

CONTRIBUTING FACTORS TO BOOST BLOOD DONORS RATE



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141

Introduction

- Blood banks are laboratory centers that are responsible for the collection, processing and storage of blood for research and medical purposes
- Blood transfusion is the process of receiving blood products into ones circulation intravenously.
- In spite being a country with a population of 1.2 billion, India faces a blood shortage of 3 million units.
- The demand for blood and blood products continues to increase
- The fragile balance between blood supply and demand have forced blood banks to constantly search for more efficient ways to attract and retain blood donors.

Objectives

The primary objective of the research is to explore the factors to boost blood donor rate

The Specific objectives of the study are outlined below:

- To identify the effective communication medium for creating blood donation awareness.
- To assess the perceptions and attitudes of existing blood donors on blood donation
- To determine the significant factors impacting on blood donors satisfaction
- To assess the Factors which Increases Loyalty and retention among Blood Donors

Methodology

Type of study:

- Descriptive study design used in this study.

Study Area:

- This study was carried in Jaipur where blood donation camps were organized by Monilek Hospital.

Study Subjects:

- The targeted population of the study consisted of the blood donors who aged between 18 years and 60 years ,eligible to donate safe blood and donated blood at the conducted camps.

Sampling Procedure:

- The data for this study was collected from a volunteer's donors through convenience sampling technique . This sampling design was chosen to survey the population so that accuracy and reliability of the data and analysis can be ensured.

Sample Size

- 92 Voluntary donors from the blood donation camp conducted in Jaipur by Monilek Hospital were undertaken for the study.

Data collection:

- Donors of age 18 to 60 years were key respondents for this study. Primary data was collected through Structured closed ended questionnaire.

Tools used:

- Structured closed ended questionnaire consisting of six sections, divided into two parts.
- Part A contains demographic profile of respondents
- Part B contains contributing factors to increase blood donation rate , which is further divided into 6 sub categories

Scoring criteria

Using a likert scale each factor was rated against 5 options, where 1 was ‘not at all important’ and 5 was ‘very important’

Questionnaire

Effectiveness of Communication Medium for Creating Blood Donation Awareness

Banners

Newspaper

Radio

Flyers / pamphlets

Television

Internet

Poster

Factors which Contribute/ Increases the Rate for Blood Donations

Information about blood donation events and its safety.

Giving of certificate of recognition after blood donation.

Hosting of blood donation camp by celebrity

The location of blood donation camp

Attitudes and Perceptions of Blood Donors

Believe that donation makes healthier

Should receive more information from the blood banks / hospitals

Inform and encourage other people about blood donation

Donating blood saves human life.

Criteria to Enhance Donors Satisfaction

Accurate information from blood banks / hospital is important.

The assistance of blood camp staff for encouraging blood donors.

There need to be adequate assurance for health safety after the blood donation.

Loyalty among Blood Donors

Receiving “thank you “notes via mail after blood donation.

Receiving mails and messages about next blood donation

Online blogs would help you to develop affective bond with other donors and prospects

Publishing of donor’s photographs and feedbacks on newspaper and websites.

Retention of Blood Donors

Giving of incentives

Personalized visits by motivators of blood services associations will encourage blood donation.

Provision of discount voucher for medical checkups

Limitations of the study

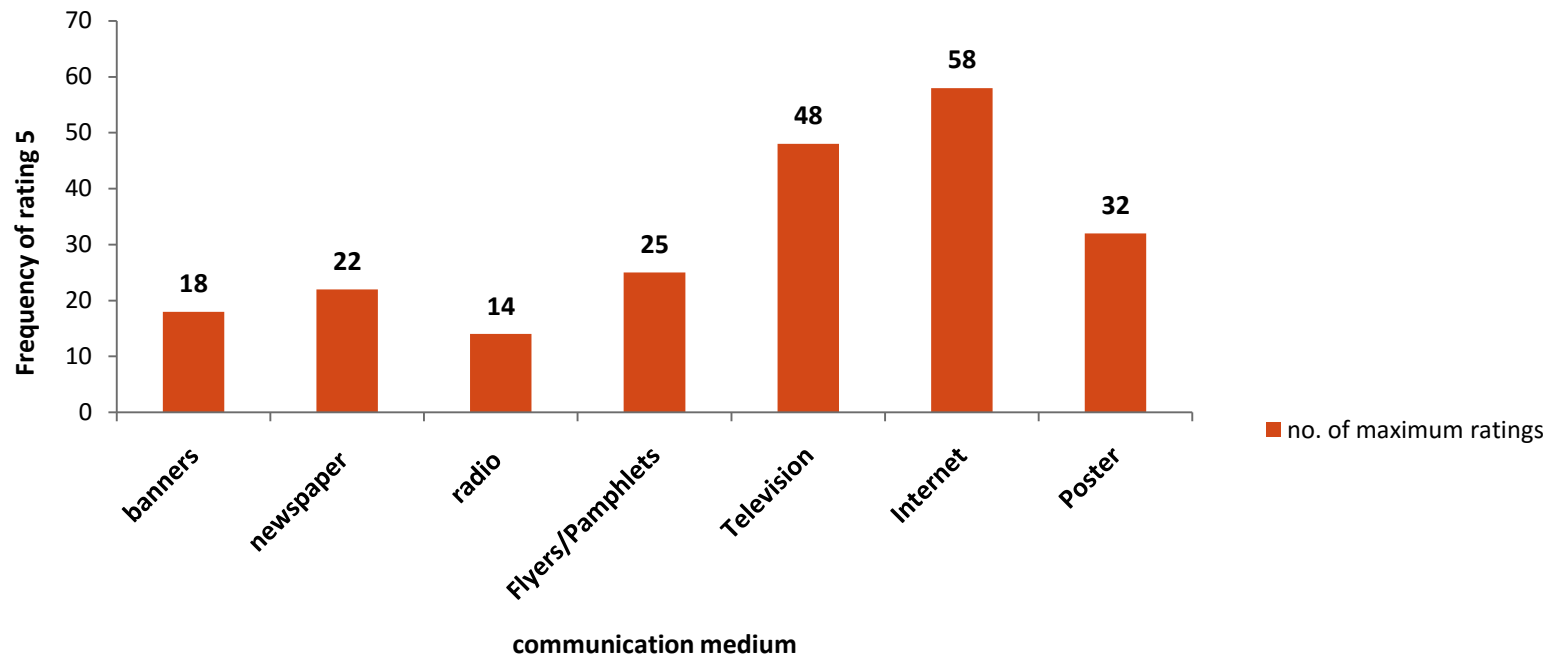
- The study has explored the contributing factors for boosting blood donor rate. The study had some limitations as focus was only on perceptions of existing blood donors.
- The overall perceptions of non-blood donors have not been incorporated in the existing survey.

Results

Scoring index	1	2	3	4	5	Total
Parameters (communication medium)						
Banners	1	8	<u>38</u> (41.30)	27	18	92
Newspaper	0	0	19	<u>51</u> (55.43)	22	92
Radio	4	3	<u>45</u> (49)	26	18	92
Flyers/ pamphlets	6	5	<u>29</u> (31.52)	27	25	92
Television	0	3	17	24	<u>48</u> (52.17)	92
Internet	0	0	13	21	<u>58</u> (63.04)	92
Poster	3	6	29	22	<u>32</u> (34.8)	92

Results

Effective Communication Medium



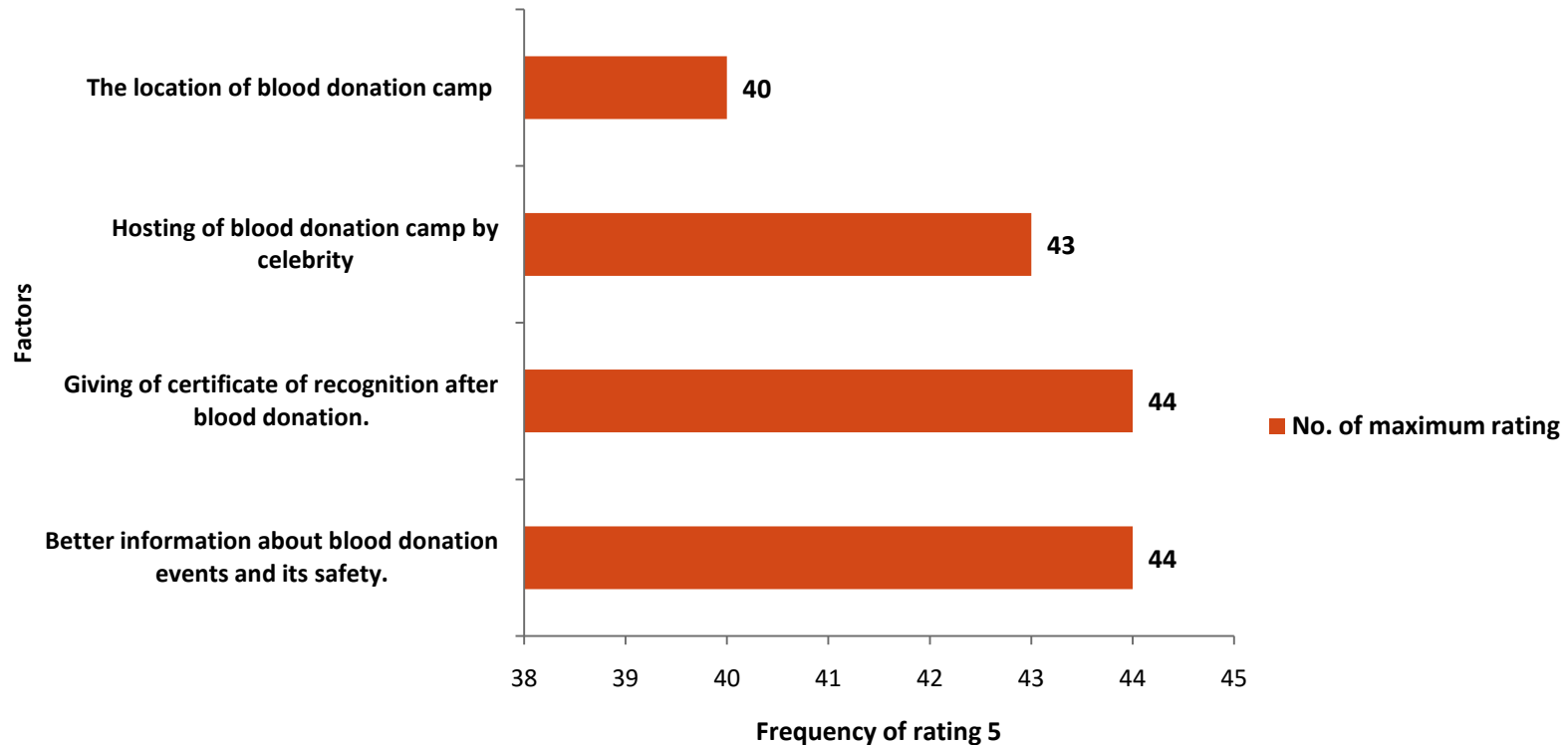
The research has depicted that 'Internet' is the most effective communication medium for creating blood donation awareness.

Results

Scoring index	1	2	3	4	5	Total
Parameters(factors which contribute blood donation rate)						
Information about blood donation events and its safety.	0	4	8	36	<u>44</u> (47.82)	92
Giving of certificate of recognition after blood donation.	9	5	5	29	<u>44</u> (47.82)	92
Hosting of blood donation camp by celebrity	16	7	8	18	<u>43</u> (46.73)	92
The location of blood donation camp	5	8	5	34	<u>40</u> (43.48)	92

Results

Factors which Contribute/ Increases the Rate for Blood Donations



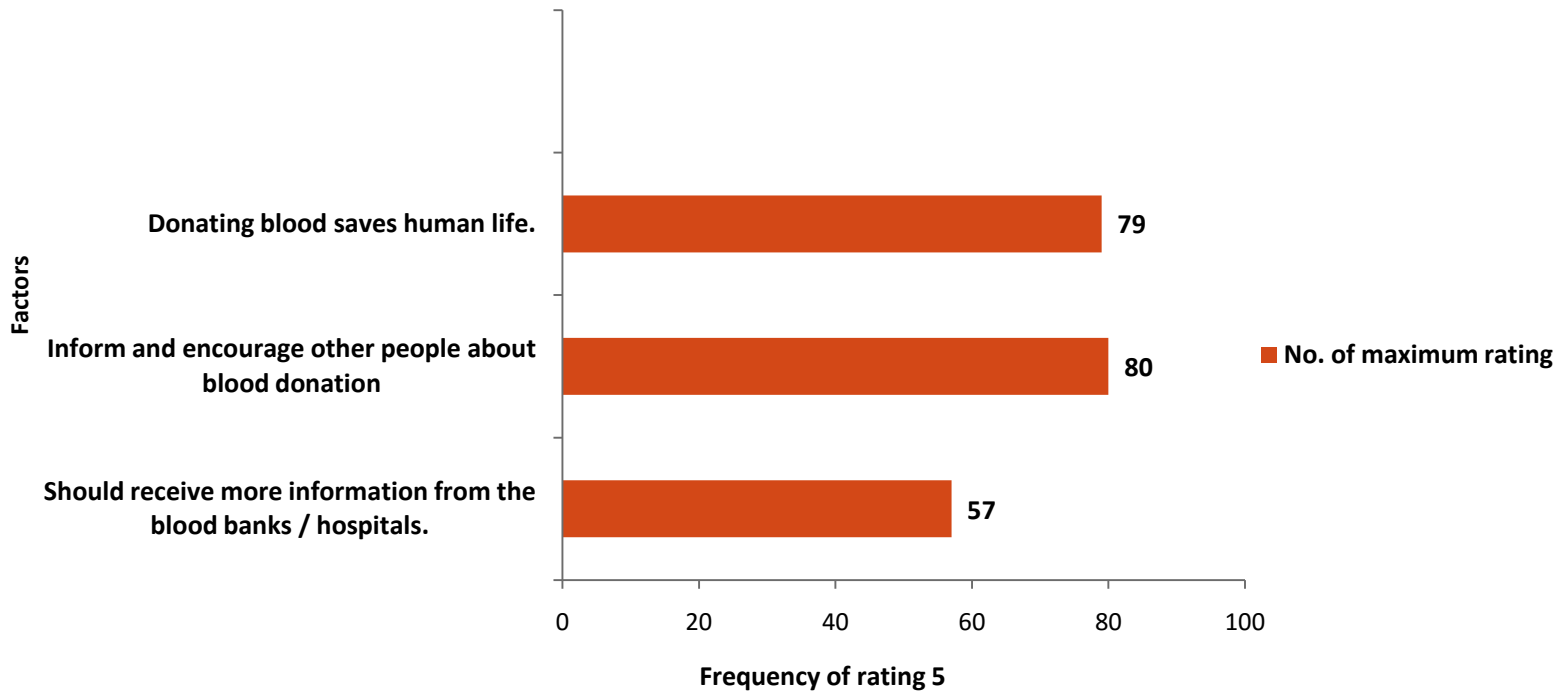
Better information about the blood donation events and its safety and giving certificates of recognition after blood donation are two important factors which increase the blood donation rate.

Results

Scoring index	1	2	3	4	5	Total
Parameters (Attitudes and perception of blood donors)						
Should receive more information from the blood banks / hospitals	0	0	0	35	<u>57</u> (62)	92
Inform and encourage other people about blood donation	0	0	0	12	<u>80</u> (87)	92
Donating blood saves human life.	0	0	0	13	<u>79</u> (85.87)	92

Results

Attitudes and Perceptions of Blood Donors

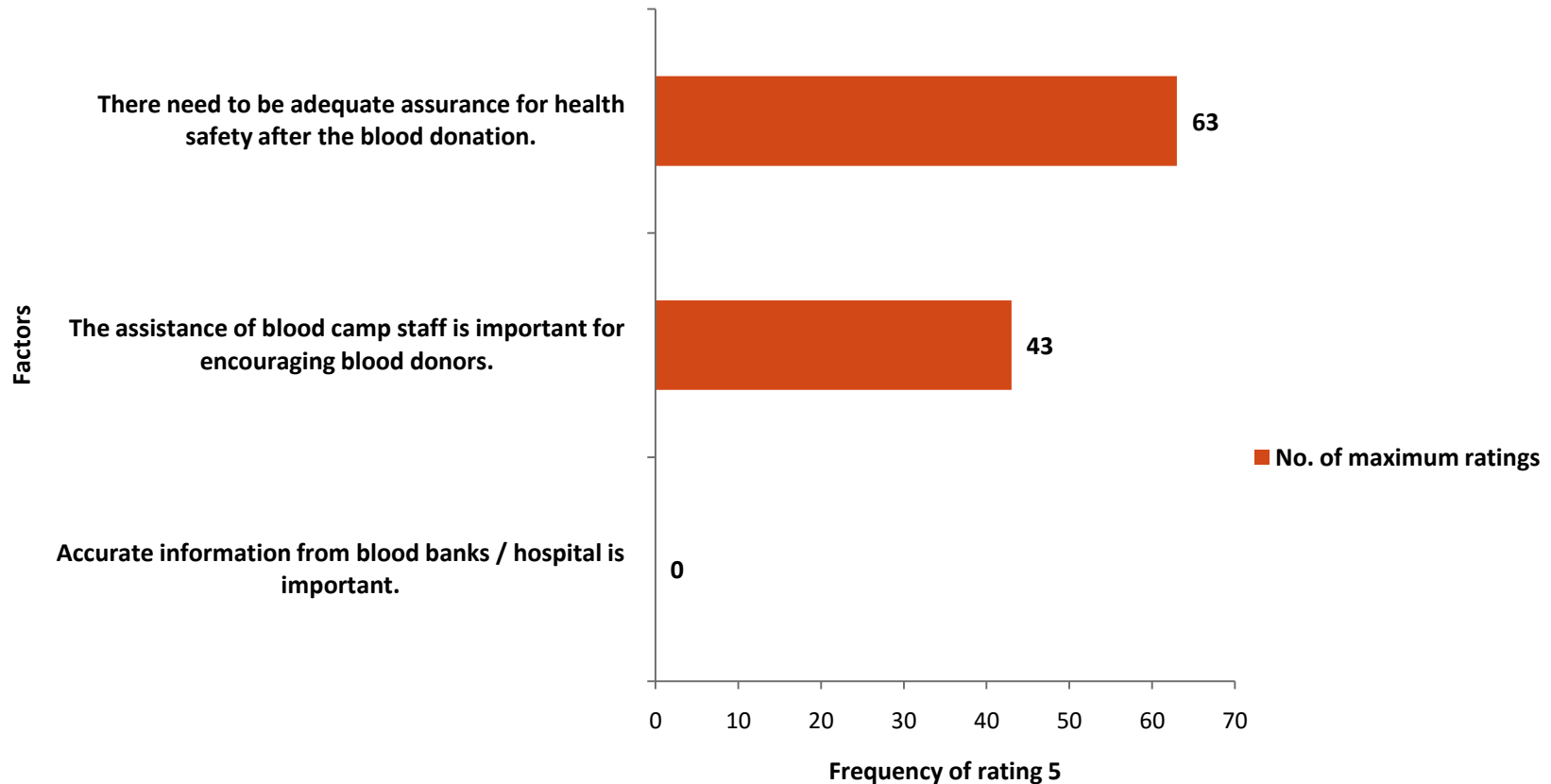


The empirical findings also demonstrate that blood donors equally inform and encourage others to donate blood.

Scoring Index	1	2	3	4	5	Total
Parameter (Criteria to Enhance Donors Satisfaction)						
Accurate information from blood banks / hospital	<u>35</u> (38.04)	24	24	9	0	92
The assistance of blood camp staff for encouraging blood donors.	0	0	10	39	<u>43</u> (46.74)	92
There need to be adequate assurance for health safety after the blood donation	0	0	0	29	<u>63</u> (68.48)	92

Results

Criteria to Enhance Donors Satisfaction



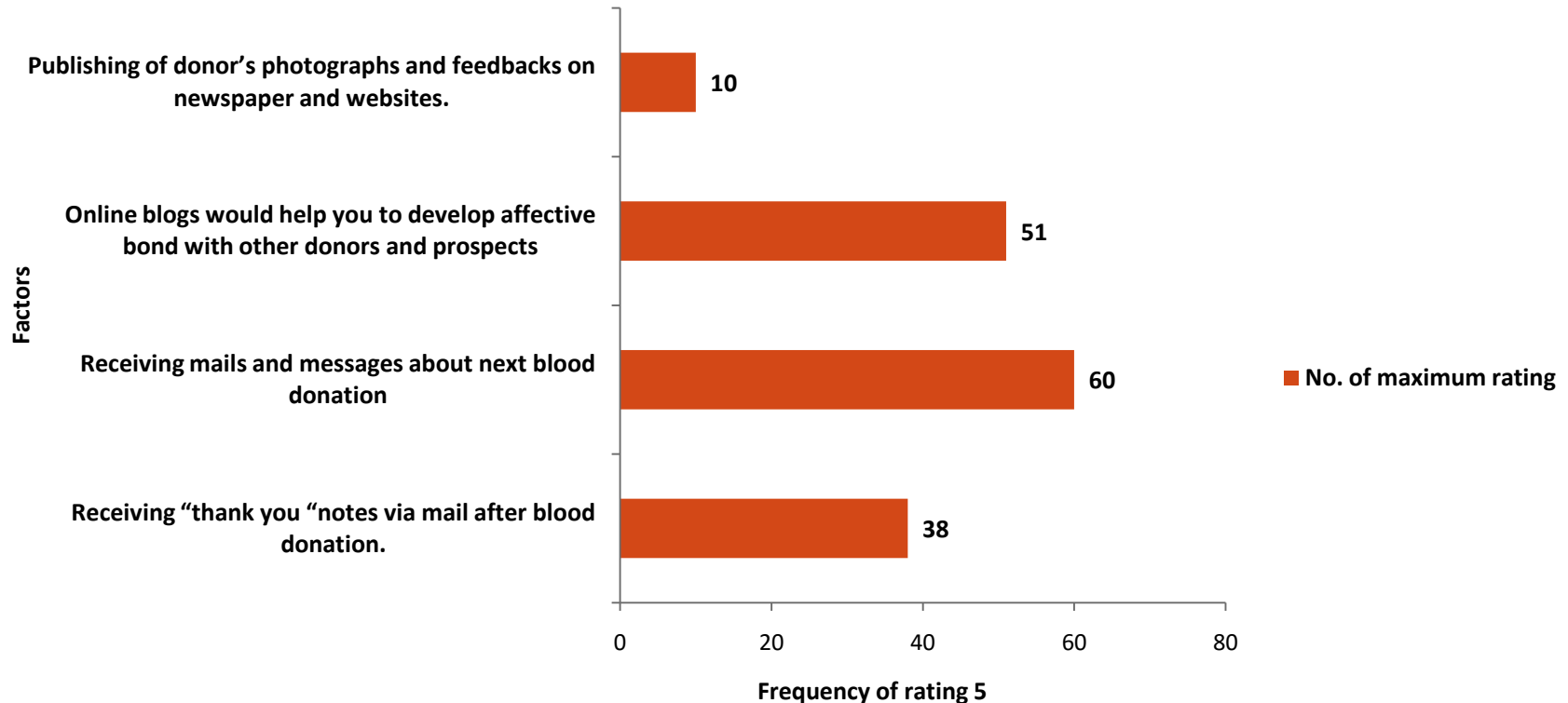
Assurance of health safety after the blood donation is the most important criteria to enhance blood donor's satisfaction.

Results

Scoring index	1	2	3	4	5	Total
Parameters (Loyalty among Blood Donors)						
Receiving “thank you “notes via mail after blood donation.	12	11	7	24	<u>38</u> (41.30)	92
Receiving mails and messages about next blood donation	0	3	6	23	<u>60</u> (65.21)	92
Online blogs would help you to develop affective bond with other donors and prospects.	4	5	5	27	<u>51</u> (55.54)	92
Publishing of donor’s photographs and feedbacks on newspaper and websites.	23	15	<u>26</u> (28.26)	18	10	92

Results

Factors which Increases Loyalty among Blood Donors



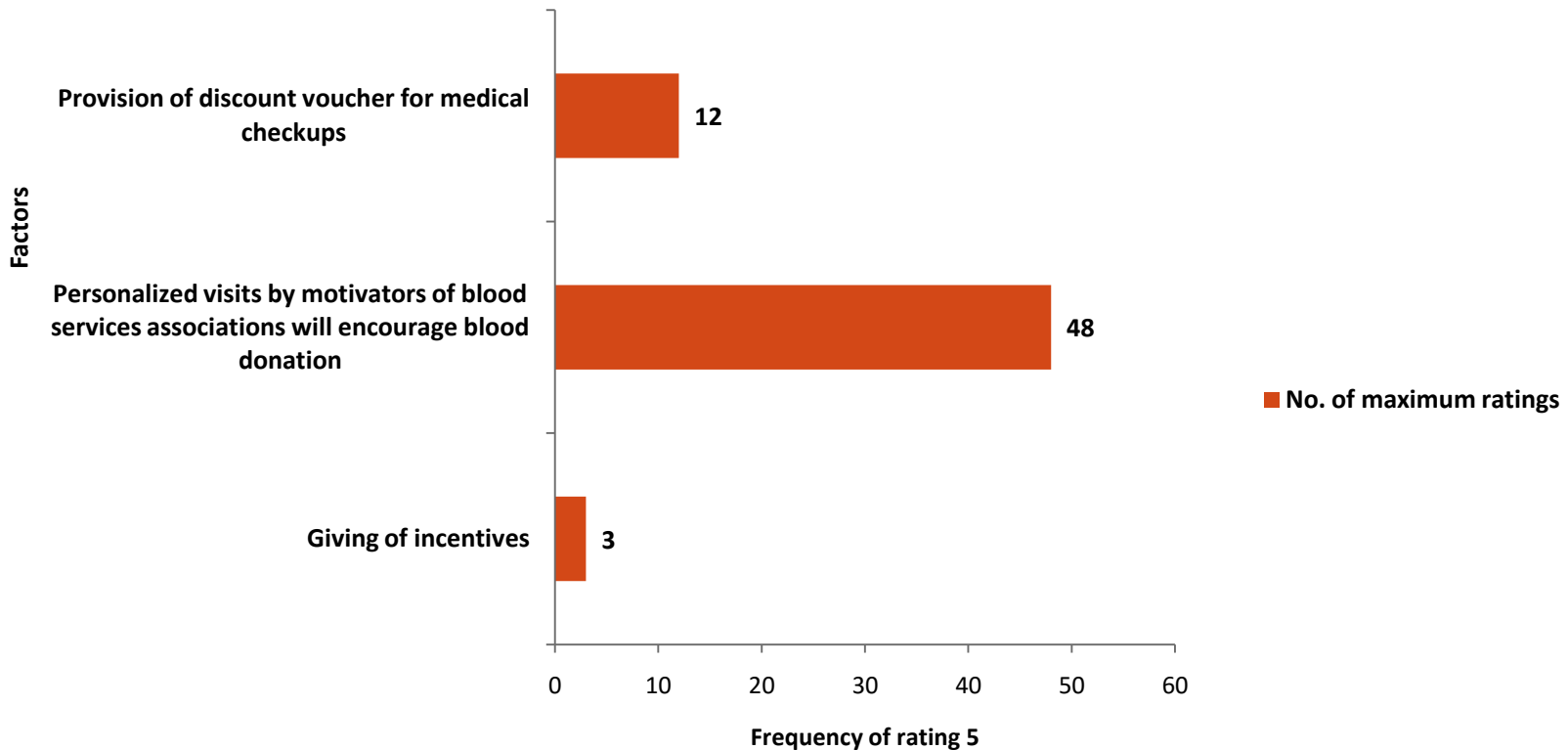
The research depicted that receiving electronic mails and short-message service to inform donors of the next blood donation event, increases the loyalty among blood donors.

Results

Scoring index	1	2	3	4	5	Total
Parameters (Retention of Blood Donors)						
Giving of incentives	16	18	<u>37</u> (40.22)	18	3	92
Personalized visits by motivators of blood services associations will encourage blood donation.	3	12	5	24	<u>48</u> (52.17)	92
Provision of discount voucher for medical checkups	16	17	<u>25</u> (27.18)	22	12	92

Results

Factors which Help in Retention of Blood Donors



Humanitarian request by blood services associations during blood crisis periods is the most important criteria for the retention of blood donors.

Recommendations

- Blood services associations should design recognition certificates with an emotional appeal.
- Experienced medical representatives need to reassure the health safety of the blood donors after their blood donation through effective one-to-one counselling sessions.
- Online blogs should be integrated to develop bonds with other donors and prospective donors. Some appealing testimonials of blood donors should be available online.
- There is an urgent need to educate, convince and retain blood donors by designing appropriate donor loyalty schemes

- Designing a medical web application that collects information of volunteer blood donors and alerts the donors about requirements during blood crisis.
- Creating a database of donors with location, blood group, phone no. etc attributes.

Thank you!

