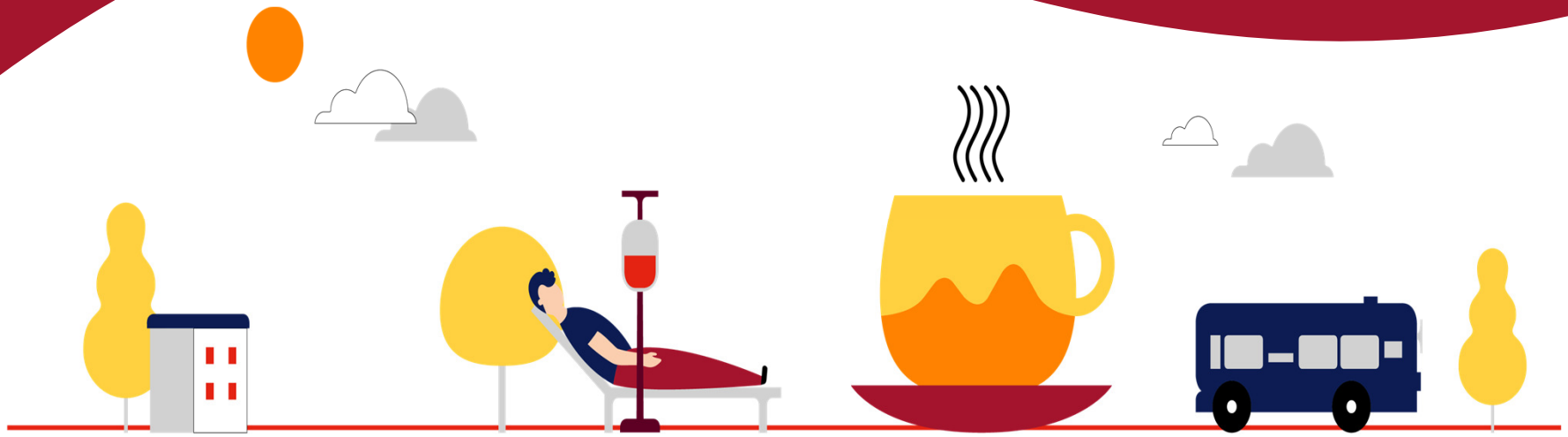
Australian Red Cross Lifeblood

Evolution to a plasma efficient business

Sue Wilkes, Australian Red Cross Lifeblood





1929 – first Red Cross volunteer blood transfusion service in Australia

1950's – Plasma provided to Commonwealth Serum Laboratories

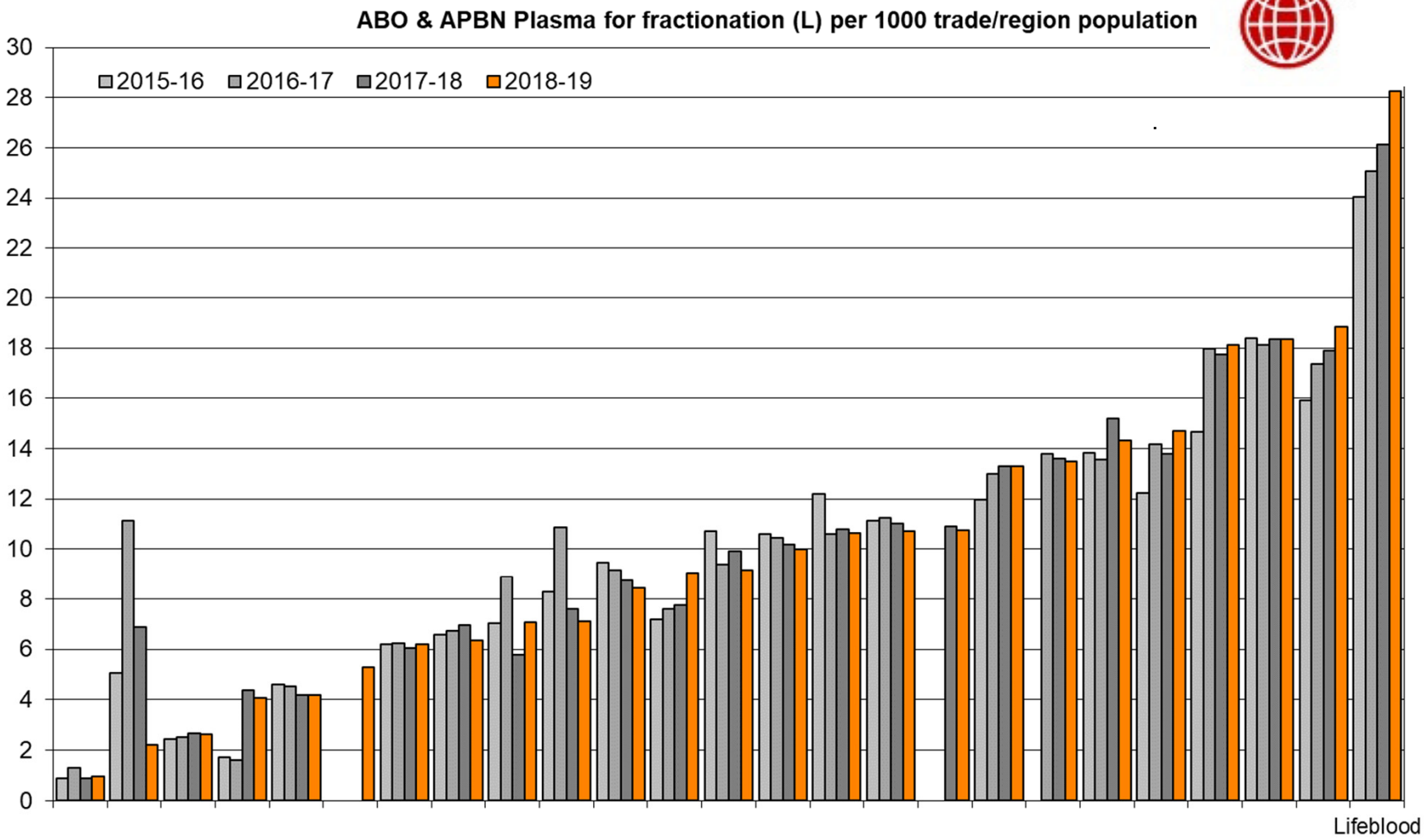
1968 – Plasmapheresis began (manual process)

1980's Automated plasmapheresis introduced starting with one centre

Plasma collection today

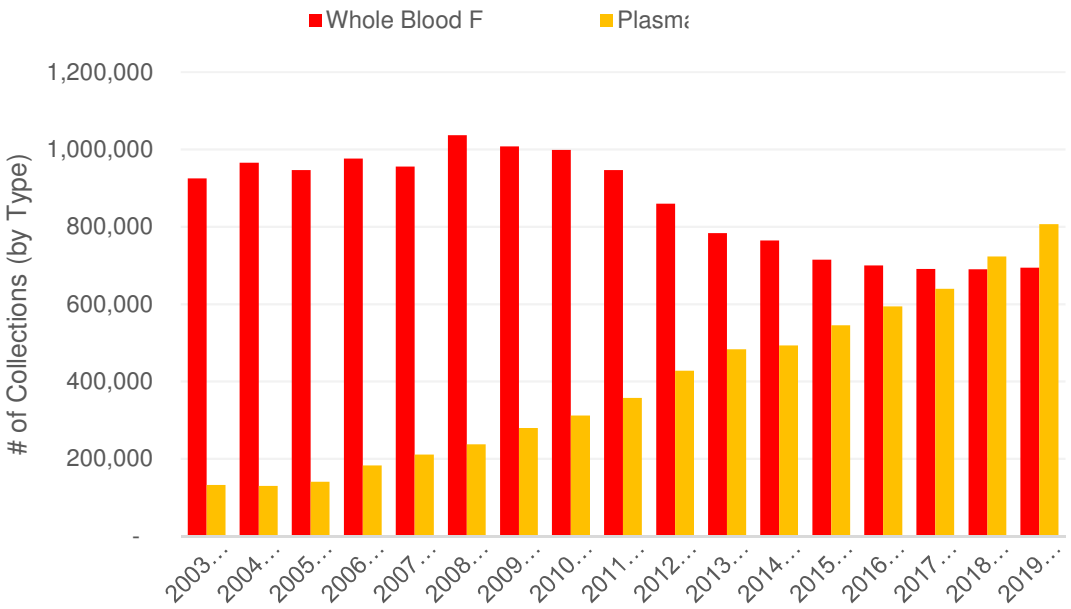
Asia Pacific Blood Network
Connecting Blood Communities

Alliance of Blood Operators



Changing mix of donations

- 2000's – building of the plasma program
- Tactical conversion of whole blood donors to build the panel
- Whole blood collections slowed – patient blood management protocols
- 2018/19 plasma donations outnumbered wholeblood.



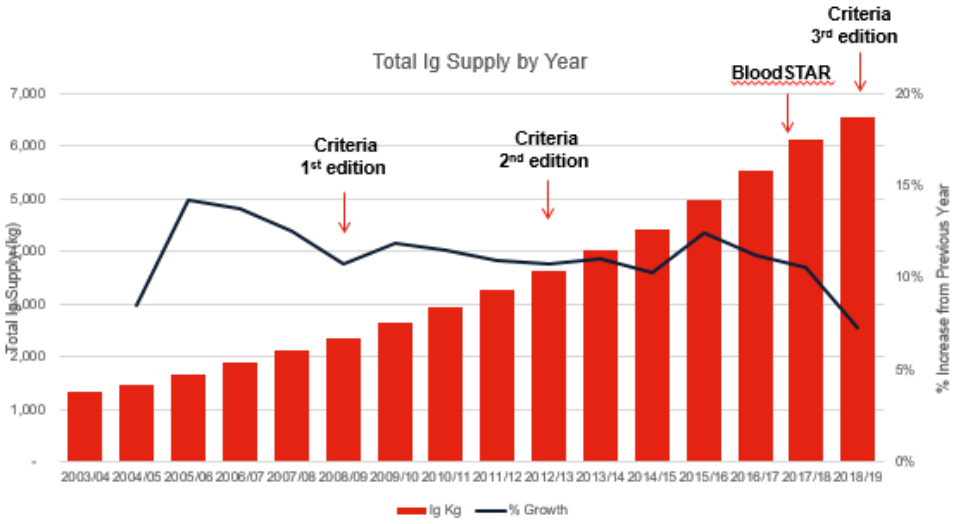
2019/20:

- 803 tonnes of plasma
- 807,500 plasma collections

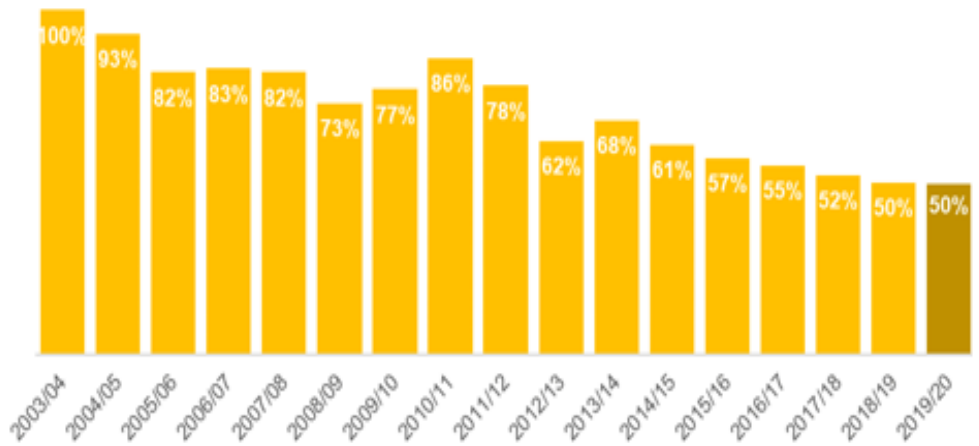
Australian demand

- Domestic demand for IVIg has been growing annually over a decade or more at a rate of approximately 11% per year
- Recent slowing of demand, likely due to the release of the 3rd Criteria for the use of IVIg

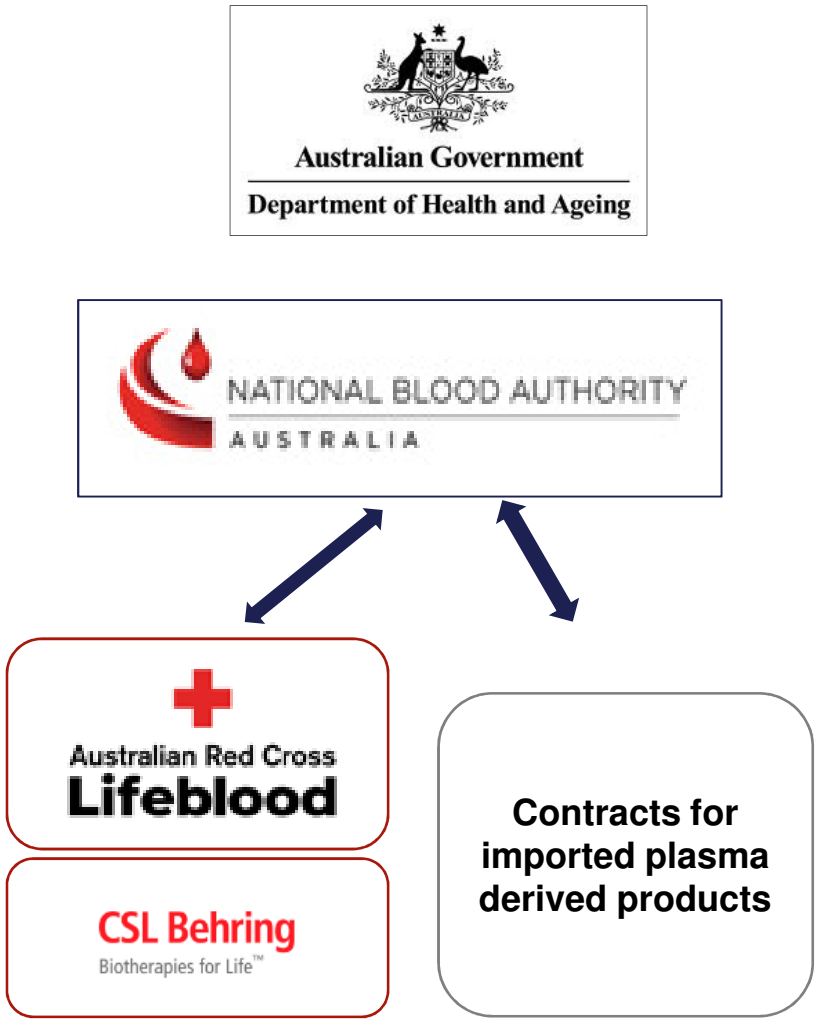
2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
11.0%	10.8%	11.0%	10.2%	12.4%	11.2%	10.6%	7.2%



Australian Ig demand met through domestic plasma supply



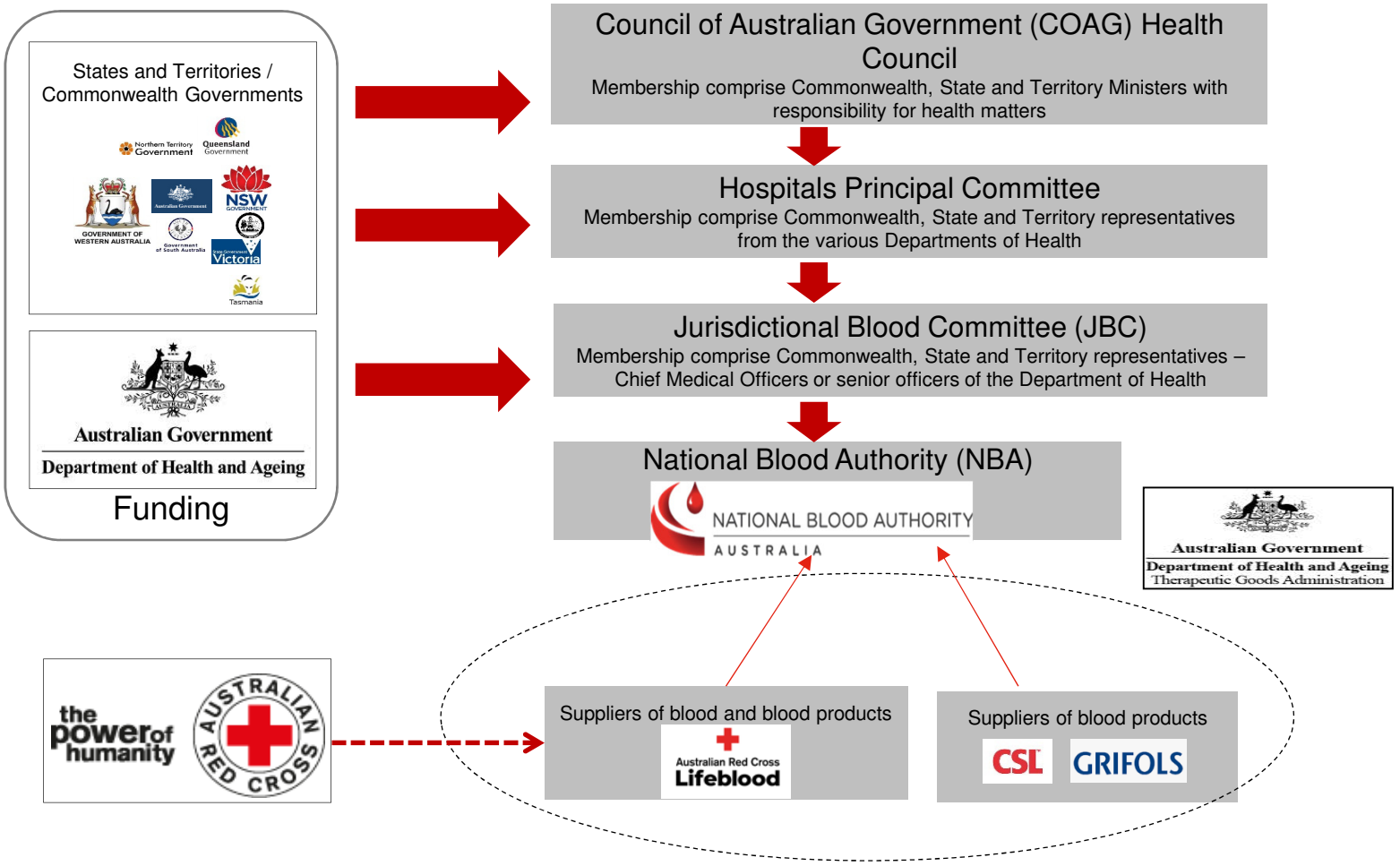
- 100% of patient demand was met through products made from domestically donated plasma in 2003/4
- Despite continuing increases in the volume of plasma donated in Australia, demand has outstripped supply
- Importing IVIg ensures patients have continuing access to life-changing products



Australia's blood system

- **National Blood Authority (NBA)**:
  - provide an adequate, safe, secure and affordable supply of blood products, blood related products and blood related services, and
  - promote safe, high quality management and use of blood products, blood related products and blood related services in Australia.
- **Lifeblood** sole collector (VNRBD)
- **CSL Behring** on shore fractionator
- **NBA** manage contracts - imported products
- Blood and blood products provided at no charge to the recipient

Governance Structure



Plasma Strategy timeline – so far….



2016 — 2017 — 2018 — 2019



Value stream review

Plasma program team initiated



Plasma strategy developed

Plasma donor centre pilot



Plasma collection target negotiations



Business case

Business Case – Summary



There is **validated capacity** and **capability** in existing domestic infrastructure to:

- **provide more plasma**, and;
- **deliver even greater efficiency** to the health sector.

The business case has been developed to outline the many benefits of increased domestic production, through **maximising investment** in existing infrastructure and **further securing the supply** of essential plasma products for patients in a **cost-effective manner for Australia**.

Business Case – recommendation

Implementation of a policy direction:
To increase domestic Ig reliance to a
minimum threshold of 60% of Australian demand

This would mean:

- Increase domestic plasma supply to **approx. 1,400 tonnes per annum by FY26**
- Increased **security of plasma supply** for Australia
- **Significant cost reduction** to the lowest possible level
- Domestic growth can be achieved with **no increase** to standard funding arrangements - i.e. **zero additional cost**
- Maximise value of **existing infrastructure** plus continue to **support and grow local economies and communities**

Plasma program: transforming the supply chain



Donor self-service

- Donor self-service
- Donor App
- Panel optimisation



Collections

- Plasma donor centres
- Paperless donation
- Electronic donor questionnaire



Processing / Testing

- Consolidation of activity
- Automation
- Modified testing
- Batch management



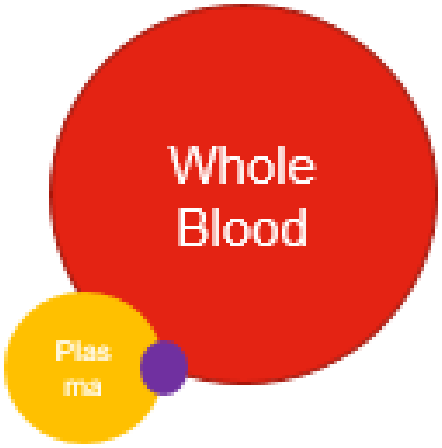
Storage / Transport

- Freezing technology
- Integrated storage and transport
- Onsite freezing
- National storage hub

Donor panel
we have the population

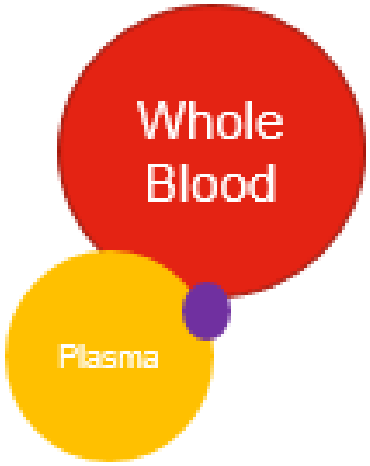


2010/11 Panel



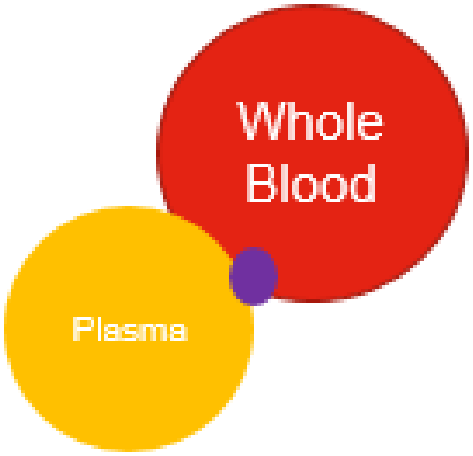
Total Donors: 558,000
Whole Blood Donors: 516,000
Apheresis Donors: 72,000

2016/17 Panel

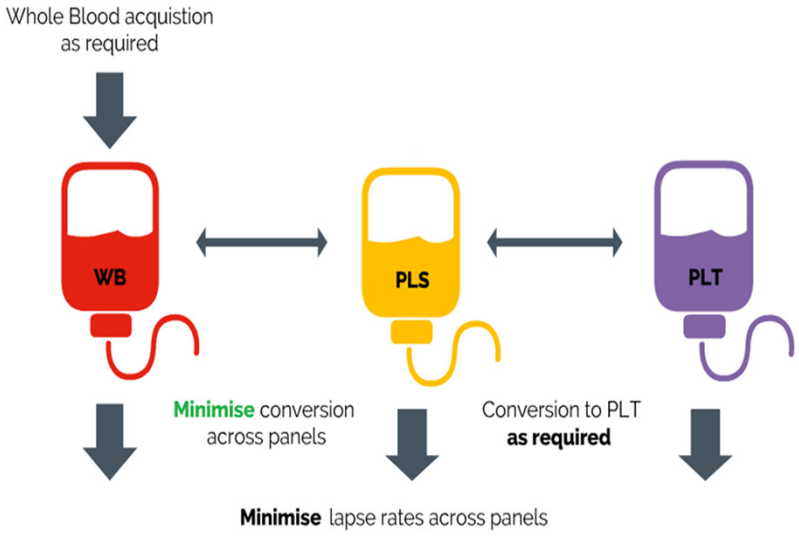


Total Donors: 461,000
Whole Blood Donors: 390,000
Apheresis Donors: 138,000

2018/19 Panel



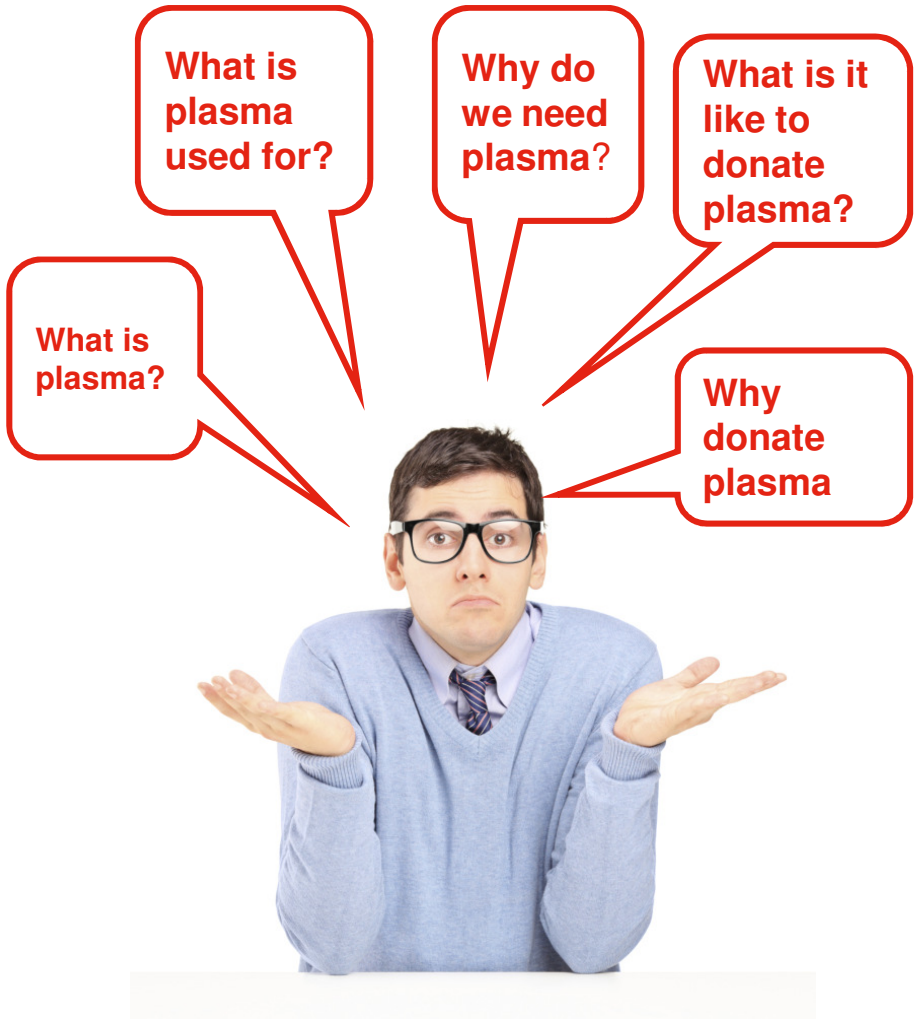
Total Donors: 485,000
Whole Blood Donors: 381,000
Apheresis Donors: 175,000



Expanding the apheresis panel

- Traditional pathway for new donors was only through whole blood
  - 12 weeks until eligible to donate again
- Detailed research and safety review undertaken
- Policy change implemented in 2017 enabling new donors to straight to plasma

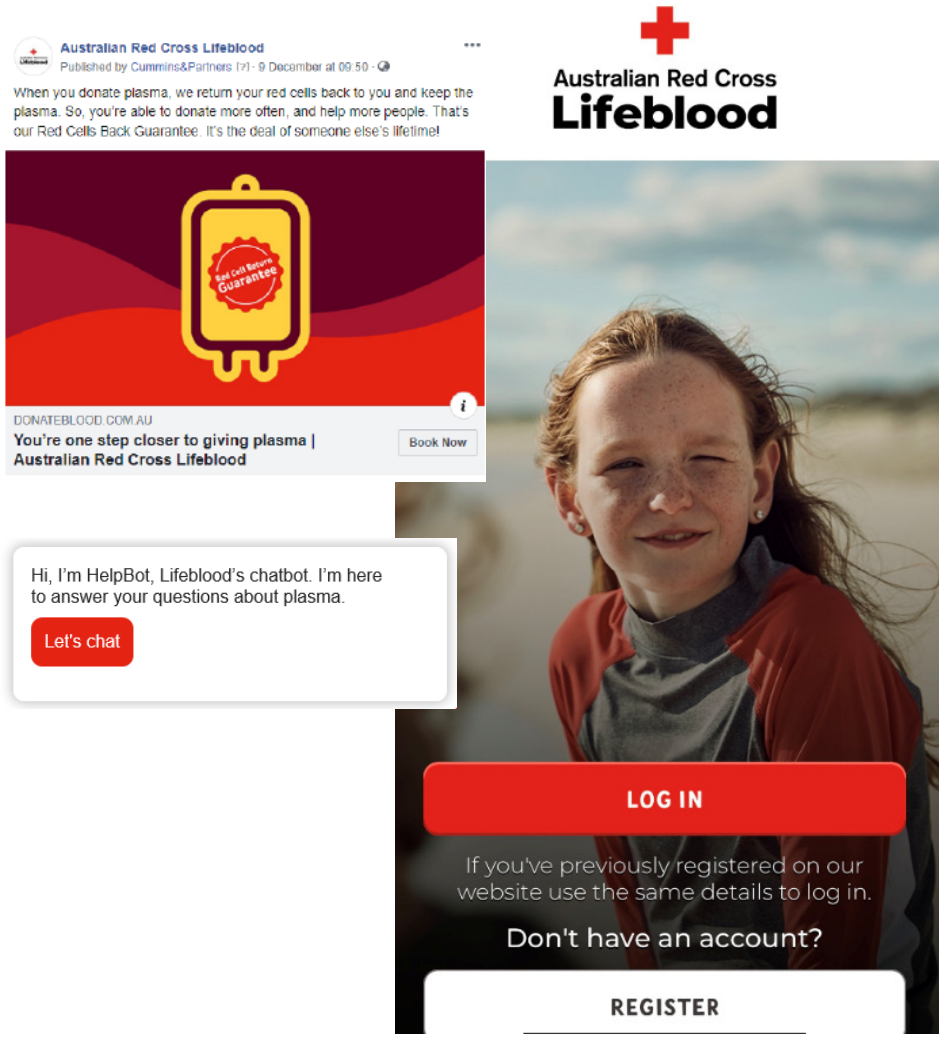
Donor acquisition: plasma education and awareness



Digital ecosystem

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

- Online appointment management portal
- Mobile app
- Helpbot
- Targeted communications



What's next…..



- Ongoing discussions with Government for future plasma growth

Marketing Automation platform



