Donor Recruitment & Marketing Overview

Andrea H. Cefarelli
Executive Director, Recruitment
Recruitment Department
Recruitment Department Objectives

• Help NYBC meet hospital distribution goals of RBCs
  – With optimal blood type mix
  – Elimination of Small and Inefficient blood dries <30
  – Balanced monthly collections to avoid shortages and outdates

• Establish and maintain high level relationships with leaders across market segments; business, faith based, community, government, high school, colleges, military, etc.

• Act as a steward of the NYBC “brand” to ensure consistent public presentation, messaging and “retail face.”
New York Blood Center Overview

- 20 Donor Centers
- 35-45 Mobile Blood Drives per Day
- 900 Operations per month
- 29,000 – 34,000 RBC Collections per month
- 80% RBCs from Mobiles, 20% from Donor Centers
- 31 Account Managers

Donor Base
- 233,000 Red Cell Donors
- 13,500 Platelet Donors

Annual Donations
- 395,000 Red Cell Units
- 82,000 Platelet Units

Serve 200 Hospitals in NY, NJ, CT and PA
NYBC + CBC + IBR

- NYBC 392,000 RBC
- CBC 117,000 RBC
- IBR 154,000 RBC
- Total = 663,000
With 35 blood drives daily, we’ve got to be creative

- Scholarship Program for High Schools
- Bloodstock® Blood Drives
- Little Doctors Program®
- Missing Type Campaign
- Athletes for Life
- Music Saves Lives
- Sports Franchises/Sports Mania
- National Blood Donor Month/World Blood Donor Day
- Military Drives- USMMA, USMA, Fleet Week, SANG
- Skyscrapers for Life
- In Honor of… / In Memory of…
A Day in the life of a New York Blood Center Account Manager

• Within designated territory, ensure sufficient # of blood drives to achieve “goal”. AM goals are typically 700-1000/month and 9000 – 11,000 per year. (Usually 15-20/mo.)

• Work with businesses, faith-based, government, high school, college and community groups.

• Educate young donors.

• Motivate volunteer blood drive chairs to organize upcoming blood drives.

• Held accountable to projection accuracy (does drive perform to goal), drive size, etc.
Partnership: Donor Recruitment and Marketing

Donor Recruitment (80% of RBCs) is tasked with reaching broadly to attract new, active and lapsed blood donors through 600 + mobile operations per month at businesses, schools, community, government and faith based organizations.

Once we know something about each donor, Donor Marketing evaluates how each can best contribute to meet patient needs.
Donor Marketing Objectives

• Help NYBC meet patient needs through selective engagement of donors to:
  – Make the “optimal” type of donation
  – At the optimal times
  – At maximum frequency for the long term

• Act as a steward of the NYBC “brand” to ensure consistent public presentation, messaging and “retail face.”
The industry is rapidly changing!

- Overall demand for blood products has flattened but has increased for selected products (e.g. O neg RBCs, AB plasma, SDPs)
- Supply of blood products has flattened
- Blood is a very portable, national commodity
RBC and Platelet Donors Display Different Characteristics

• Red Cell Donors
  – Entire process takes about an hour
  – Covet convenience and efficiency
  – Low commitment to “cause”
  – Affinity to “group sponsor”
  – Respond to
    • donor group messages
    • peer pressure
    • emergency messages
    • personal situations
  – 56 day eligibility
  – 6x/year donation max

• Platelet Donors
  – Entire process can take 2+ hours
  – Will seek out donor center
  – Less time sensitive
  – Proud of lifesaving role
  – Higher commitment to “cause”
  – Internally driven
  – Higher blood IQ
  – Respond to direct messages
  – Act independently of group
  – Covet individual recognition
  – Highly responsive to loyalty programs (viewed as sign of NYBC appreciation)
  – 3 day or 7 day eligibility
  – 24x/year donation max
Let’s look at some trends...
First-time red cell donors have decreased since 2014 peak

![Chart showing the number of unique first-time donors from 2012 to 2016. The number of donors has decreased from 82,150 in 2012 to 73,247 in 2016.](chart.png)
Collections across market segments

- Community: 12.9%
- Business: 25.6%
- Religious: 13.6%
- Government: 16.1%
- Education: 31.7%

Apr – Mar 2016
# of Accounts hosting blood drives for past 5 years

Year Ending March 31,

- 2012: 4,277
- 2013: 4,177
- 2014: 3,813
- 2015: 3,596
- 2016: 3,505
Automated technology drives productivity

% of total units via automated red cells

Blue = # of automated red cell (Alyx) procedures

Year Ending March 31,

<table>
<thead>
<tr>
<th>Year</th>
<th>Units</th>
<th>% of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>35,298</td>
<td>18.0%</td>
</tr>
<tr>
<td>2013</td>
<td>39,751</td>
<td>20.9%</td>
</tr>
<tr>
<td>2014</td>
<td>37,889</td>
<td>19.9%</td>
</tr>
<tr>
<td>2015</td>
<td>42,256</td>
<td>23.1%</td>
</tr>
<tr>
<td>2016</td>
<td>46,378</td>
<td>25.8%</td>
</tr>
</tbody>
</table>

Total red cell collections excludes units from Bus, A&D, and PL/RBC.
% Core 4 (O+/O-/A-/B-) Red Cell Units is Increasing

Excludes Autologous & Directed Donations, and Unknown ABORh
% O Negative Red Cell Units is Increasing

Excludes Autologous & Directed Donations, and Unknown ABORh
ABO mix at donor centers reflects type specific targeting

Donor Centers

- O+: 50.5%
- O-: 14.9%
- A-: 16.7%
- B-: 6.4%
- A+: 0.2%
- B+: 0.4%
- AB+: 3.2%
- AB-: 1.5%

Mobile Blood Drives

- O+: 43.7%
- O-: 7.9%
- A-: 26.6%
- B-: 4.9%
- A+: 1.9%
- B+: 3.2%
- AB+: 0.4%
- AB-: 0.2%

Apr – Mar 2016; excludes autologous & directed donations
Donor Retention Remains a Challenge

<table>
<thead>
<tr>
<th>Donor Type (red cell donors only)</th>
<th>% of Donors who come back to donate in following year</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Time Donors</td>
<td>29.9%</td>
</tr>
<tr>
<td>Repeat Donors</td>
<td>51.4%</td>
</tr>
<tr>
<td>All Red Cell Donors</td>
<td>44.9%</td>
</tr>
</tbody>
</table>

As of 3/31/16
How Does Donor Marketing Impact NYBC Trends?
First-Time Donors Receive…

• Donor ID Card
  – Must have blood type for card to print
  – Now includes bar code for SAHH registration

Less than 1 gallon
Platelet donors

1 to 4 gallons
5 to 9 gallons
10 or more gallons

8 donations = 1 gallon
Special Donor Cards for O Negative Donors

Less than 1 Gallon Lifetime

1-4 Gallons Lifetime

5-9 Gallons Lifetime

10 or more Gallons Lifetime

1 gallon = 8 donations (double red cell donations are counted as two donations).
Dynamic Emails Working Through the Night…

• Happy Birthday
• You Are Eligible To Donate Again
• Your Favorite Blood Drive is Scheduled Again*
  – 14 days pre-drive
  – 3 days pre-drive
• Your Appointment is Confirmed (immediately after scheduling)
• Appointment Reminder (3 days prior)
• Thank You for Donating Blood + Survey
• Thought You’d Like to Know…

*confirmed blood drives only
Core Marketing Programs

• Donor Advantage/Save A Life Advantage Program

• Seasonal Red Cell, Platelet and Plasma Programs

• URGENT Mailings for O negative and Platelet Donors

• Letters to First Time O negative and First Time Platelet Donors
Donor Advantage and Save A Life Advantage

www.mydonoradvantage.com     www.savealifenow.org/advantage

• Encourage and reward frequent donations

• Points for different phlebotomy types
  – Bonus points for critical periods
  – Calendar year bonus points for 4 donations

• To keep your points…
  – NYBC: 1 donation attempt every 13 months
  – CBC: 1 donation attempt at a donor center every 18 months

• Online redemption for gifts, gift cards, branded merchandise or donate points to NYBC/CBC
Seasonal Red Cell, Platelet and Plasma Programs

- Designed to increase donation frequency and/or recruit new platelet or plasma donors
- Donors targeted by blood type, gender, age, donation history etc.
- Typically, quarterly programs which may require up to 3 donations depending on donor segment and phlebotomy type
- Communication by mail and email
- Choice of gifts
- Fulfillment by Donor Marketing
“Blood” flyer samples

Choice Rewards when you donate blood.

Choice #1
Vintage look, eco fleece crew. Unisex. S - XXL.

Choice #2
A total of 500 Donor Advantage Points.

Choice #3
Water resistant jacket, reflective piping. M & W. S - XXXL.

Donate blood at one of our donor centers

from January 16 - March 31, 2017 and receive your choice of gift above.
Make an automated red cell donation and receive an additional 400 Advantage points.

Visit www.nybc.org/choice or call 1-800-933-2556 by March 31, 2017 to make your gift selection.
This offer cannot be combined with any other offer for blood donations through March 31, 2017.

Visit www.nybc.org/centers or call 1-800-933-2556 to schedule your appointment at one of our donor centers.

Thank you for your support.

New York Blood Center
Serving 20 million people in New York, New Jersey and beyond since 1964.

New York Blood Center
Save a life. High honor. Right help.
URGENT Mailings for O negative and Platelet Donors

• **Weekly mailings**
  - 200 Platelet donors without appointments
  - 400 O negative donors without appointments or blood drives
Your O Negative blood type is the O Rh negative type that can be safely transfused to ALL patients. Please donate often.

Letters to First Time O negative and Platelet Donors

January 27, 2017

Ms. Sally Smith
456 Main Street
Anytown, NY 12345

Dear Ms. Smith:

Congratulations on making your first blood donation on January 19, 2017. I trust you had a good donation experience and I wanted to be sure you appreciated just how important you are as a blood donor, especially because your blood type is O negative. Did you know that O negative blood is the only type that can be safely transfused to ALL patients?

Each day, cancer patients, accident victims and people with blood disorders require blood transfusions to support their treatments. There is no substitute for volunteer blood donors like you.

You will be eligible to donate blood again on March 16, 2017 and I hope we can serve you again soon. Visit www.nybloodcenter.org or call us at 1-800-933-2393 to schedule a convenient appointment. It’s the best way you can help patients in need.

If there’s anything we can do to improve your experience or encourage you to donate again soon, please do not hesitate to call me at 516-478-5021 or email me at hschafer@nybc.org.

On behalf of the patients you help, THANK YOU.

Sincerely,

Harvey Schaffer
Executive Director, Donor Marketing

PS: The enclosed brochure describes our Donor Advantage Program (www.nybloodcenter.org) which is designed to recognize frequent blood donors. You currently have 50 Advantage Points. When you return to donate blood again by April 30, 2017, we’ll thank you with 10 Bonus Advantage points. Your donor ID number is 123456.

January 27, 2017

Mr. David Jones
123 Main Street
Anytown, NY 12345

Dear Mr. Abraahimov:

Congratulations on making your first platelet donation on January 20, 2017 at our Brooklyn Donor Center. I trust you had a good donation experience and I wanted to be sure you appreciated just how important you are as a platelet donor.

I thought you’d like to know that your donation was sent to help a patient at New York-Presbyterian/Weill Cornell Medical Center. Each day cancer patients receiving chemotherapy require platelet transfusions to restore platelets which may be destroyed by their treatment. Accident victims need platelets to stem bleeding. People with other blood disorders require platelets to help in blood clotting. There is no substitute for volunteer platelet donors like you.

I hope you will return soon to donate platelets. Visit www.nybloodcenter.org/platelets to schedule a convenient appointment. It’s the best way you can help patients in need.

If there’s anything we can do to improve your experience or encourage you to donate again soon, please do not hesitate to call me at 516-478-5021 or email me at hschafer@nybc.org.

On behalf of the patients you help, THANK YOU.

Sincerely,

Harvey Schaffer
Executive Director, Donor Marketing

PS: When you return to donate platelets by March 15, 2017 we’ll thank you with 50 Bonus Donor Advantage points. You currently have 50 Advantage points. Visit www.nybloodcenter.org for more information about our Donor Advantage Program. Your donor ID number is 123456.
Duffy working 24/7 – Social Media

New York Blood Center - Windows Internet Explorer provided by The New York Blood Center

Facebook

NEW YEAR 2013

New York Blood Center

Like · Comment · Share

14

16

18

20

22

24

26

28

30

32

34

36

38

40

42

44

46

48

50

52

54

56

58

60

62

64

66

68

70

72

74

76

78

80

82

84

86

88

90

92

94

96

98

100

I SAVED A LIFE ON NEW YEAR'S EVE 2013

New York Blood Center

BLOOD MONDAY 48

There is still time to be a New Year's Eve Donor – well...the morning of New Year's Eve, actually. Our Donor Centers are open right now and it's an incredible act of kindness to start the New Year. Platelet donors are especially needed because platelets only live five days. For an appointment, you can call 800-933-2556 or link here www.nybloodcenter.org/platelet

New York Blood Center

Blood December 31, 2012

Too busy to donate blood in the middle of the holiday season? Not so for these two young mothers, Meridith Kumin and Karina Guzman stopped by spontaneously at the Poughkeepsie Galleria Mall blood drive and did just that. With their two baby...See More

Community Blood Center

New York

32
Building Campaigns in DRM

• Campaigns can be built for any channel of communication (mail, email, phone etc.)
• Donor Marketing campaigns are carefully selected based on multiple factors usually linked to inventory needs
• Mass emails/texts to invite donors to blood drives are discouraged unless precisely focused and coordinated with Donor Marketing programs
• Text messages are reserved for URGENT messages to high value audiences
Why Doesn’t NYBC Advertise?
"the process of creating a relationship or a connection between a company's product and emotional perception of the customer for the purpose of generation segregation among competition and building loyalty among customers."
Recipients

Michael: Born with a hole in his heart and had surgery at age 1 and again at age 20. Your blood donations were present for both surgeries.

Joanna: Has a medical condition requiring regular infusions of immune globulin which is derived from plasma donations.

Heather: Had a malignancy at age 5 that ultimately required the removal of several organs. She had extensive blood transfusions to support her surgeries.

Kishma: Lost his leg in a shark attack while on vacation for his 10th wedding anniversary. He required dozens of units of blood to help save his life.
Recipients

Carly was diagnosed with leukemia at age 7 and relapsed at age 12. She received chemotherapy and more than 50 transfusions of blood components.

Leah was diagnosed with leukemia when she was just 15 months old. She received chemotherapy and more than 50 transfusions of blood and platelets to support her treatment.

Rafello was diagnosed with leukemia at age 2. He received chemotherapy along with 56 transfusions of blood components.

Stacey suffers from sickle cell anemia and has received blood transfusions 2-3 times each year since age 11.
Bus, truck, van
Sandwich Board...Working for you...
Branding NYBC Blood Drives
Platelets
Split Rate Has Been Increasing

(\# of procedures with >1 platelets / total SDP procedures)
Platelet Products Per Procedure is Increasing Steadily

Year Ending March 31,

2011: 1.71
2012: 1.77
2013: 1.87
2014: 1.91
2015: 1.92
2016: 2.01
(SAHH) Implementation of Self-Administered Health History

What is SAHH? A new paperless Registration, Health History Questionnaire & Blood Donor Process. The SAHH equipment used for blood collections will be on a closed, secure network without access to the Internet. The wireless routers used at blood drives are not being plugged into network resources at the collection site. No SAHH laptops will be able to access the Internet and can only communicate to the existing equipment being used at the blood drive.
First time Donors and Repeat Donors will have the option of completing the health history questionnaire at the blood drive on a tablet/laptop or (COMING SOON) by completing their health history prior to arrival at any time from 12:01 am, day of donation only.

(Not yet operational – but soon) Donors who have completed their health history (HHQ) questionnaire prior to arriving at the blood drive will get a QR CODE to either print or save to their smart phone. Upon arrival at the blood drive, these Donors proceed directly.

Donors who have not completed their HHQ prior to arrival, must either scan their donor card bar code or enter their donor # to start the process. If the donor doesn’t know their donor number, they will have to see a NYBC employee. Repeat Donors will be e-mailed their donor # and barcode in our standard 14 day reminder e-mail. (If NYBC has an e-mail address on file). After completion of HHQ, donors proceed to meet with an NYBC Donor Specialist.

Blood Drives with a high concentration of First Time Blood Donors, will benefit from either pre-registering their FTBDs with an NYBC Employee who will print Donor ID Bar Codes for each individual and/or encouraging FTBDs to use WebSAHH to complete their HHQ prior to arrival at the blood drive. (12:01 am or later, day of blood drive only)

Are there new requirements for Blood Drive Locations and Blood Drive set-ups? Yes!
- Laptop tablets used in Registration and for the HHQ need a power source and adjacency to outlets.
- Our Server Laptops and tablets “talk” to one another through wireless routers, so multi-room set-ups may be more challenging.
- Security of our new equipment will also be important.
- Bus Units where we utilize an inside location for registration may no longer work.
- Speak with your Account Manager to brainstorm best set-up options.
What to expect when you donate with our new paperless process at New York Blood Center!

1. Please bring your donor card if you have one and if you need a new one, be sure to ask our staff to request a new one on your behalf.
   a. If you have your donor card, scan it with the hand-held scanner.
   b. If you know your donor ID # but don’t have your donor card, you may enter your donor ID #.

2. If you are a first-time donor, a NYBC employee must first enter your demographics into the system before you can complete your medical history questionnaire on the tablet. Once you do this, you will be given a printer bar code to start your health history.

3. Once you enter your Donor ID or scan your Donor Card, this screen will pop up for you to confirm we’ve loaded the right record. Press Confirm or Retry.
What to expect when you donate with our new paperless process at New York Blood Center!

1. Please bring your donor card if you have one and if you need a new one, be sure to ask our staff to request a new one on your behalf.
   a. If you have your donor card, scan it with the handheld scanner.
   b. If you know your donor ID # but don’t have your donor card, you may enter your donor ID #.

2. If you are a first time donor, a NYBC employee must first enter your demographics into the system before you can complete your medical history questionnaire on the tablet. Once you do this, you will be given a printer bar code to start your health history.

3. Once you enter your Donor ID or scan your Donor Card, this screen will pop up for you to confirm we’ve loaded the right record. Press Confirm or Retry.
Questions?