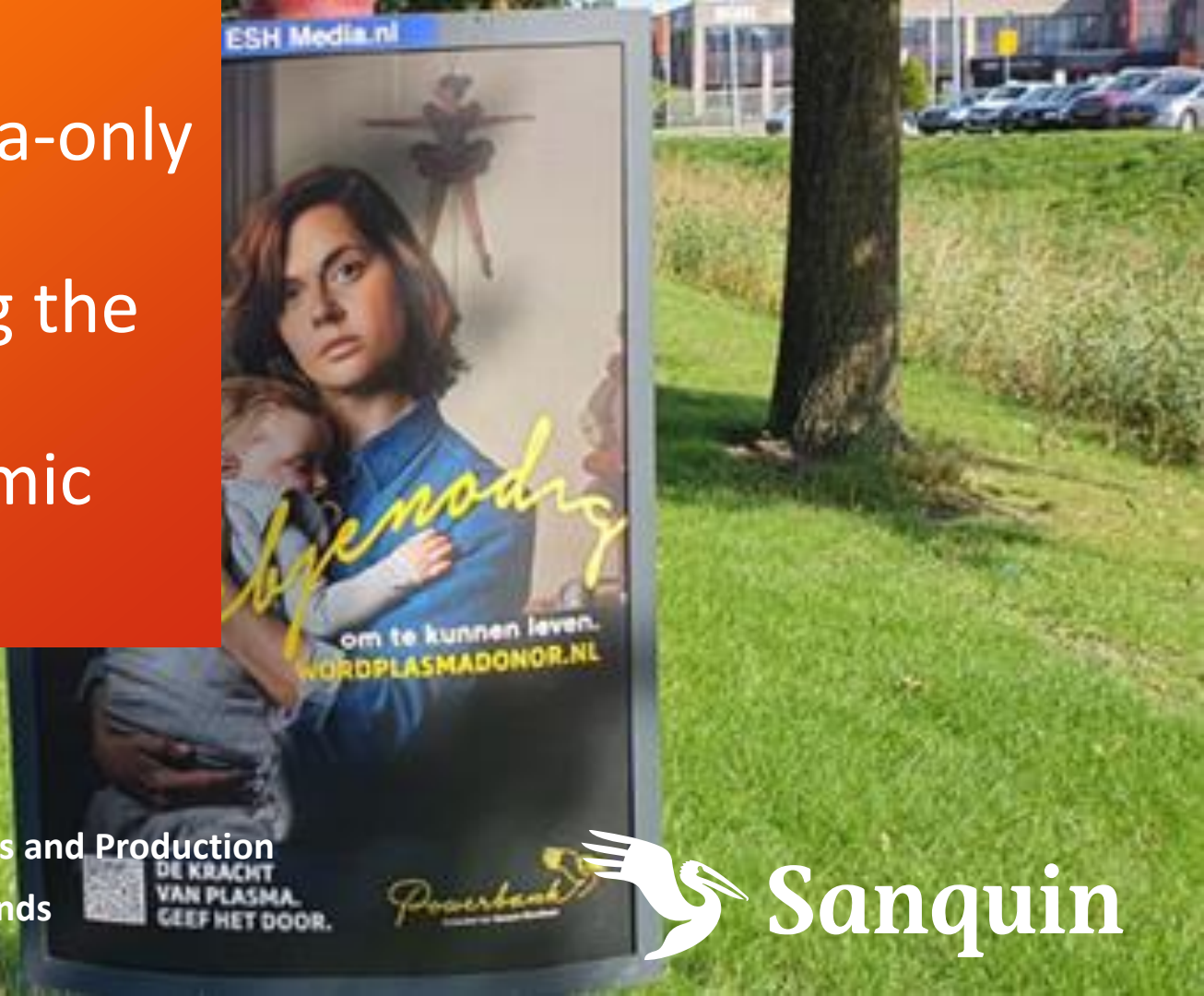


Starting a plasma-only location during the Covid pandemic

Peter Verheggen

Director Operational Donor Affairs and Production

Sanquin Bloodbank, the Netherlands



Sanquin

ESH Media.nl

"I have no conflict of interest to declare".



DE KRACHT
VAN PLASMA.
GEEF HET DOOR.

Powerband



Sanquin



Introduction

Collection Ambition to 2025



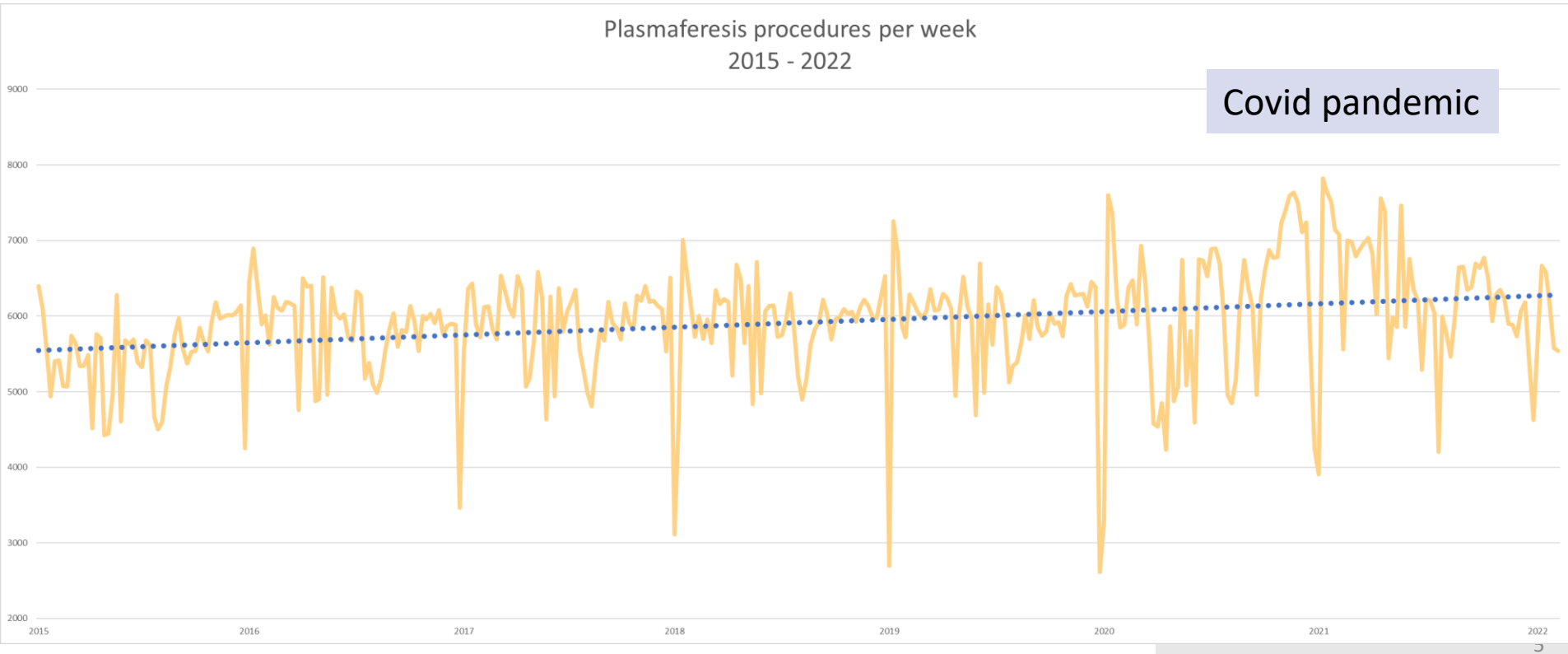
Plasma target of **450,000** kg in 2025.

- Production costs have to decrease by 50% per liter plasma compared to our regular plasma product



The demand for whole blood will be stable for the coming years: **about 400,000 units** per year

Clear effect of covid pandemic on plasmaferesis procedures



The Netherlands



Centers

- 43 Hybrid centers W-P (+PL->21)
- 3 Whole blood-only centers
- 86 Mobile sites (4 trailers)
- 1 Plasma-only center: Powerbank
- 2 Processing centers: Amsterdam and Nijmegen

Plans for 2025:

- Hybrid center:
 - 14,000 donors / 15,000 liter plasma per center, per year
- Plasma-only center
 - 5,000 donors / 25,000 liter plasma per center, per year

Powerbank

Locatie Powerbank

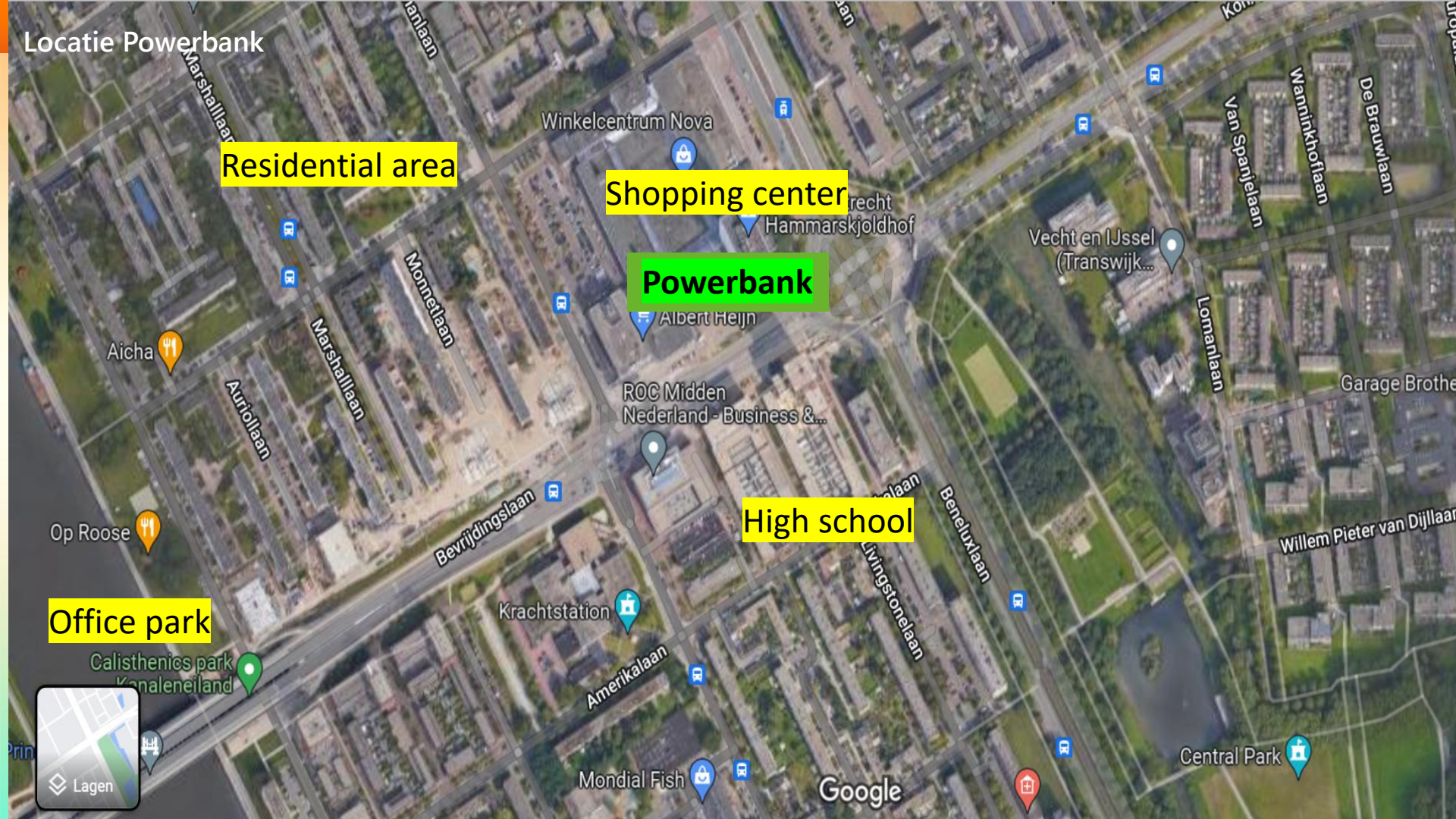
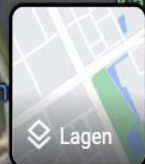
Residential area

Shopping center

Powerbank

High school

Office park



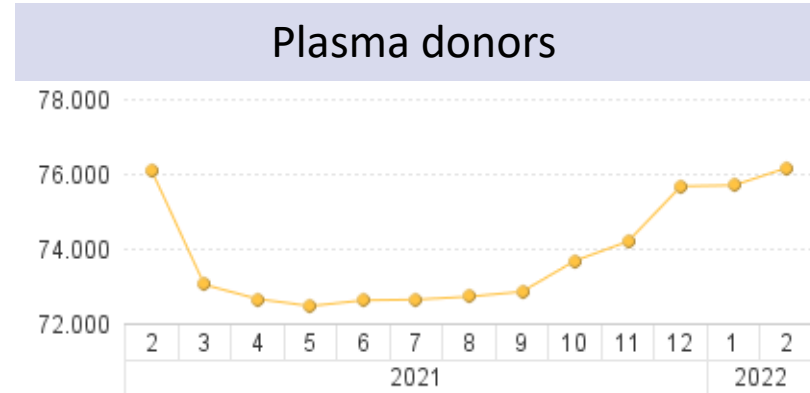
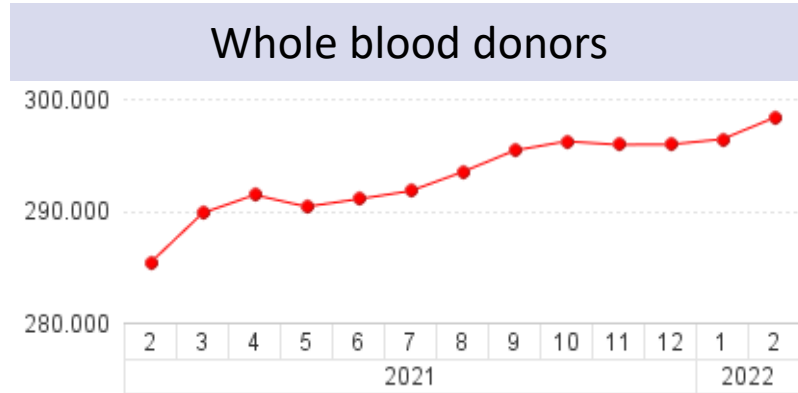
Plasma only center (open since September, 2020)

Utrecht, the Netherlands



Key figures

Donors country-wide

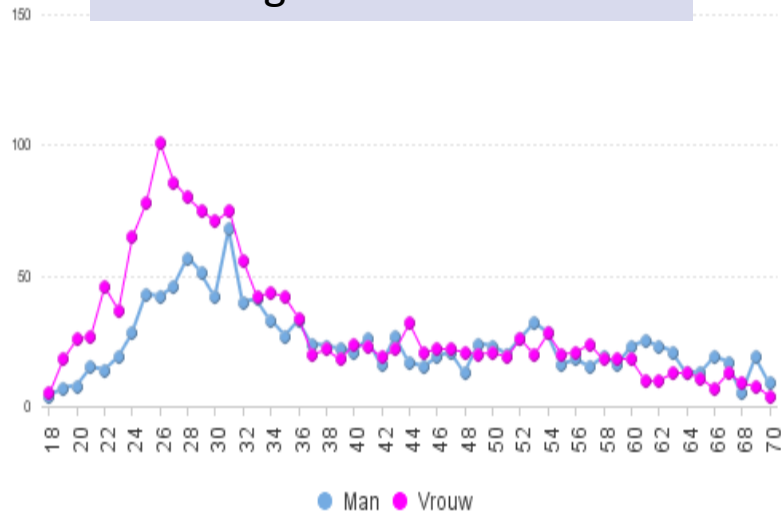


Whole blood donors (recovered plasma): 299,013

Plasma donors: 76,182

Donors Powerbank

Age distribution

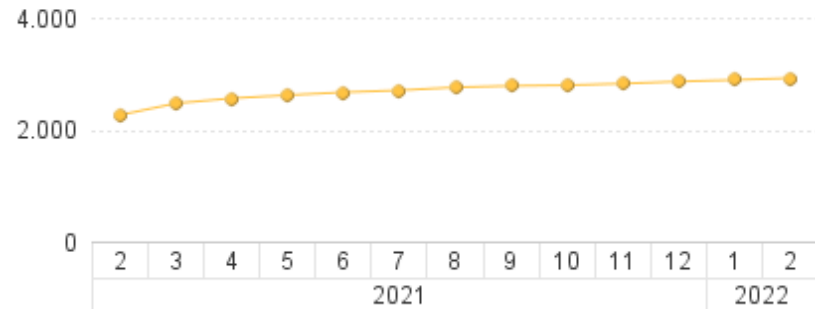


Male/Female

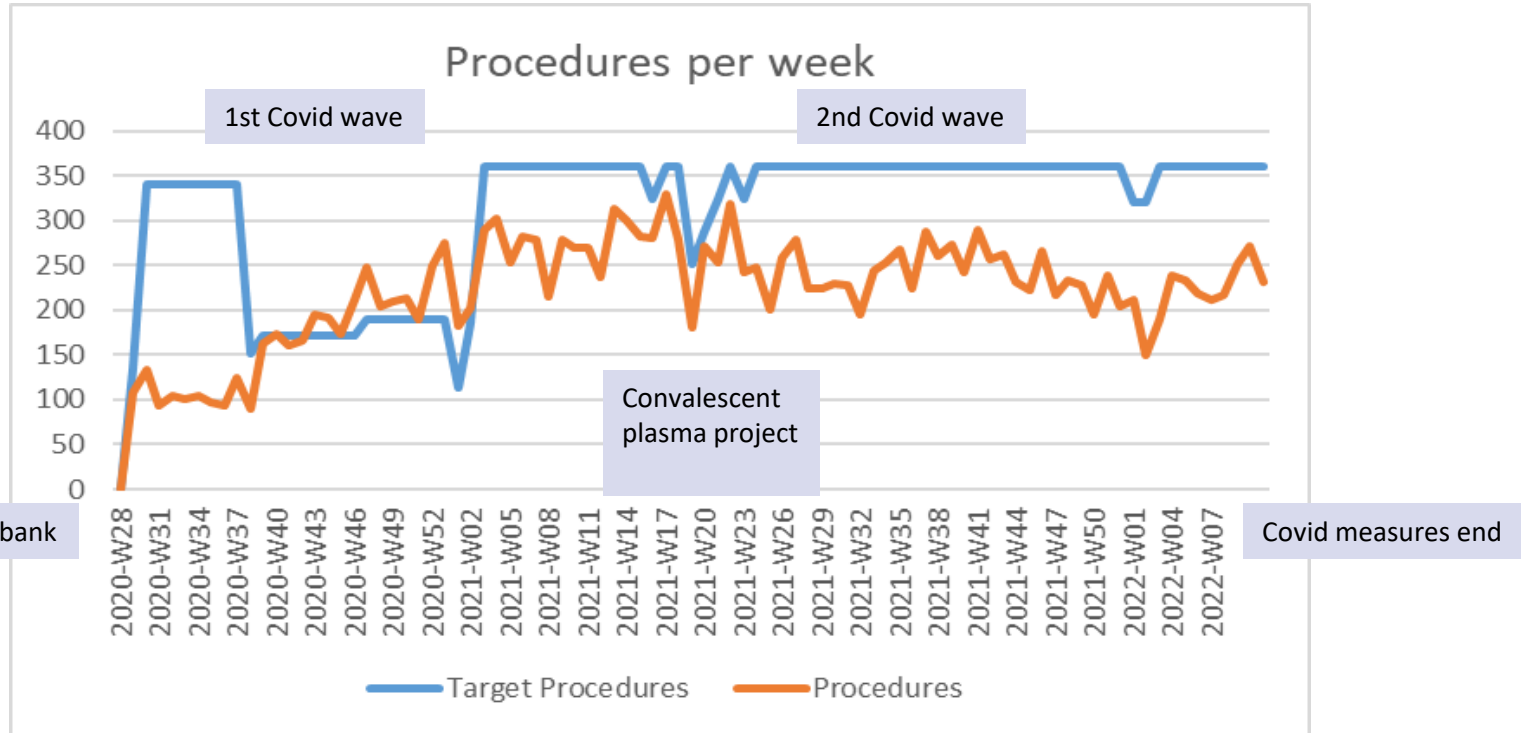
Man / PF Vrouw / PF



Plasma donors



Collection since september 2020



Action points

Action points

- Realise a donation frequency of 5;
- Target 2022:
 - 4000 donors;
 - 20,000 unpaid donations;
- Introduction loyalty program;
- Employing a welcome host to create more personal ambience;
- Process change
 - Hb measurement afterwards
 - bloodgroup is not determined
- Process automation
 - online appointment
 - connection to eProgesa
 - online questionnaire



“Time saving” connection to eProgesa

	Sec/ per donatiion
Manual registration on 'label registration apheresis and on KAF during machine building'	21
Manual registration on 'label registration apheresis' and on KAF when puncturing donor	13
Manual registration on 'label registration apheresis' and on the KAF at the end of the collection	19
Manual registration in eProgesa	50
Total	103



Insights/conclusions

Cost price insights

The number of donations has a positive effect on the cost price:

- 1100 donations per month decreases the cost price by 20.5%*
- 1300 donations per month decreases the cost price by 24.5%*

Recruiting new donors and thereby increasing the number of donations is essential to lower the cost price.

*compared to our regular plasma product



Donor recruitment insights

During the pandemic it was not possible to recruit the desired number of donors, only online recruitment was possible

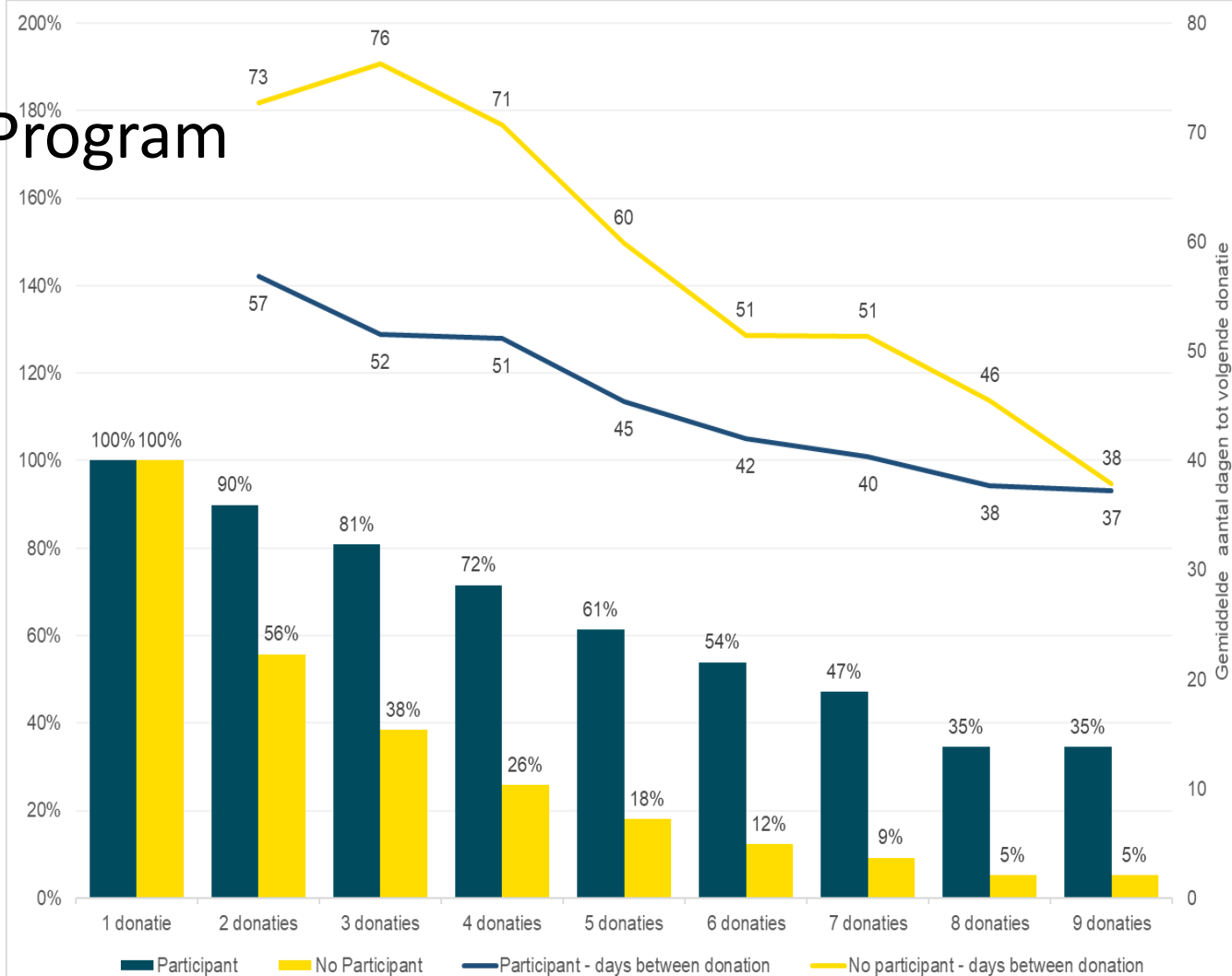
The regular recruitment program will start again in 2022:

- sanquin@work
- local recruitment
- recruitment within non-Western population
- online recruitment



Insight Loyalty Program

The loyalty program enhances the donation frequency: 7.0 when compared with donors who do not participate in this loyalty program (2.6).



Take-home message



Today's reality may be very different from tomorrow's.
Be flexible and creative during projects!

Thank you 😊

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 **Sanquin**