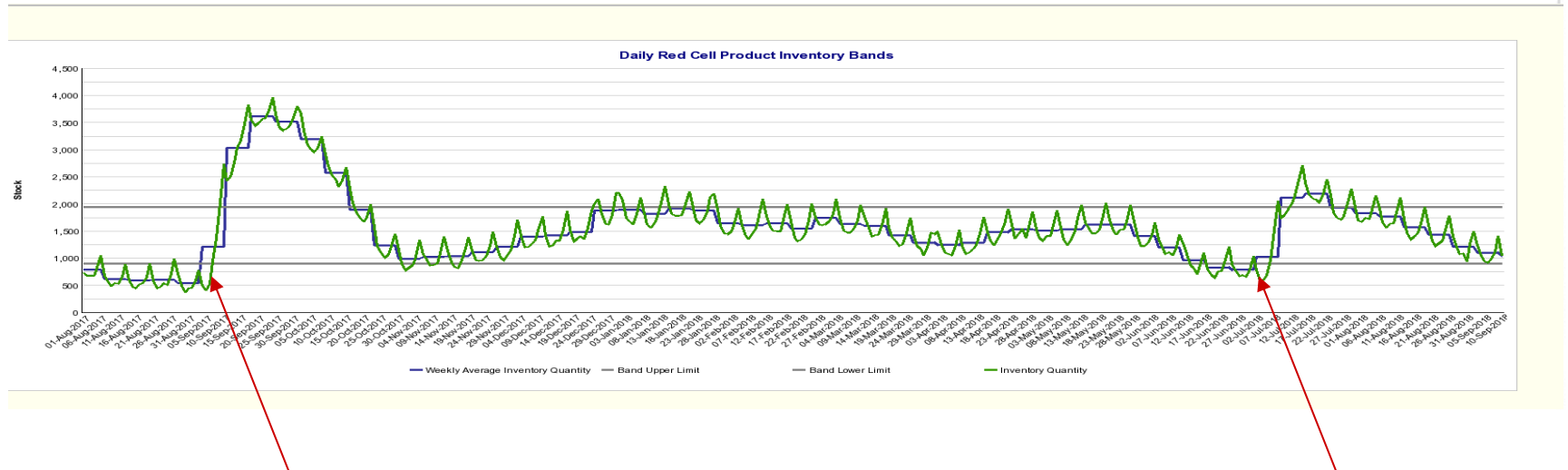
Public relations effectiveness

- PR is a high-impact tool we use sparingly. It creates 'spikes' of oversupply followed by trailing undersupply, and comes with a risk of 'crying wolf' (ask too often, reduce effectiveness of successive calls).
- Public relations call out for O negative July 2018 yielded:
 - **~25%** of all new donors immediately thereafter were O neg, versus **8%** in a typical week (supports the research that approx. 50% of non-donors know their blood type)
 - A significant volume of existing O neg donors brought their next donation forward

[#] for the full month of July 2018

* As at 5/9/18: 1.2% (non-O neg) vs 2.4% (O neg)

Impact of a Media Call-Out



- Immediate impact on collections
- Spike in inventory
- Hard to maintain levels post PR as has brought forward a lot of regular donors only donate every 90 days

The Blood Service and Phenotyping

- Automated routine phenotyping (Fya, Fyb, Jka, Jkb, S, s, and M) will be implemented on the NEO analyser following TGA approval of the Class-IV in-house IVD phenotyping controls.
- This will increase the amount of phenotyped red cells in inventory
- Increase the ability of the Blood Service to provide group specific phenotyped red cells instead of group O
- Phenotype Survey October 2018/2019 plan for future demand

What next?

- The Blood Service will work with our stakeholders, to gain insights into the main drivers behind O Negative demand and suggestions on what actions to implement to attain a more sustainable balance for the donor population



Questions and Answers

