

LEVERAGING DONOR LOYALTY FOR A STRONGER GLOBAL BLOOD SUPPLY ALLIANCE OF BLOOD OPERATOR PIAG (PERFORMANCE IMPROVEMENT ADVISORY GROUP) DONOR LOYALTY GROUP

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Background: The Donor Loyalty Group (DLG) was initiated in May 2004, and is a sub-group of the Alliance of Blood Operators. The DLG was established by the Canadian Blood Services (CBS), American Red Cross (ARC), Australian Red Cross Blood Service (ARCBS) and the National Blood Service (NBS) to explore the opportunities of adopting a systematic approach to identifying and sharing best practice around a common strategic goal; that of Donor Loyalty. America's Blood Centres (ABC) subsequently joined the group. It was identified that a significant opportunity existed to share, learn and apply best practice in the donor-facing area. Fundamental to the approach is a commitment to 'data-based decision making' for the identification of best practice. **Aims:** The aim of the PIAG is the exchange of strategically useful knowledge and information, together with the early communication of latest developments and emerging trends in the blood industry. The purpose of the DLG is to work together to maintain the sufficiency of the blood supply in partner countries. Its aim is to drive service improvement through the identification and sharing of best practice. The objectives are to identify, and learn from best practice across all key donor contact points; to inform policy and strategy through developing a greater understanding of successful approaches to securing donor loyalty; and to develop a framework to test innovative approaches.

Methods: Whilst benchmark definitions initially may read the same, interrogation of the processes behind the measures revealed a complex range of varied methodologies applied to generate, on the surface comparable, measures. Much work has therefore been undertaken to understand these variations to enable meaningful comparisons to be drawn. For the first time genuine performance comparisons can be drawn in this strategically vital field. A consolidated approach has been agreed by the DLG to enable comparisons to be drawn. For example a Standard defining the methodology to measure the donor experience has been written. This is available to the wider blood service community to enable them to adopt the agreed approach and therefore draw comparisons and undertake benchmarking activity.

Results: The presentation will communicate a range of benchmarking results across the five participating services, in the following donor areas: - Donor Satisfaction Measures, - Donor Commitment Index, - New Donor Retention Rate, - Donor Attrition Rate, - Donor Frequency Rates, - New Donor Acquisition Rates, - Intention to Donate Measure, - Youth Participation Rate

The key driving and restraining forces to achieving a loyal donor base will also be shared. An extranet has been established to support the systematic comparison of performance across the different services. It also offers the broader blood community an interactive tool to share their results and compare performance with international standards.

Summary/Conclusions: Systematic performance benchmarking has enabled the partners to identify best practice in the areas that impact most on donor loyalty. The convergence of strategies around donor loyalty also means that the partner services are able to construct and sign up to a common set of performance indicators that are appropriately aligned to strategy.