

BLOOD & PLASMA IN AUSTRIA

A EUROPEAN HOTSPOT

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ÖSTERREICHISCHES ROTES KREUZ

AGENDA

- About the Person
- Blood & Plasma: A Starting Point
- Volume of Plasma collected in Austria in 2019
- Blood Services in Austria
- Plasma Centers in Austria
- From 2010 to 2020: Perspectives
- Competition, Crowding-Out & Co.
- Outlook 2030: What does it need? What will it still need?
- Questions & Discussion



Person

Mag. Markus JARNIG, MBA

- Austrian RC HQ since 2005
- Head of Blood Service Division, Austrian RC HQ, since 2011
- Commercial Director Blood Service for Vienna, Lower Austria & Burgenland (40% of Austria), since 2011
- EBA since 2008 (Working Groups like DOMAINE, etc.)
- EBA Board Member since 2011



Person: Mag. Markus Jarnig, MBA

Involvement in Plasma Sector

- Chief Negotiator for Austrian Red Cross Plasma (currently negotiating for period 2023-24)
- Key Accountant for Client Plasma Expert Group Hungary (testing performed in main laboratory of Austrian Red Cross in Vienna)
- Red Cross HQ: Vienna based since 2005



Blood & Plasma: A Starting Point

No Financial Remuneration	Financial Remuneration for Donation
5 x per year (Frequency: 1.8/year)	Up to 50 x per year (Frequency: 17/year)
Public Hospitals & Austrian Red Cross	Plasma Industry
<ul style="list-style-type: none">- Collection- Testing- Manufacturing- Distribution- Transfusion	<ul style="list-style-type: none">- Collection- Plasma-Fractionation- Logistics- End Products- Research & Development
Around 1.000 FTEs in Austria	More than 9.000 FTEs in the Vienna Region
	<ul style="list-style-type: none">- Contribution of 1,1 Billion Euro per Year to the GDP Vienna Region- 10 % of global Plasma End Products come from the Vienna Region
Source: Red Cross, Public Hospitals	Source: IG Plasma, 2021

Volume of Plasma collected in Austria in 2019

Total amount (kilograms) of plasma for further manufacture of IG	Amount (kilograms) of source Plasma collected nationally by commercial companies for further manufacture of IG	Amount (kilograms) of recovered plasma collected nationally by BE and used for further manufacture of IG	Amount (kilograms) of source Plasma collected nationally by BE and used for further manufacture of IG	Population
610.500	514.000	96.500	0	8.901.064

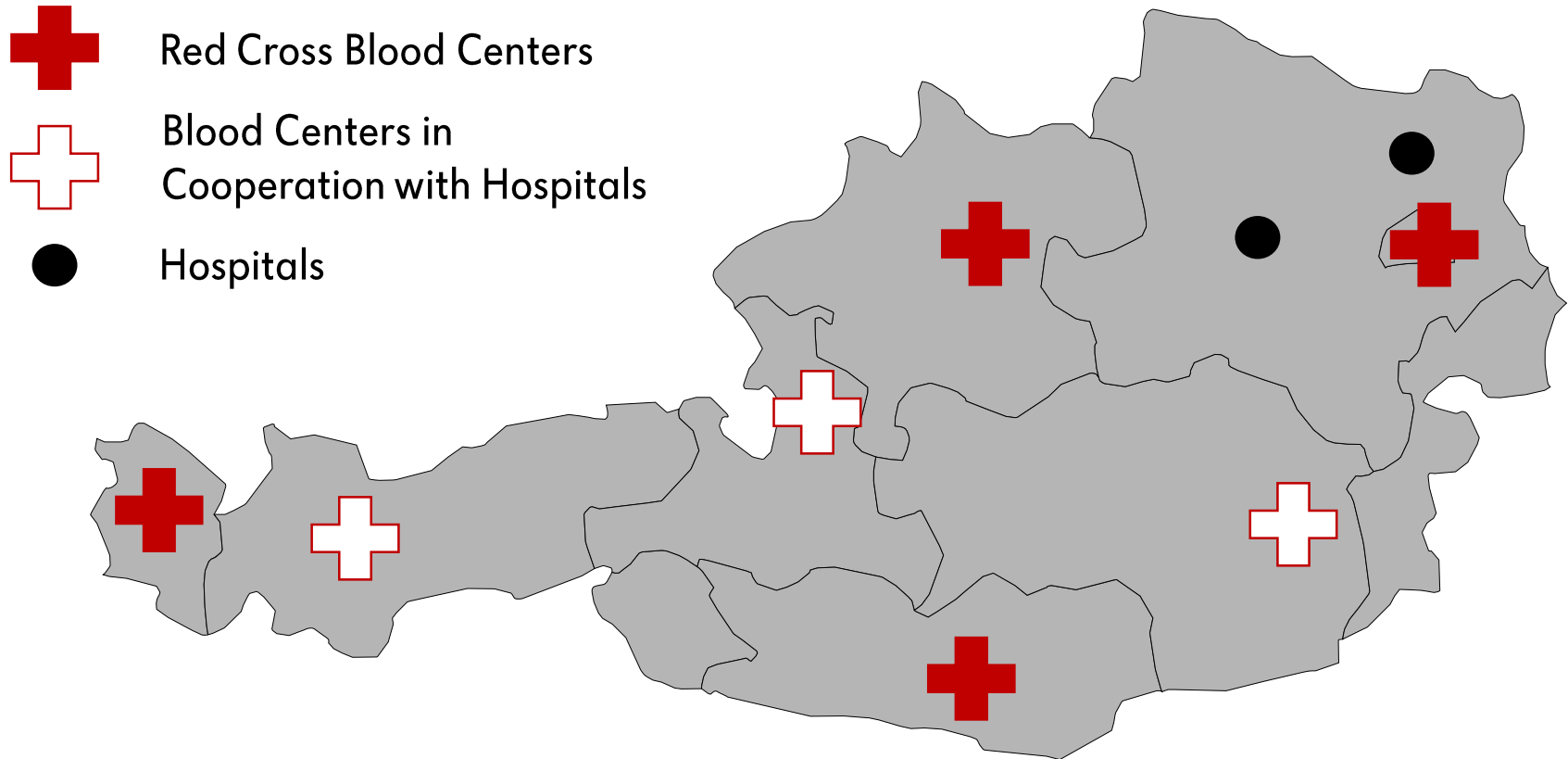
Source: EBA Survey 2021

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BLOOD SERVICES IN AUSTRIA



Recovered Plasma 2019:
Liters 95.500

Plasma Centers in Austria

21 Centers all together ...

- 12 BioLife Plasma Centers (Baxter – Shire – Takeda)
- 7 Europlasma Centers (since 2010 part of LFB Group, Public Organisation, France)
- 2 PlasmaVita Centers

Pheresis Plasma 2019:
Liters 514.000

Note: see EBA Plasma Working Group Module 3 („The Vienna Approach: Mechanisms of High Performance Centers Uncovered“). Example: Plasmapunkt.

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From 2010 to 2020: Perspectives

- 10-thousands of Non-Austrian-Residents as Plasma Donors: from Czech Republic, Slovakia, Hungary, Slovenia, Croatia.
- Partly, Payment with little Restriction & Control: the financial remuneration itself (covered by law as a lump sum). BUT: Welcome-Bonus, Loyalty-Bonus, Bring a Friend-Bonus.
- Opening of brand new Plasma Centers, Market Consolidation (Humanplasma, Plasmapunkt), Scaling-Up Collection, Emotionalisation in Marketing Approach – Patient driven approach, etc.



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From 2010 to 2020: Perspectives

CSL Plasma

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Nogales, AZ 85621
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Mon- Fri 7am-7pm • Sat-Sun 8am-4pm


EARNING CASH WHILE SAVING LIVES

DO YOU KNOW A NEW DONOR
CAN DONATE PLASMA AND
RECEIVE UP TO

\$650

FIRST
MONTH

Applicable for all eligible new donors. Must bring
proof of address and Social Security Code.



\$5

BONUS

(UNIT ONE PER
QUALIFIED
DONOR)



**AKTIONSPRÄMIE
€ 450,-**
*Insgesamt nach der
5., 10. und 15. Spende
im Januar,
Februar & März*

Helfen Sie
Menschen zu überleben –
mit Ihrer Plasmaspende!

Plasma spenden. Leben retten.

<p>✓ 5. Spende <small>spendensummeabhängig</small> 25,- + € 15,- Barprämie</p>	<p>✓ 10. Spende <small>spendensummeabhängig</small> 25,- + € 25,- Barprämie</p>	<p>✓ 15. Spende <small>spendensummeabhängig</small> 25,- + € 35,- Barprämie</p>
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Spenden Sie im Aktionszeitraum Januar, Februar & März 2019 dann erhalten Sie jeweils zu der Aufwandsentschädigung des Bezahlers noch die 5. Spende + 15,-, nach der 10. Spende + 25,- und nach der 15. Spende + 35,-.

*Aktion nur für neue Spendende im Aktionszeitraum. Die Aktion ist nicht übertragbar.
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Competition, Crowding-Out & Co.

... it depends ...

- Donor Potential of a Country itself : absolut number of donations
- Relation of Blood : Plasma Donations as such
- Donation Frequencies as such
- If payment: Appropriateness (relation to average income level)
- Density of Collection Centers (Example: Distance 100 km, Int. Meeting:
„We haven't observed a Crowding-Out-Effect at all ...“)
 - Opening a Plasma Center just around the corner of an established
Blood Collection Center
- Socio-Cultural Determiners (Incentives, see Sanquin Research, etc.)
- Awareness of the need of donation
- etc.

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Competition, Crowding-Out & Co.

... but what can be told about Austria from 2010 to 2022 ...

- Number of Plasma Centers and Donations went up
- Bonus-Systems for Plasma Donors were introduced
- Financial Remuneration went up
- Plasma Centers: Canibalisation & Consolidation

- Marketing Effort for whole blood donation tripled (Vienna Region)
- Donor Potential for new whole blood donors went down: Demographics, Eligibility Criteria & Donor Protection, Competition from Plasma Centers
- Important: from 2010-20 the Demand in Red Cells went down!
- Demand in Red Cells 2020-30?

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Outlook 2030: What does it need? What will it still need?

- European Self-Sufficiency PLUS
- Fair and balanced collection within Europe (Minimum & Maximum)
 - Few countries carry the Burden (Austria, Germany, Hungary, etc.)
 - Operative Power in Collection in non-performing or underperforming countries
- Strong Guidance and Engagement of EU Institutions and Health Ministries
- Adequate Regulation and Control: on European and Member State Level
- Donor Protection: Health and Safety for the Donors



Questions & Discussion



- Thank you very much for the invitation!
- Contact: Markus Jarnig, markus.jarnig@roteskreuz.at

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