



Through the use of Haemonetics' consulting services, a large blood center was able to increase their 2RBC collections, boost growth in O- red cell products, improve their donor conversion practices, and expand market penetration.

Multi-state blood center increases inventory of O- red cells by 7% using Haemonetics' Collection Program Optimization

Introduction

To help their 80 hospital customers meet their patient needs, a large and successful blood center in the United States collects approximately 250,000 red cell products annually. The operation comprises four main collection centers and deploys mobile drives across a variety of settings from quiet rural neighborhoods to large urban centers. Each of these areas has its own set of unique challenges. As a long-time adopter of automated collection, the center was well aware of the benefits of this approach; however, despite their success in using it to maximize efficiencies, they needed help taking their collection program to the next level.

Challenge

In 2010, the center had a goal to increase its annual collection volume by 20% using automation as the key driver. To achieve this goal and streamline operations effectively, they knew they needed assistance optimizing use of their technology, so they reached out to Haemonetics for help. Based on an understanding of their business, the Haemonetics team recommended implementing a Collection Program Optimization project to assist the center in achieving their goals.

Solution

Through a nine-month engagement with the center that focused on an analysis based on the Six Elements of Automation, the Haemonetics business design team was able to provide guidance on areas for improvement related to the center's red cell automation program. The team focused on establishing consistent business practices that would support the greatest achievement of double red cell success and allow the center to meet their goals.

Results

Haemonetics was able to help the center achieve measurable results in the following four key areas:

Increased 2RBC collections

The center was able to reach its double red cell collection goals through the analysis, recommendations, and overall support from Haemonetics. Before starting the project, the center achieved a quarterly average of nearly 4,700 red cells from automation. After the engagement was completed, they reached a quarterly average of approximately 7,700 red cells from automation. This growth resulted in 6,000 incremental red cell products equating to \$1.2 million in annual revenue from hospitals.

Growth in O- red cell products

With the priority and focus on O- red cell products, this project aided the center in increasing growth in this area. By using tools provided by Haemonetics, the center was able to determine where the opportunity for O- donors existed, which helped them better plan their drives accordingly. As a result, they were able to increase the percentage of O- 2RBC donations from 9% of O- donors to 16% by the end of the engagement, which enabled them to increase their inventory of O- red cells by 7%.

Donor conversion

Through quantifying the opportunity for the right-type red cells that were lost due to unclear conversion goals and practices, Haemonetics was able to help the center focus their skills and practices in a way that achieved success. In nine months, they were able to bring their conversion rate from 12% to 23%, which resulted in approximately 6,000 additional red cells on an annual basis. Haemonetics' business design analysts helped the center achieve this success through data analysis, as well as a comprehensive understanding of their collection and recruitment practices. Additionally, they helped the center identify where to target donors with the right-type red cells and also provided the training to assist the staff in reaching this goal.

Market penetration

By analyzing the data, Haemonetics was able to help the center better utilize their devices by selecting the appropriate drives to take them to, as well as identifying idle "assigned" machines and re-directing them to drives that previously did not include automation. This helped the center achieve an increase in market penetration — from 26% to 46% within nine months — through goal setting, calendar management practices, staff training, and a comprehensive machine deployment strategy.

Future

The center has been thrilled with the results they have achieved from working with Haemonetics. Going forward, they will continue to partner with Haemonetics as they focus on optimizing their automated collection program to further increase efficiencies, improve the collection of right-type products, and enhance their overall collection strategy.