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ÖSTERREICHISCHES ROTES KREUZ

The qualification of new blood donors before donation and possible organizational and economic challenges for individual blood services in particular European countries

Mag. Markus Jarnig, MBA

Austrian Red Cross



Introduction/Definition

- Case Example with certain characteristics
 - . Competition (remunerated and non-remunerated donation, different organisations involved)
 - . High Percentage of mobile collection
 - . Lower Donation Frequency

- Example: Blood Centre Eastern Region of Austria (40 % of AT)

- Calculations based on 2012

- Stimulate a discussion on costs and benefits for particular blood establishments



AGENDA

- Case Example: Operating figures 2012
- Calculation for Eastern Region of Austria
- Assumptions for Germany
- Summary & Questions
- Overall Risk per Million Donations



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Case Example: Blood Centre Eastern Region of Austria

- Based in Vienna
- Collection and Delivery: Vienna, Lower Austria, Burgenland
- Population: 3.5 Million
- Products & Services: Red Cells, Platelets, Plasma, Lab-Services

- Presidential Level:
 - . Chief Medical Adviser (Blood) to Red-Cross President:
Prof. Dr. W. R. Mayr

- Management:
 - . Medical Director: Dr. Eva Menichetti
 - . Director Business Admin.: Mag. Markus Jarnig, MBA

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Operating Figures 2012: Blood Centre Eastern Region of Austria

Donors (Multiple Count)	174,885
Whole Blood Donations	153,703
Delivered Red Cells	148,916
Deferral Rate	12.1 %
Product Loss (Red Cells)	3.11 %
Donors Deferred (Multiple Count)	21.182

Donors Deferred	21.182
Haemoglobine	4.831
Medical Treatment	2.155
Sickness	3.966
Risk Behaviour	627
Travelling	1.105
Other	8.498

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Operating Figures 2012: Blood Centre Eastern Region of Austria

Whole Blood Donations (Details)	153,703
Blood Center Vienna	29,458
Mobile Collection (1,700 Sessions)	124,245
Military Service	10,452
Schools	4,228
Companies	23,813
Communities	85,752

Number of Mobile Sessions	1,700
Number of Locations	850
Average Number of Sessions per Location	2
First-Time-Donors (1/3 do not return)	11,450

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Operating Figures 2012: Blood Centre Eastern Region of Austria

First-Time-Donors	11,450
Blood Center Vienna	14.0%
Military Service	34.2%
Schools	13.8%
Companies	12.8%
Communities	24.3%
Police	0.9%

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Calculation for Austria:

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11,450 First-Time-Donors p.a.
€ 8.00 for pre-donation testing

Costs: € 91,600

1/3 of potential First-Time Donors do not return
3,800 missed donations (at least)
Requires > 15.000 potential First-Time-Donors p.a.
3,800 New Donors x € 20/Donor (Cost for Recruitment)

Costs: € 76,000

Total Extra Costs: € 167,600*

* Austria: > € 350,000

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Germany: An Assumption

300,000 potential First-Time-Donors p.a.
€ 6.00 for pre-donation-testing

Cost: € 1,800,000

1/3 of potential First-Time Donors do not return
100.000 missed donations
Requires 400.000 potential First-Time Donors p.a.
100.000 New Donors x € 15/Donor (Cost for Recruitment)

Cost: € 1,500,000

Total Extra Cost: € 3,300,000

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Summary & Questions:

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- Investments must be taken (tests, recruitment activities)
- Maybe costly reorganisations needed (Mobile: more donation opportunities)
- Cost reduction: what happens to the deferral rate? Does it go down substantially?
- Does the benefit (for donors and blood establishment) justify our efforts?

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Overall Risk per Million Donations (Austria, Eastern Region 2009-13)

- First-time-donors: 64,147
- Repeat donors: 738,774
- Total: 802,921

HIV		HBV		HCV	
First	Repeat	First	Repeat	First	Repeat
0,7	0,4	13,6	0,46	2,6	0,3
Number of infected donations					
0,05	0,3	0,9	0,3	0,2	0,2



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**Thank you very much
for your attention!**



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