

Donor recruitment and plasma collection

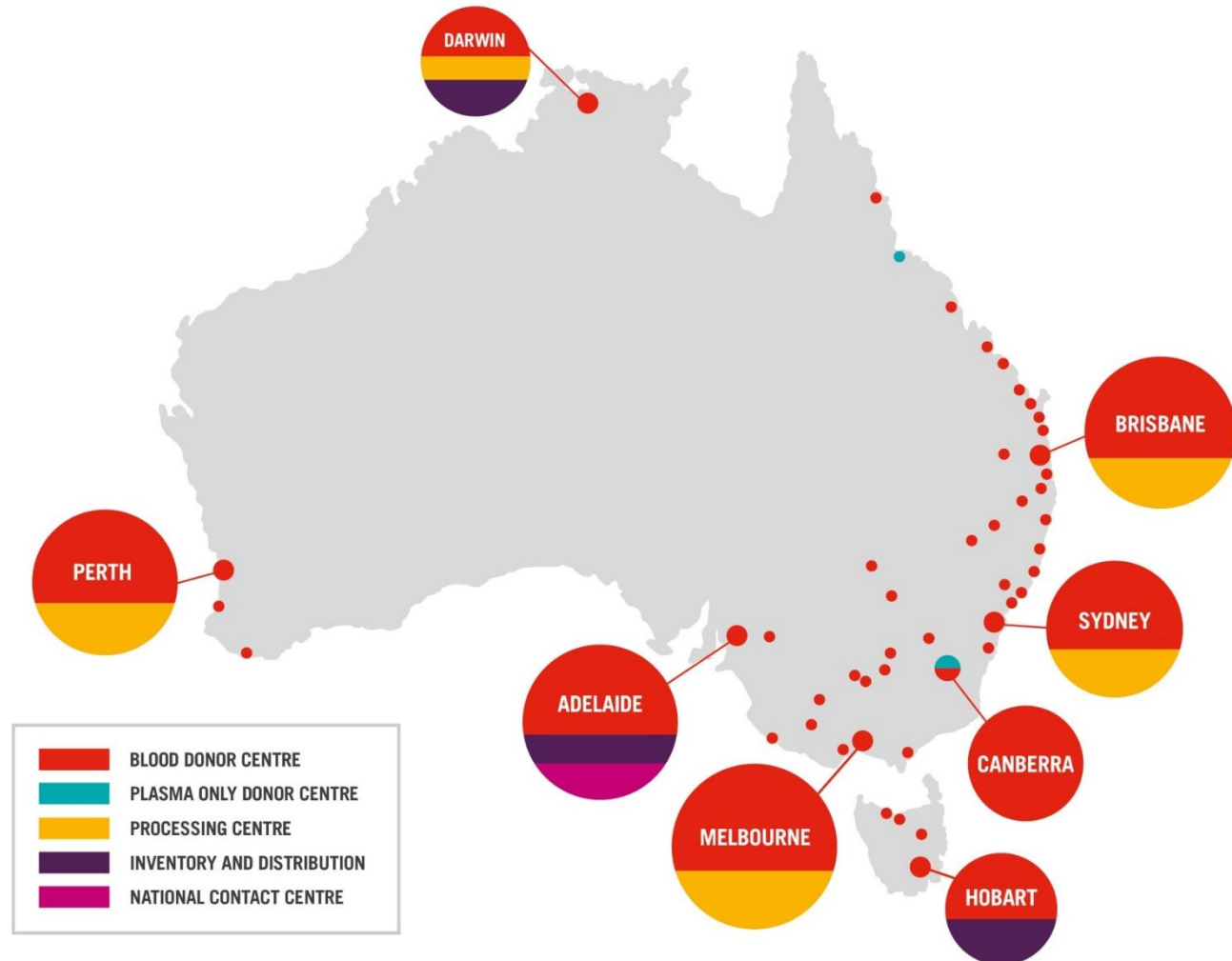
The Australian experience

Stuart Chesneau

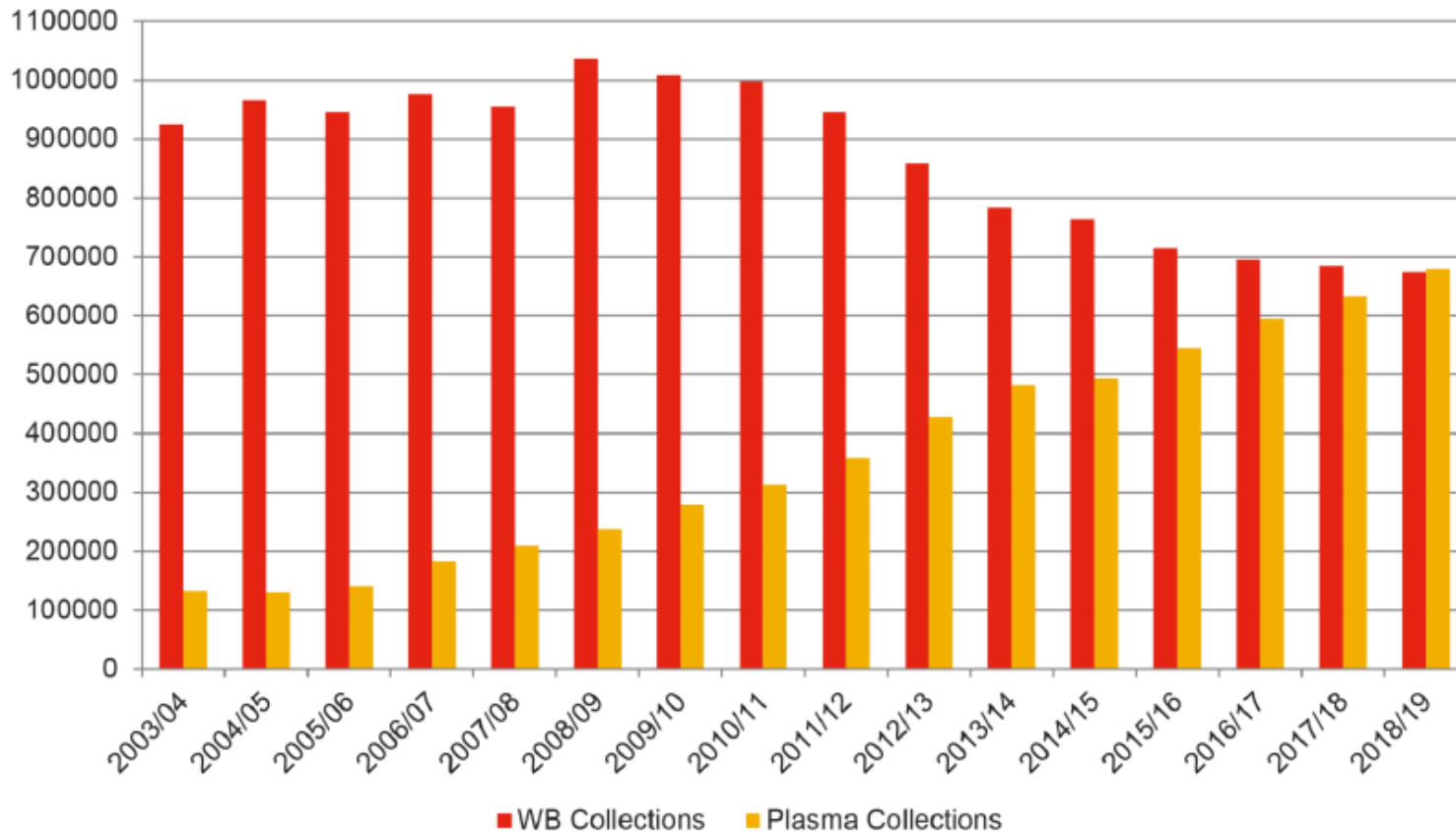
Executive Director of Business Growth and Innovation

Australia

- Large country – about 25 times larger than Vietnam but only about a quarter of the population
- 95 donor centres (mainly fixed sites)
- 4 Main processing and testing centres
- 10 inventory depots



We will collect more apheresis than whole blood this year



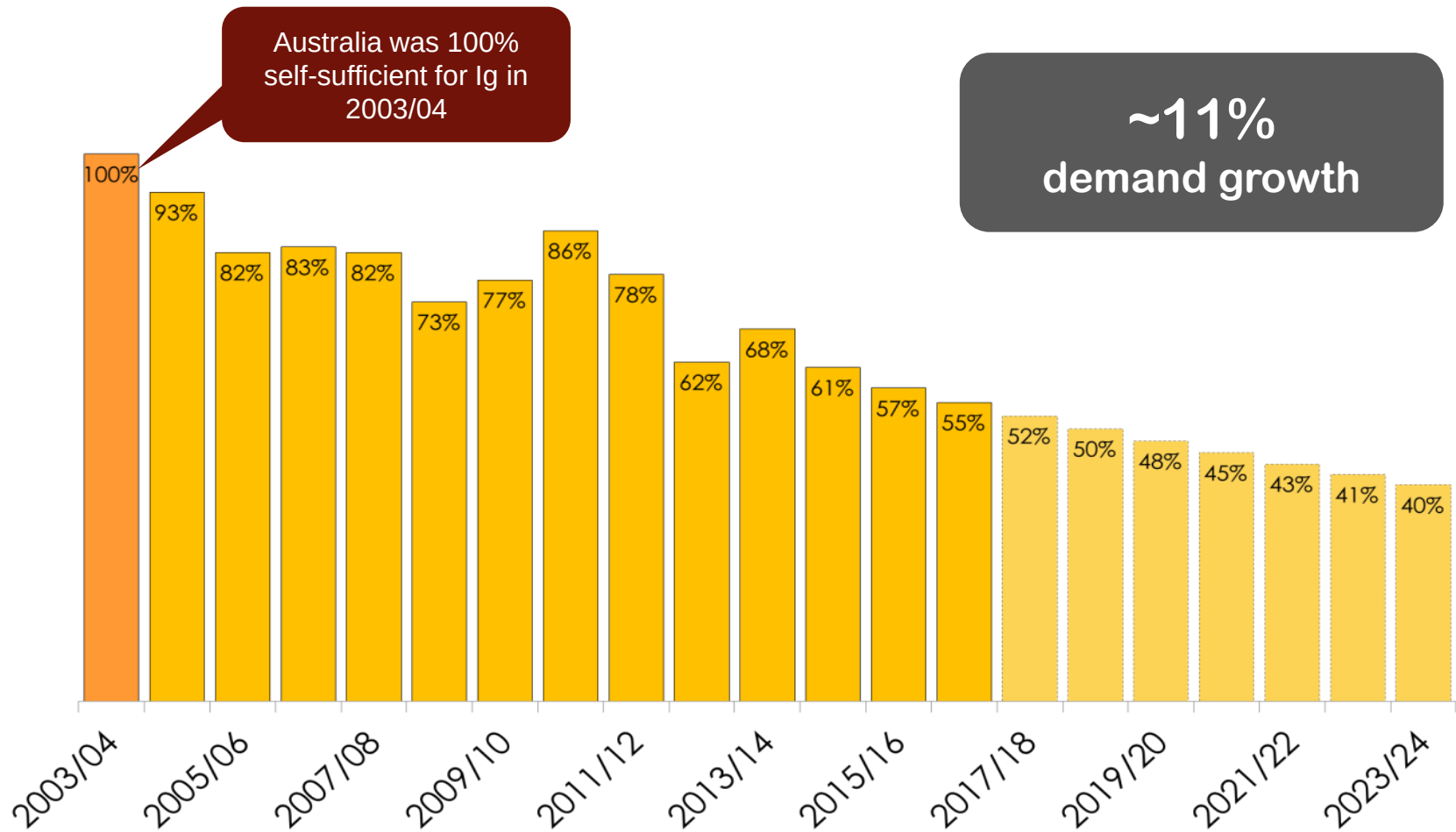
- Approximately 25L'000 population

We will collect about 67 petrol tankers worth of plasma this year!



- Approximately 740,000L of plasma will be sent for fractionation this year
- 180,000L of WB recovered, 560,000L of Apheresis plasma
- One onshore fractionator (CSL)

Australian sourced Immunoglobulin is not keeping pace with demand growth



AT THE LEADING EDGE



Life-giving blood, plasma, transplantation and biological products for world-leading health outcomes.
THROUGH THE POWER OF HUMANITY.

STRATEGIC PILLARS



EFFICIENT AND EFFECTIVE BUSINESS

- 1 Optimised donor panel and service excellence
- 2 Productive and efficient processing, testing and tissue typing
- 3 Safe, high quality products and services that meet demand

IMPROVE



SECURE AUSTRALIAN PLASMA

- 4 Strategic plasma independence vision for Australia
- 5 Optimise plasma production
- 6 Build plasma donor capacity for the future

BUILD



GREATER CONTRIBUTION TO HEALTHCARE

- 7 Advance sector productivity, community wellness and active engagement with the broader Red Cross
- 8 Diversify business and product lines
- 9 Enhance our position in competitive markets through our customer-centric approach, partnerships and capabilities

GROW

STRATEGIC FOUNDATIONS

ENABLING THE BUSINESS

Putting health and safety first, collective workforce enablement and building capability through technology will be the foundations for our success.

CORPORATE HEALTH

Our financial strength, robust systems and corporate efficiency creates confidence and trust in our decisions.

IMPROVING THE BUSINESS

We focus our efforts to reduce complexity and continually look to improve the way we operate.

TAKING US FORWARD

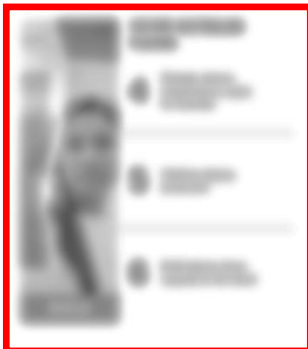
Innovation and a customer-centric approach will drive us forward and improve the health of Australians.

DELIVERING THE BUSINESS

Delivering core business enablers combined with leading edge research and translation underpin our ability to grow.

OUR PEOPLE. IMPROVING LIVES. FOR AUSTRALIAN PATIENTS.

AT THE LEADING EDGE



Our Objective:

A manageable, ethical, safe, and affordable level of Ig sufficiency through domestic plasma production to assure **Security of Supply** for Australian patients.



BUILD

SECURE AUSTRALIAN PLASMA

4

Strategic plasma independence vision for Australia

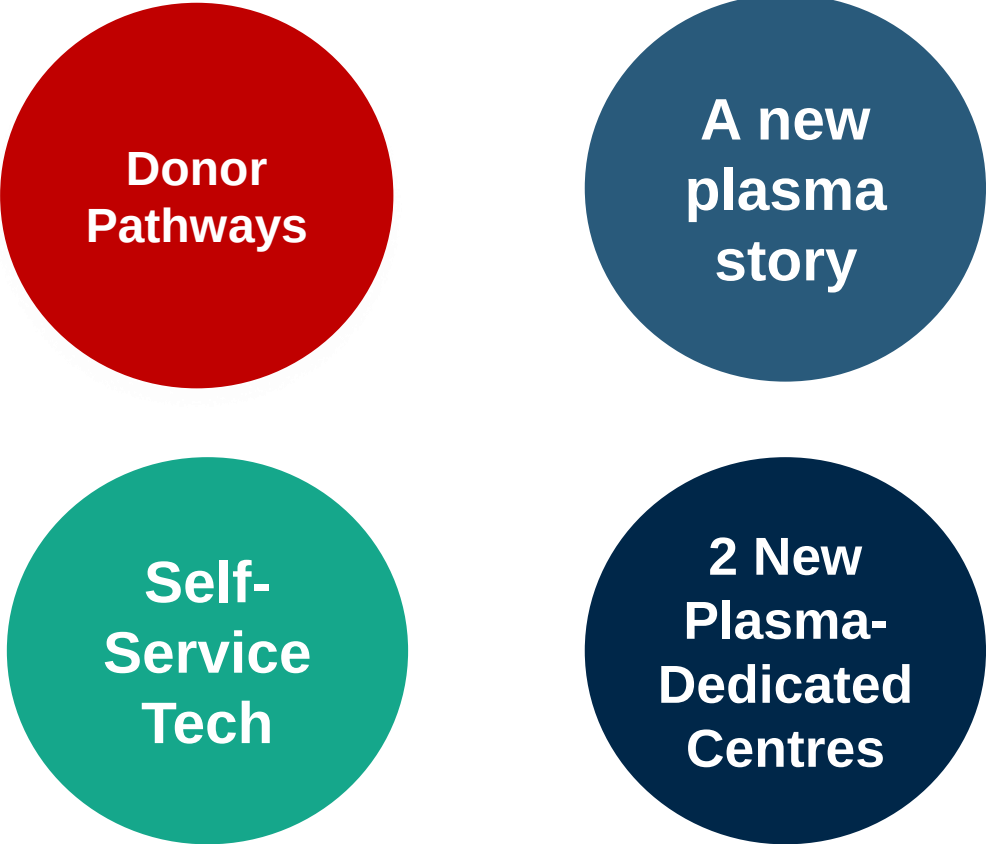
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Optimise plasma production

6

Build plasma donor capacity for the future

Focus areas



**Donor
Pathways**

**A new
plasma
story**

**Self-
Service
Tech**

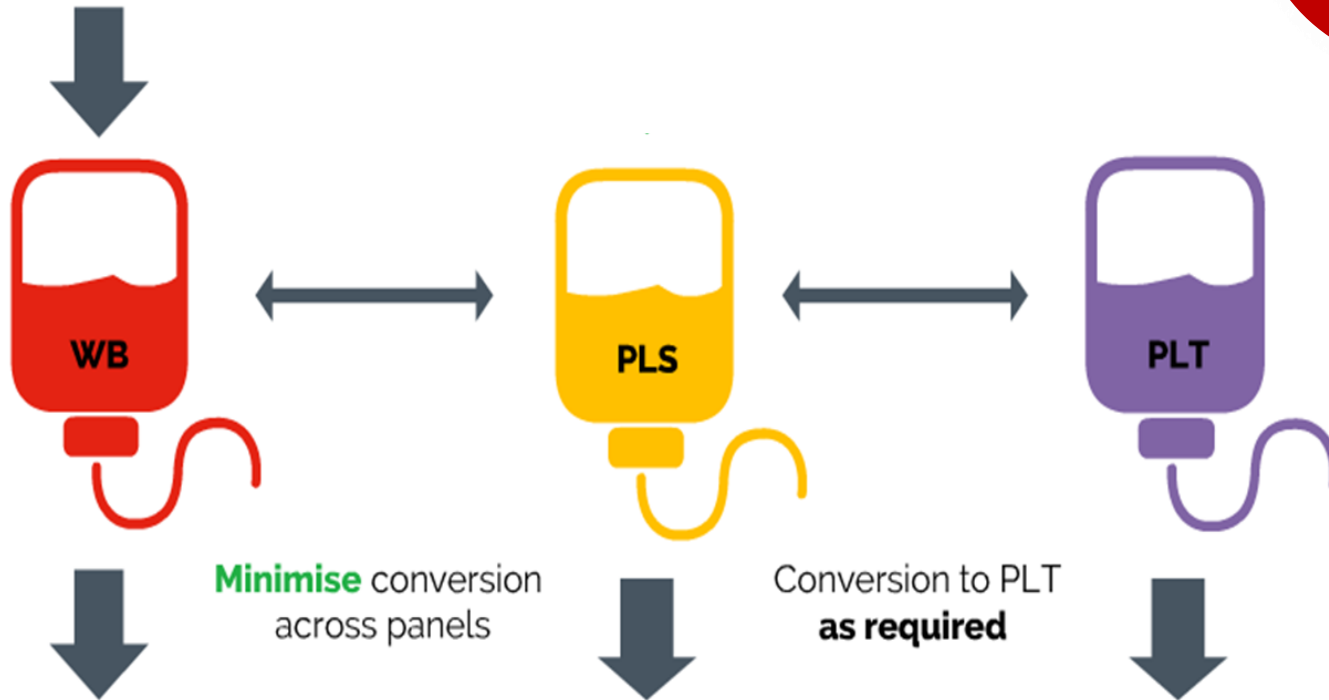
**2 New
Plasma-
Dedicated
Centres**



Expanding the apheresis panel

Donor
Pathways

Whole Blood acquisition
as required



15%

Building the plasma story

Finding a unified and consistent way of talking about plasma

A new
plasma
story



New Campaigns



THE POWER IS IN YOUR PLASMA

Plasma is at the centre of progress in research and innovation. Tomorrow, your plasma will help even more Australians enjoy a better quality of life.

Ask about donating today!



PLASMA IS CONSTANTLY IN DEMAND

Continuous improvements in the detection of some conditions treated by plasma means Australia's demand is always high.

Ask about donating today!



PLASMA CAN UNLOCK 18 LIFE-GIVING TREATMENTS

Your plasma is a versatile and powerful part of your blood. It can treat serious burns or cancer and leukaemia, protect people with brain and nerve diseases and many more.

Ask about donating today!



PLASMA DONORS HAVE THE CHANCE TO GIVE AUSTRALIANS EXACTLY WHAT THEY NEED

Plasma can be donated every two weeks. A powerful contribution that leaves you feeling good.

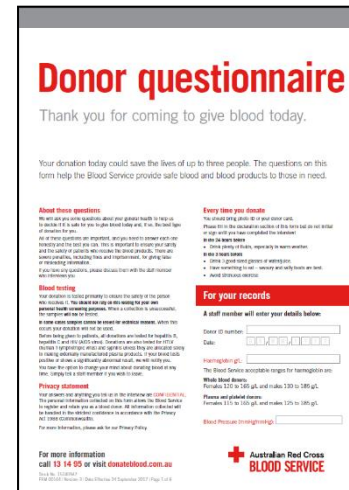
Ask about donating today!

Pull-up banners & tent cards

Shorter, electronic questionnaires

Self-Service Tech

- Full Paper – Donor Questionnaire:
 - 47 questions for new or lapsed donors returning
 - 24 questions for regular donors
- Electronic Donor Questionnaire for plasma
 - **Down to only 12 questions for plasma donors at dedicated plasma centres**
- Significant time reduction of 9 mins on average (or 30%) in **time to couch**

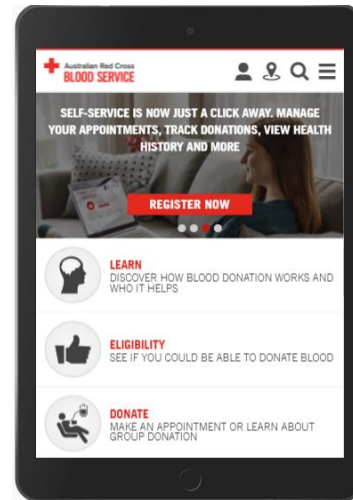
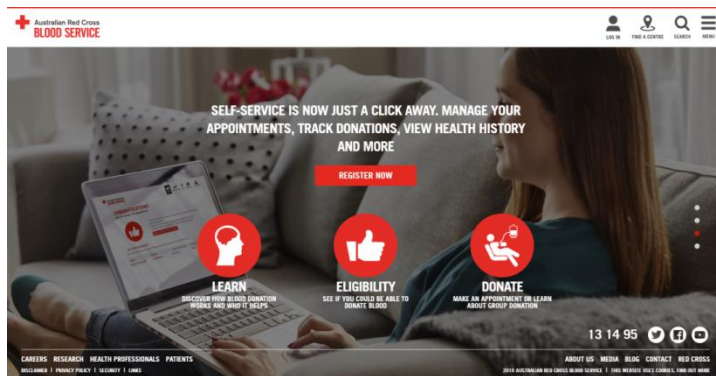


The image shows a digital form titled "Donor questionnaire" with a red header. Below the title, it says "Thank you for coming to give blood today." and "Your donation today could save the lives of up to three people. The questions on this form help the Blood Service provide safe blood and blood products to those in need." The form is divided into several sections: "About these questions", "Blood testing", "Every time you donate", "For your records", and "Privacy statement". The "For your records" section includes fields for "Donor ID number" and "Date". The "Privacy statement" section is at the bottom. The form is presented in a clean, modern layout with a white background and black text.



Self-service experience

Our new self-service experience comprises of digital assets, that together work smart and deliver a **seamless, personalised and memorable experience** for our customers



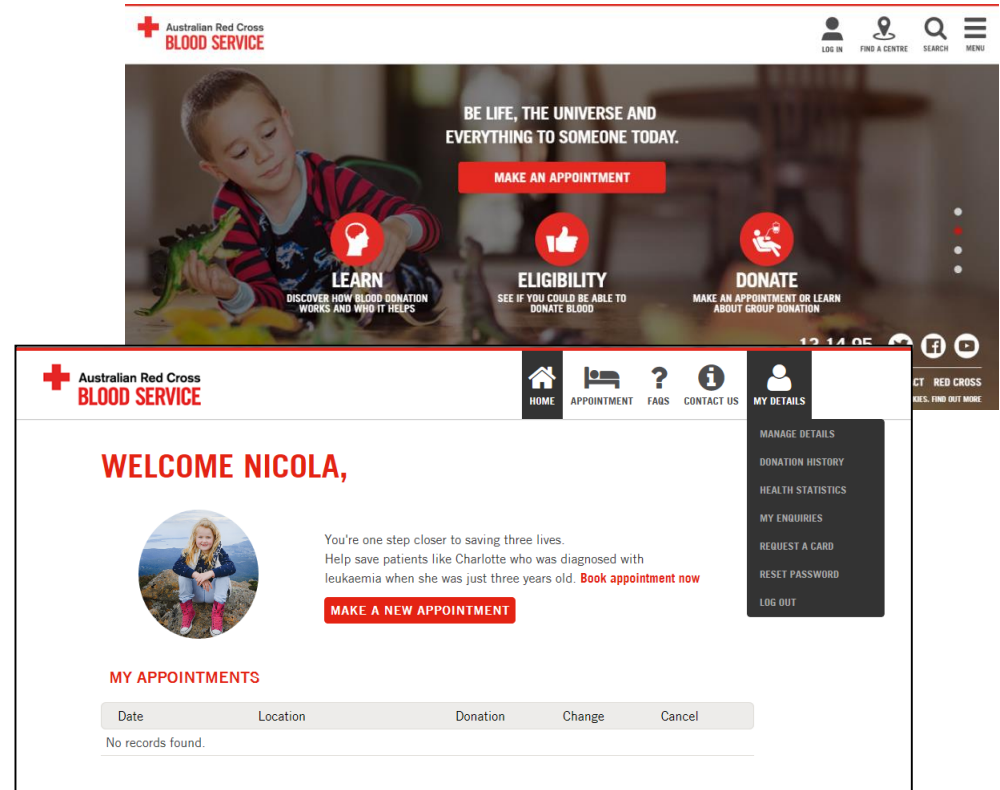
Self-service web experience

Donors now have greater flexibility
and can log in to manage
appointments in real time

Book, cancel and
re-schedule appointments
View their donation history

View health statistics

Send feedback, ask questions



Helpbot

Hi, I'm the Blood Service's HelpBot. Your time today could give someone a lifetime. Let's chat!

Chat Plasma



HelpBot



So, should we book you in for your plasma appointment, or would you like to talk about why you should donate?



Jess

Thank you for considering your life to add years. Without plasma donated, I survived internal bleeding.

Hi, I'm the Blood Service's HelpBot. Your time today could give someone a lifetime. Let's chat!

Chat Plasma

Book appointment

How plasma works

Who it helps

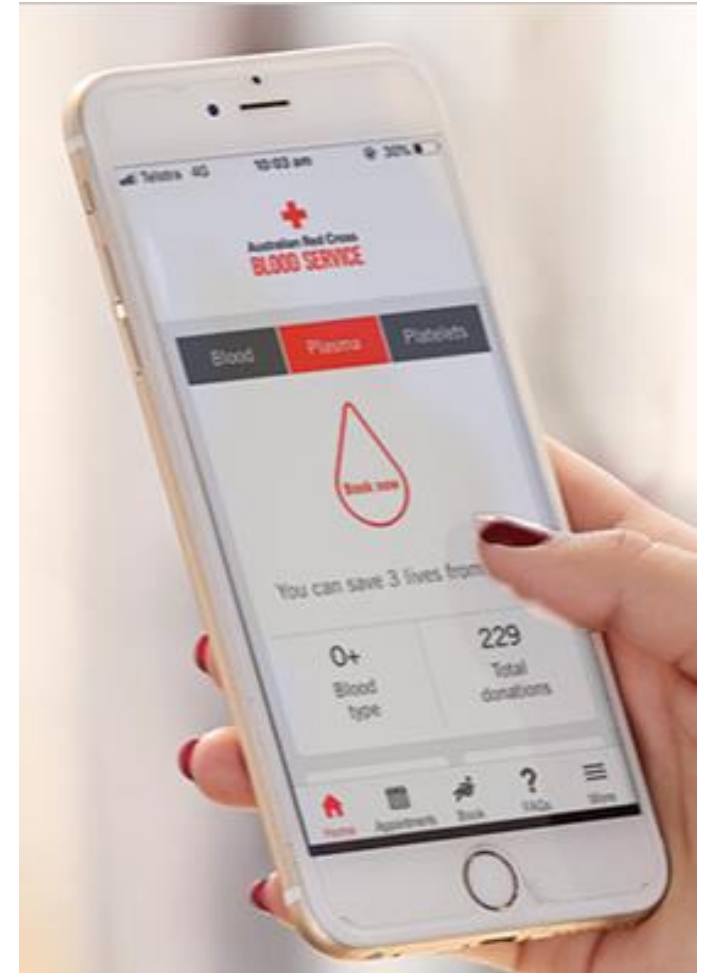
Ask a question...



Self Service Mobile App

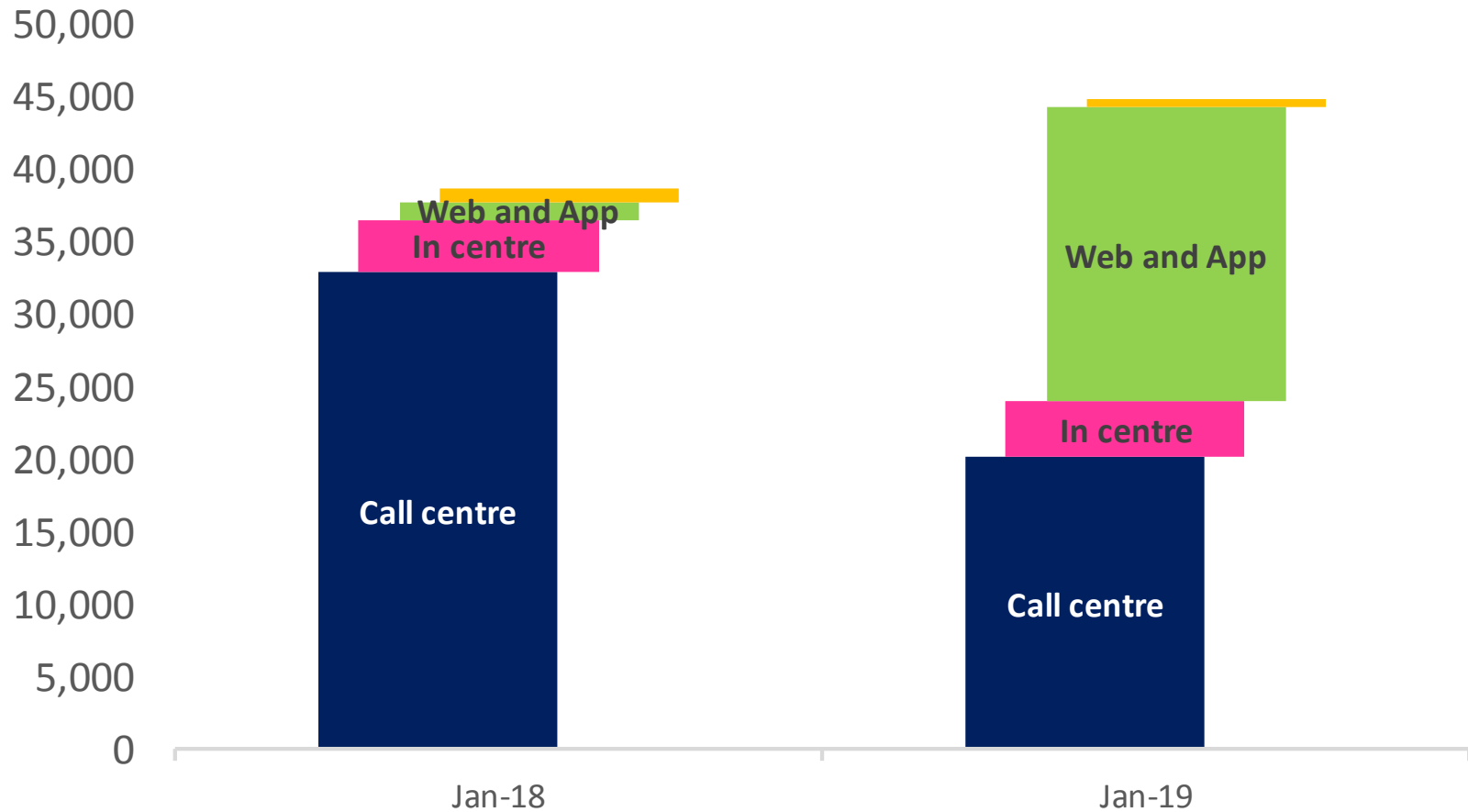
Benefits to donors include:

- Saves time! Enables appointment booking, rescheduling or cancelation from their phone
- Finding the nearest donor centre, see appointment times, provides directions and opening hours
- Checking their eligibility to donate and see Frequently Asked Questions
- View their total number of donations and see their blood type



Results

Increasing Self-Service Appointments



A changing collection network

2 New
Plasma-
Dedicated
Centres

Townsville



- Opened **Sept 2017**

Refurbished

- New Processes
- New Technology

Canberra



- New Centre
- New Staff
- New Donor Panel
- New Processes
- New Technology
- Opened **April 2018**

Canberra

So far:

- 4,000 donors
- >16,000 donations
- Productivity +13% over national result already
- It is already the 4th largest plasma collection centre in Australia



Townsville

Year on Year:

- -15% cost to collect
- +18% productivity
- +26% panel
- +9% frequency



Townsville floods

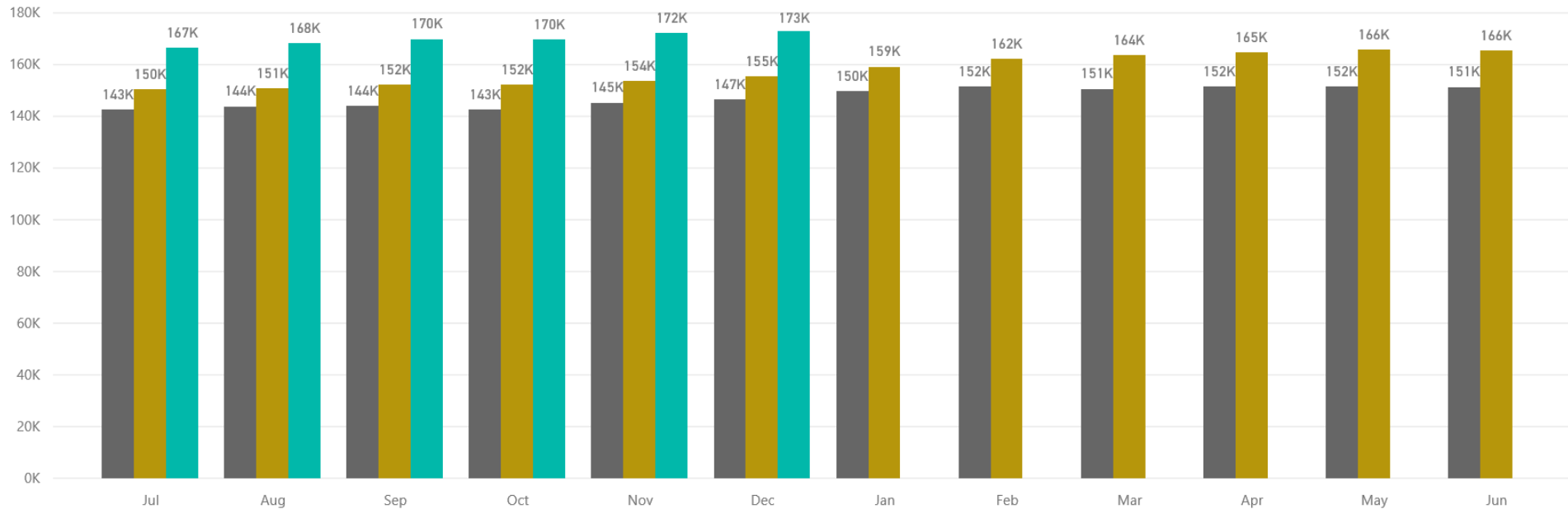


The challenge for voluntary non-remunerated plasma panels



The plasma panel is growing

Financial_Year_Number ● 2017 ● 2018 ● 2019

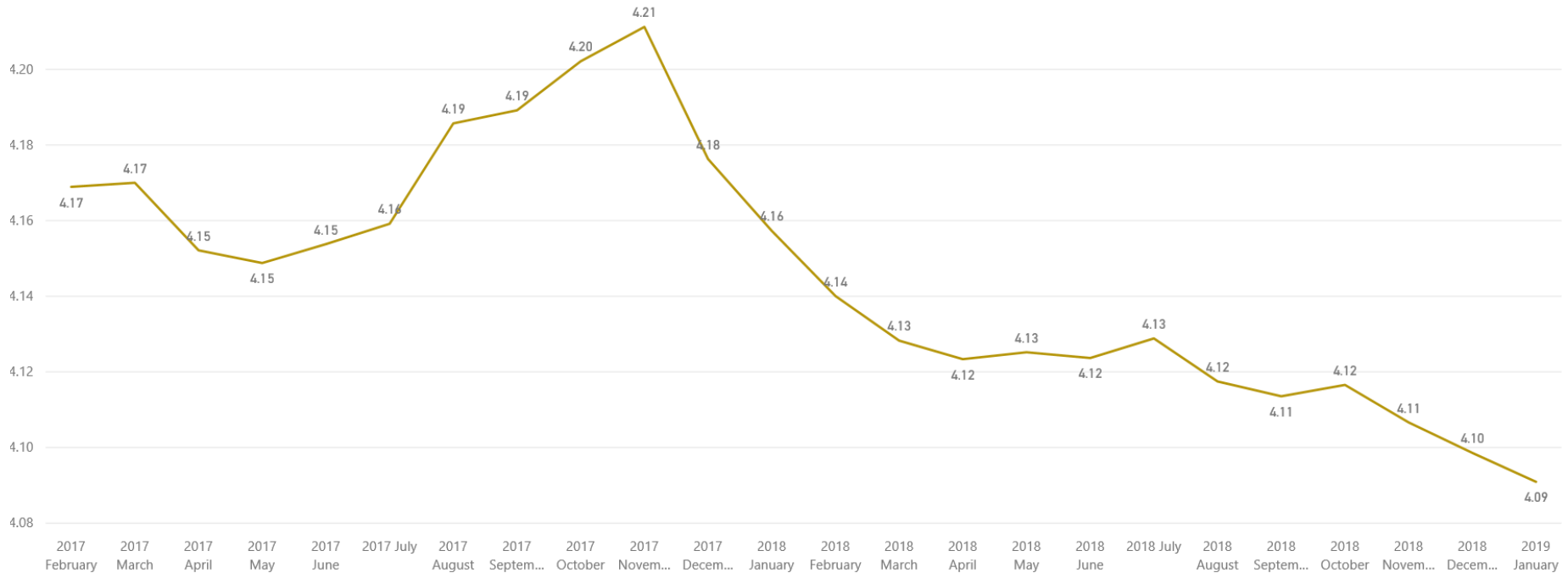


- 173,000 apheresis plasma donors as at December 18
- +12% growth over December 17

Overall frequency is slowly declining

Plasma Donation Frequency (Donations Per Unique Donors) - Rolling 12 Months

Frequency_Rolling_Prior_12_Months by Year and Month



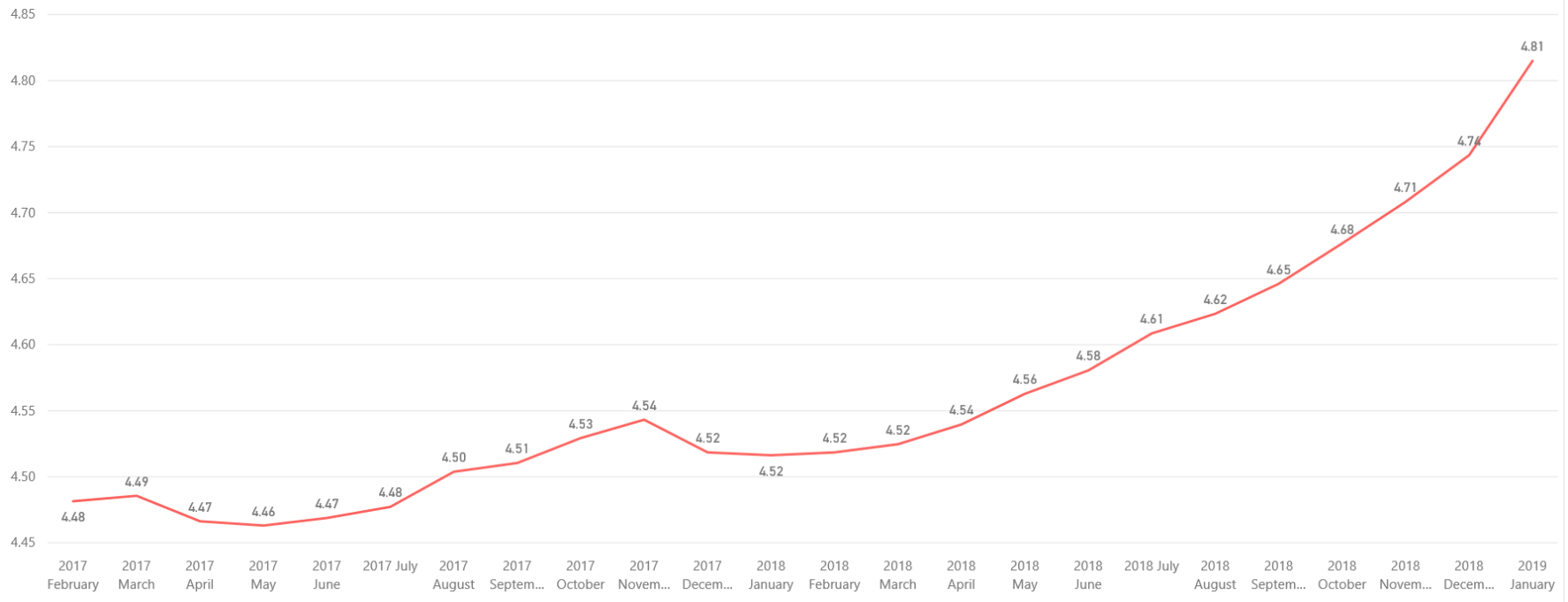
...but frequency of 'regular' donors is increasing

Plasma Donation Frequency (Donations Per Unique Donors) - Rolling 12 Months

Excluding PL Count = 1

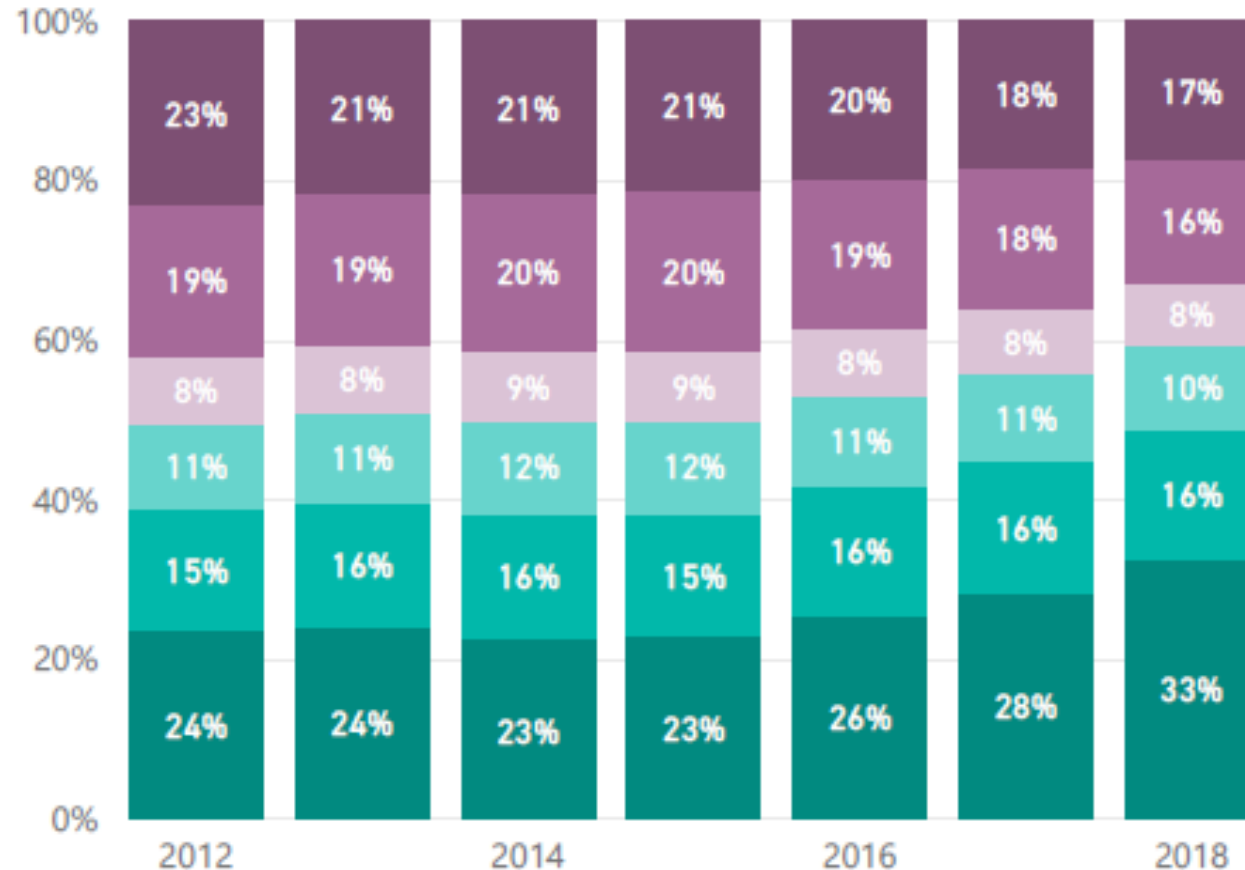
National

Frequency_Rolling_Prior_12_Months by Year and Month



How to tackle those one time donors

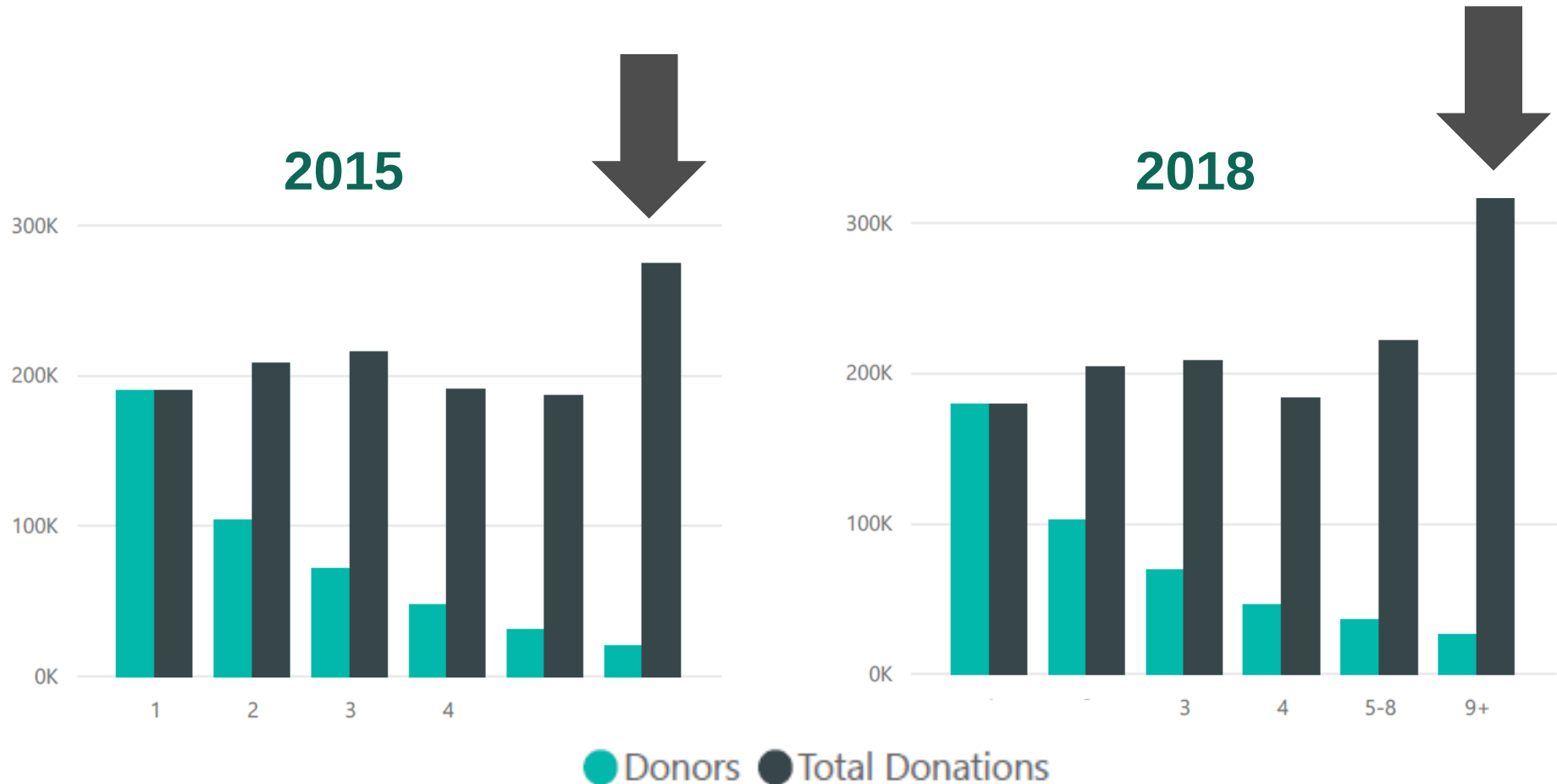
Frequency Group ● 1 ● 2 ● 3 ● 4 ● 5-8 ● 9+



33% of
apheresis
donors in
2018 only
donated
once



The high intensity donors are pushing growth



In conclusion

- Build slowly initially
- Share the story
- Honour the donor's time
- Create the right experience
- Nurture the new donors



THANK YOU

