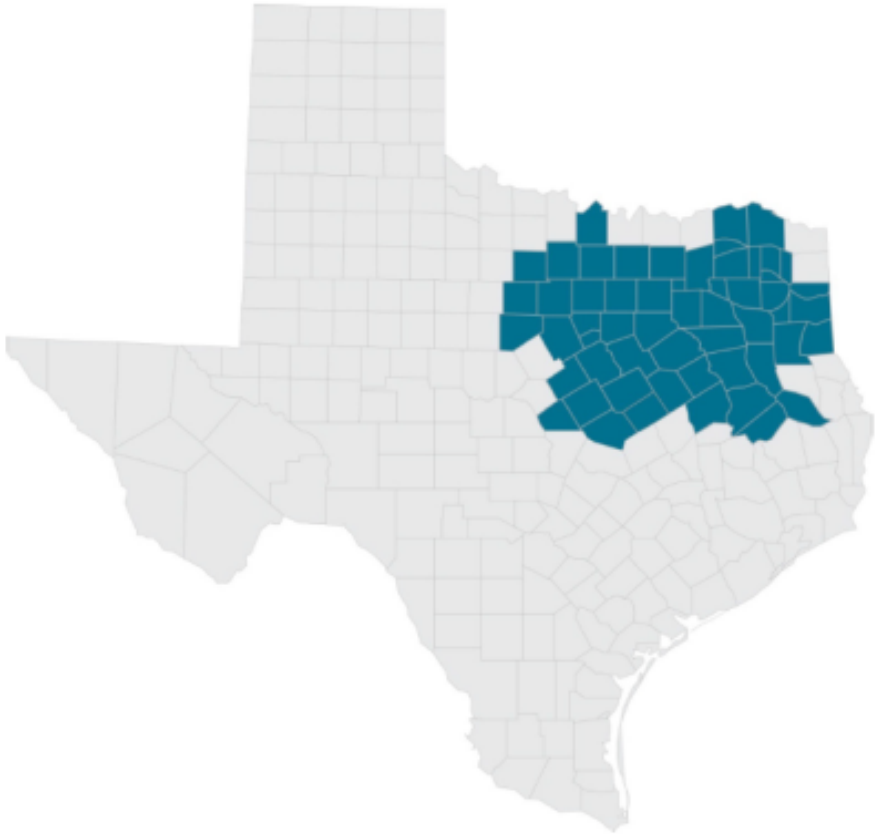
Carter BloodCare

Launching Source Plasma Collections in a Competitive Market

Jennifer Maul

Carter BloodCare service area

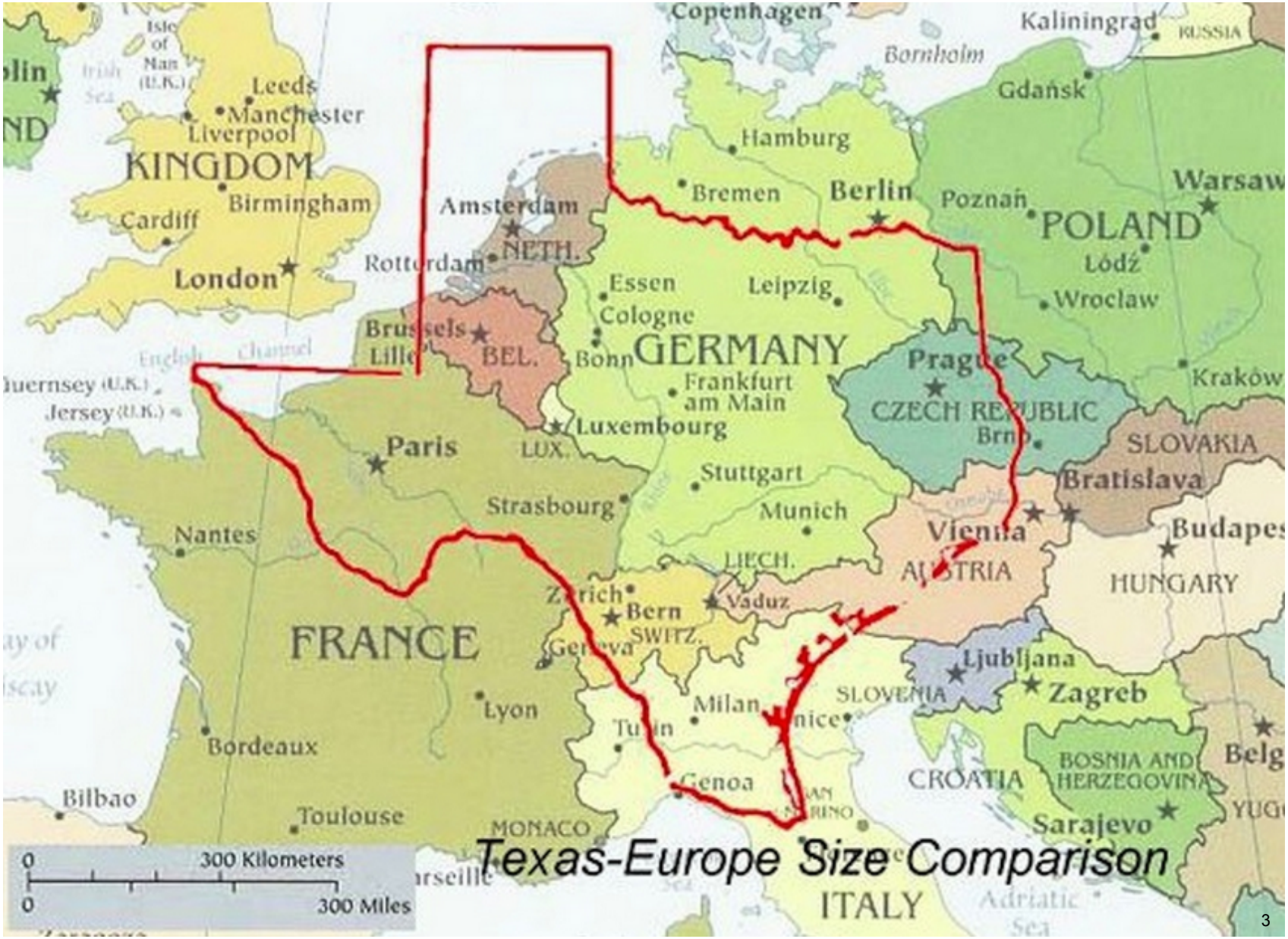


Counties the Surveys focused on:

Anderson
Angelina
Bell
Bosque
Camp
Cherokee
Collin
Coryell
Dallas
Delta
Denton
Eastland
Ellis
Erath
Falls
Franklin
Freestone
Gregg
Hamilton
Harrison
Henderson
Hill
Hood
Hopkins
Houston
HuntJack
Johnson
Kaufman
Lamar
Lampasas
Leon
Limestone
Marion
McLennan
Montague
Morris
Navarro
Palo Pinto
Panola
Parker
Rains
Red River
Rockwall
Rusk
Smith
Somervell
Stephens
Tarrant
Titus
Trinity
Upshur
Van Zandt
Wise
Wood
Young

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Perspective



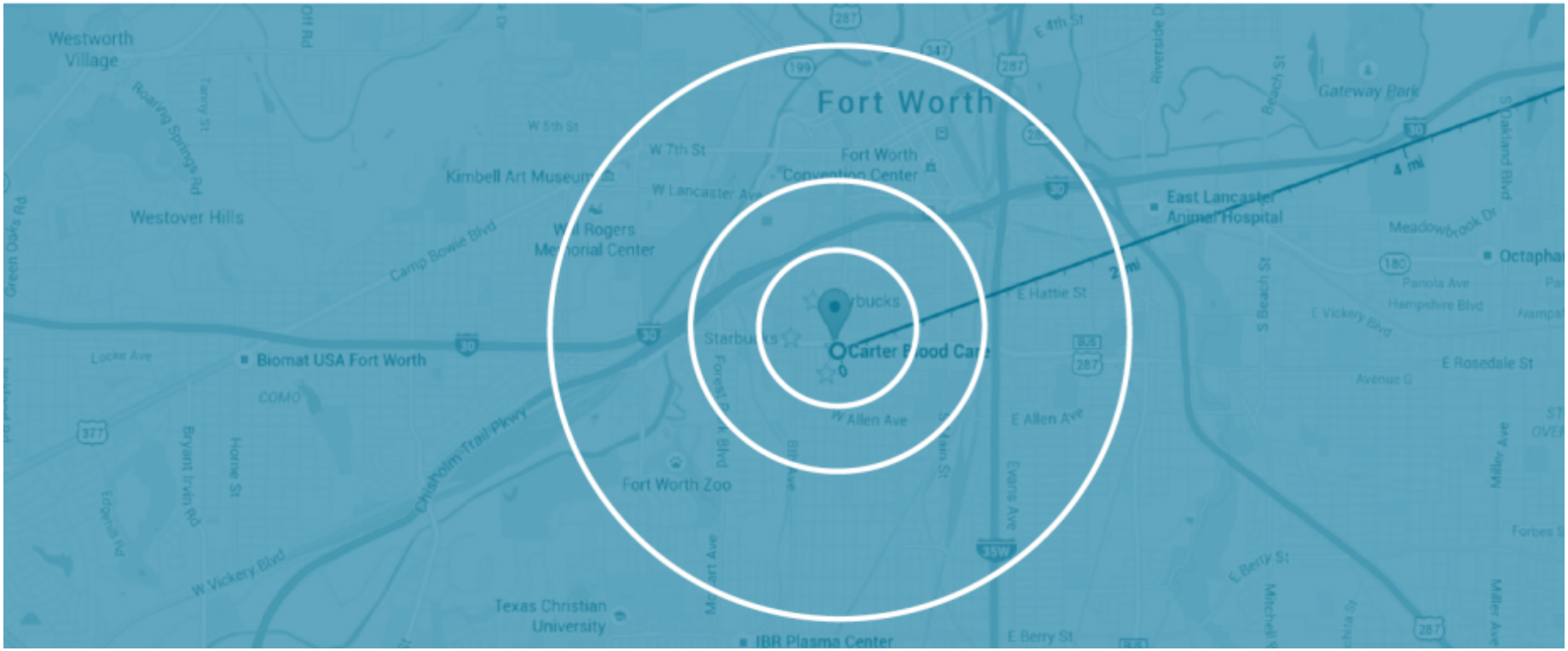
Research

- Intercept surveys
  - Sentiments
- Geotargeting
  - Where
- Positioning
  - Align methods/message

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Initial Source Plasma donor center

Approximately 50 consumer intercepts were done



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Compiled intercept surveys

Association with Carter BloodCare

Familiar from blood drives, community drives, buses

Personality Characteristics

Fear of process, unknown, possible pain, bruising, after effects, misconceptions on use

Awareness of Plasma Need/Plasma

Most unaware of need or what it is but after explaining majority were willing to consider

Perceptions

Positive perceptions of CBC as it relates to community and trust

Affiliation with CBC

Strong brand trust. Those slightly skittish are more prone to trust CBC.

Motivations

Similar motivations on life saving and mission aspect and helping others. Due to market conditioning there was some incidence of incentive/money/compensation.

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Motivations for plasma donations

The Process: “A better process that didn’t bruise me so severely”

“From what I heard, Plasma donations are a bit painful”

“Faster system” “I need to know more about the process”

“I need to understand it better, but I’m uncomfortable with blood leaving my body, circulating through a machine and then being put back in my body”

Education: “A better understanding of what it is, how its collected and what its used for” “A better understanding of how it is used” “Education” “Information on what’s required, process and time” “Knowing more about it”

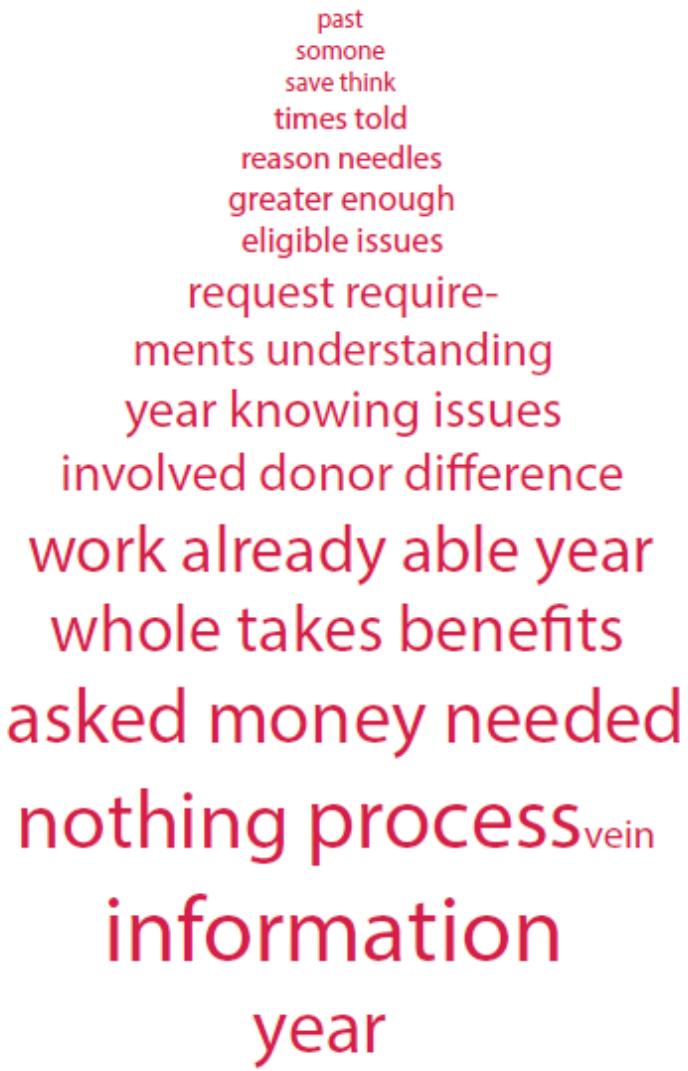
Incentive: “Money”, “Money or gift cards” “Money, money, money”

Unwilling: “Nothing” “Not interested” “No thanks!” “Not likely”

Convenience: “Convenience and timing”, “Convenience of the location to donate”

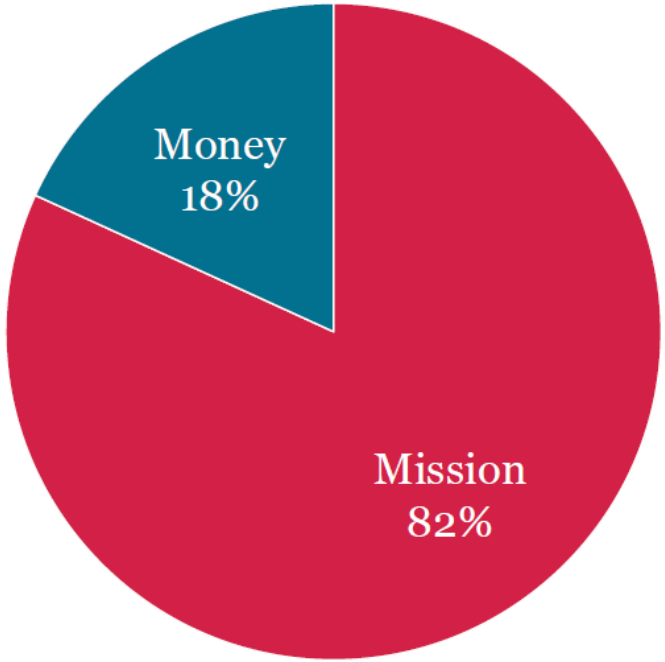
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Motivations to donate plasma



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Mission over Money



"I'm donating to help save lives – I'm definitely more about the mission than money"

"Somewhat or very important to my decision on donating plasma"

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Questions about plasma donations

"I heard it mostly went to cosmetic companies and other for profit non-lifesaving needs"

"I've never been asked"

"Where does it go? "How is it done?" "Does it hurt?"

"I never knew about donating plasma"

"I don't know the benefits"

"I heard it was painful and took a very long time"

"If I just knew more about it, I'd be willing to consider donating"

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Common barriers to overcome

Barriers	*Actions*	*Outcome*
- Time commitment - Pain - Unknown Process - Misconceptions - Inconvenience	- Education - Understanding Benefits - Trust in CBC	**More Plasma Donors**

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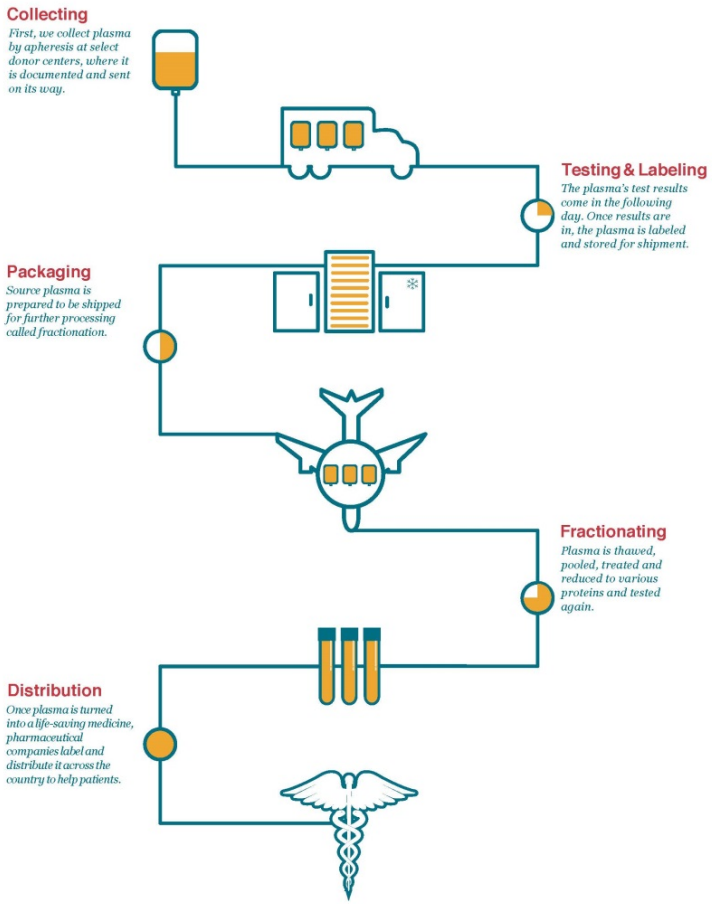
Plasma needs more education and awareness to convert donors

- Plasma overall was less familiar than whole blood donation
- The majority of consumers we interviewed are more about mission than money but with some indication of compensation as decision criteria for plasma more than blood
- Majority did not know how, how much time it takes or even what it is or how its used
- Most however, are willing to try to donate if they knew more about it
- Information and education are critical
- Majority felt better about CBC collecting plasma – trust in the name
- Barriers are primarily around time it takes, where to donate, pain/discomfort
- Plasma had the highest incidence of people simply unwilling to consider

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Training materials

Where Does My Source Plasma Go?



Saving Lives

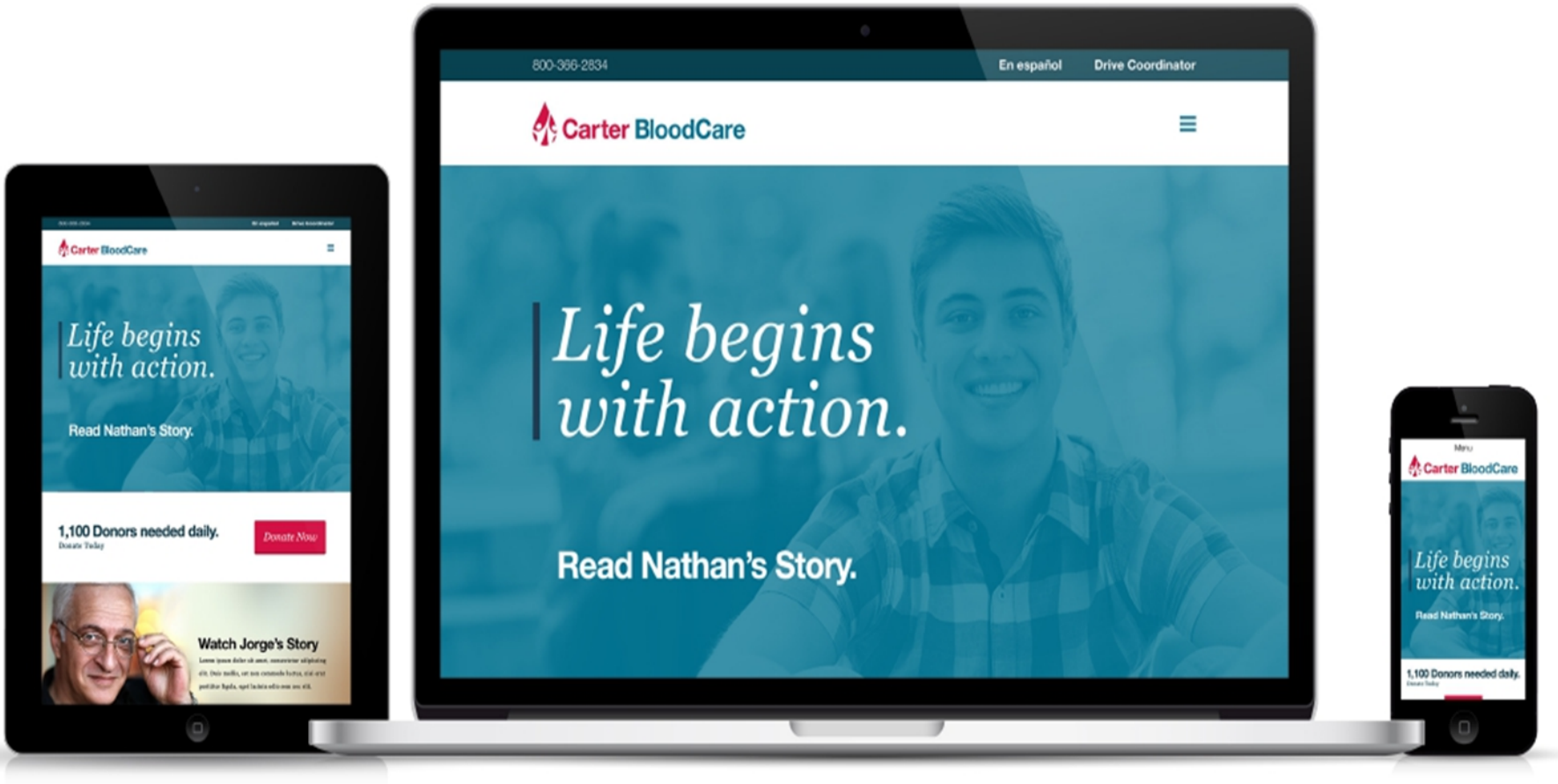
Source plasma makes it possible for us to further our reach by giving pharmaceutical companies an important ingredient that helps them create life-saving pharmaceuticals.

Carter BloodCare 800-366-2834

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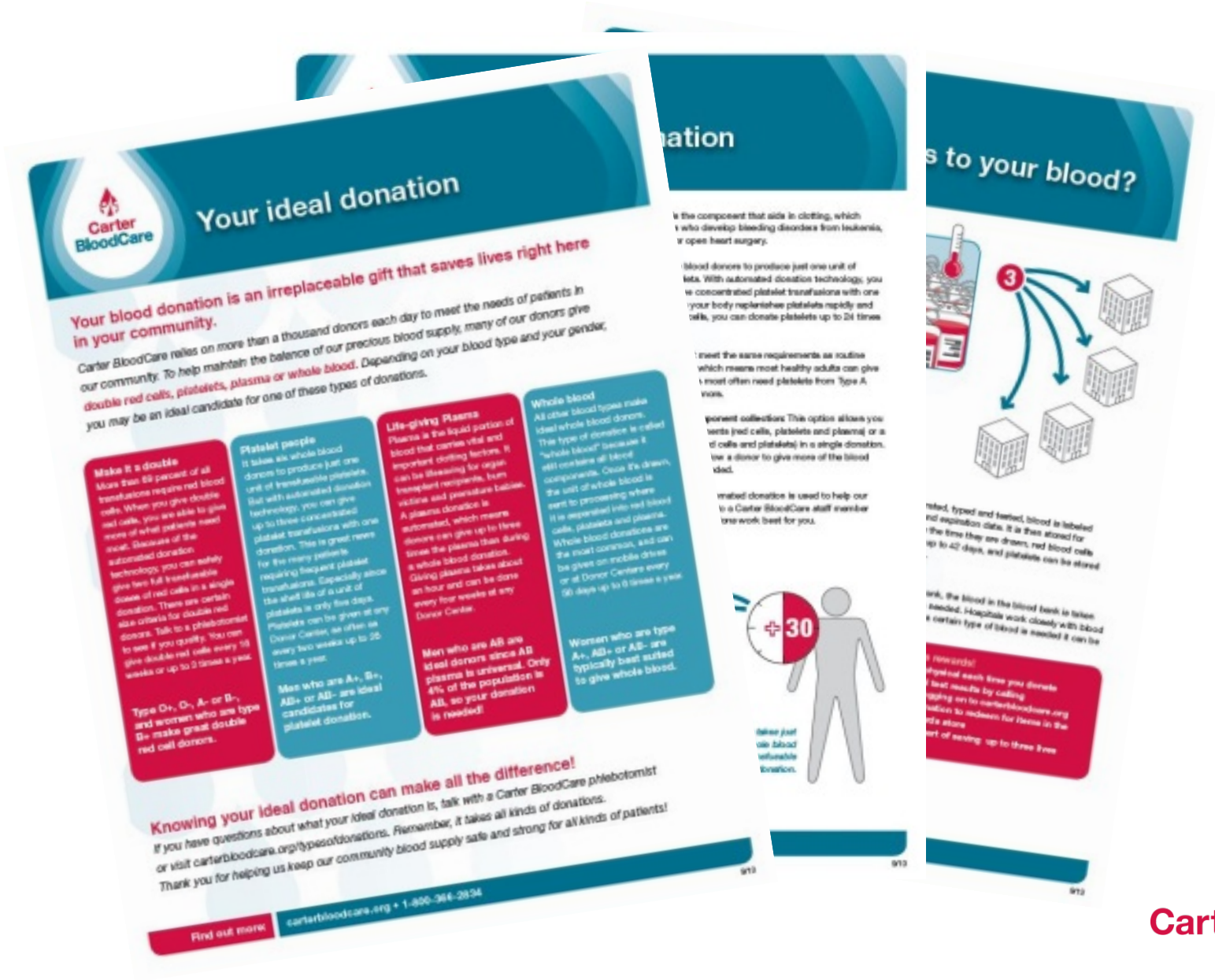
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Print collateral



Carter BloodCare

Video

