

Building a new Plasma organisation for England

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Agenda

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- 2 | How we are testing and learning
- 3 | Our 5 year plan
- 4 | How UK plasma will benefit Europe

NHSBT's Plasma journey



NHSBT's Plasma journey

Convalescent Plasma

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Apr 2020 – Mar 2021



Transition to Plasma for Medicines

Mar - Apr 2021

Plasma from blood donors in England to be used for life-saving medicine

Ban introduced to protect against vCJD has been lifted to increase stocks of immunoglobulin



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Plasma for Medicines

Apr 2021 - forward

'Blood plasma donations are keeping my six-year-old son alive'

© 21 July 2021



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NEWS



Our ambition

“We will deliver a world-class plasma service to support patients in England. We will initially target 20% IG self-sufficiency, building a foundation to meet the future ambition of 30% self-sufficiency.”



How we are testing and learning



We are identifying opportunities to test and learn across our operation

Donor Experience



Marketing and communications

Hyperlocal
Field-based marketing



Marketing and donor contact services

Donor exchange programme
Donor contact strategy



National contact centre

Donor contact strategy
Account Manager/ bespoke service



ICT

Digitalisation of donor journey
Switching between products



Donors

Donor engagement
Plasma ambassadors

Collections



Plasma centres

On-session toolkit
Apheresis machines
Opening hours and days
Food and drink



Estates

Birmingham relocation
Centre design



People

Induction T&D
Sales and Panel
Management training
Plasma champions
Recruitment/Bank model



ICT

Free health information
Online arrival check-in (QR code)



Donors

CVP trial

Manufacturing



Manufacturing

Onsite freezing /
source plasma hubs



Manufacturing development

Plasma for Diagnostics
Increased pack sizes



Testing

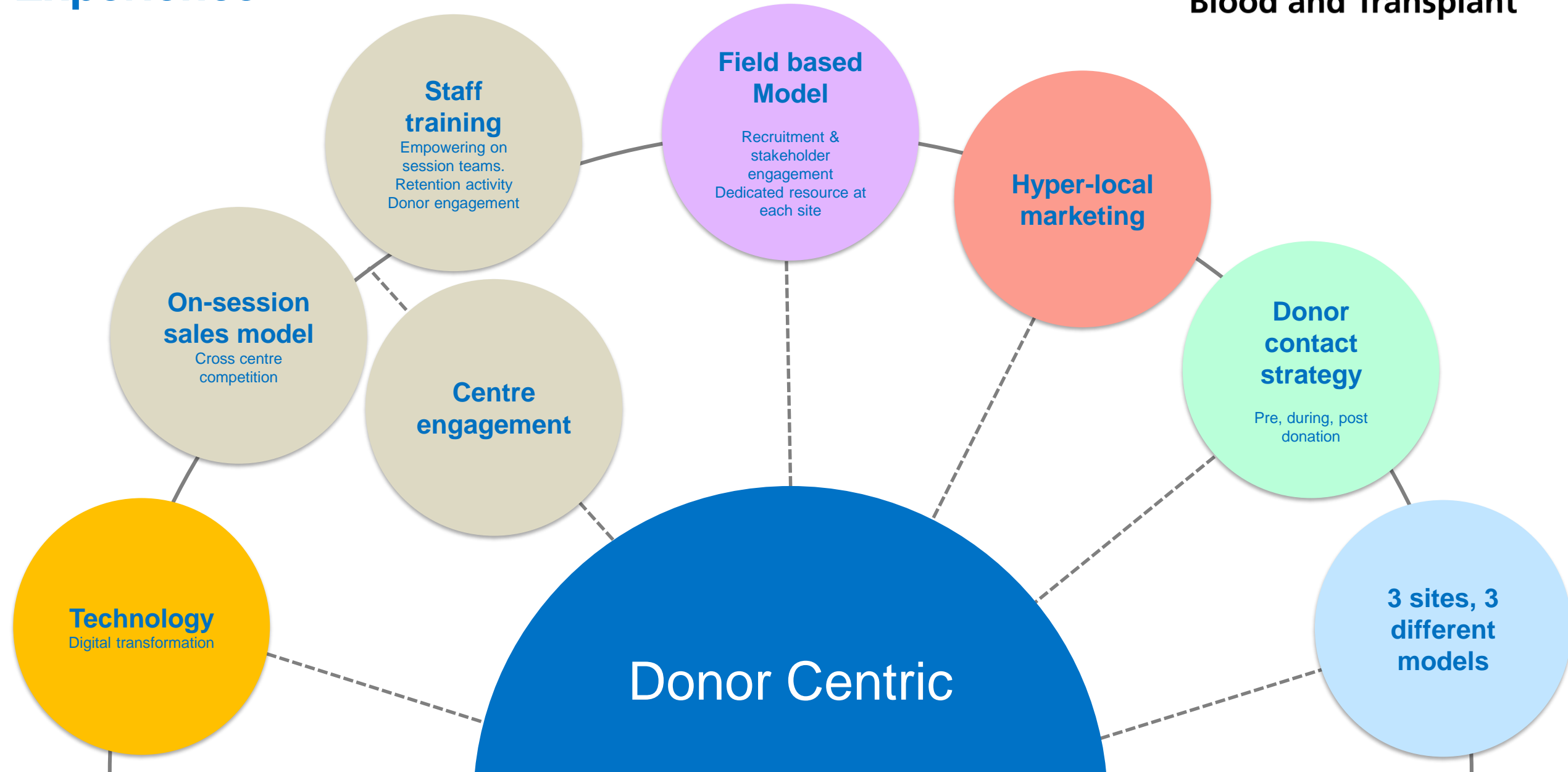
Excel tool



Deep-dive: Testing and learning within Donor Experience



Blood and Transplant



Pre - donation



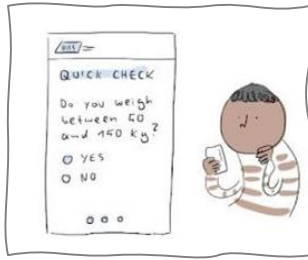
Become aware



Get educated



Register interest



Eligibility



Check you can



Book appointment



Get prepared

On - session

Session arrival



Health check



Donation experience



After session care



Post - donation

Rebooking



Impact celebration



Giving feedback



Personal health information



Group appointments





Plasma is needed to
create unique life-saving
medicines and amazingly
it's in you.



Save a life
Give plasma

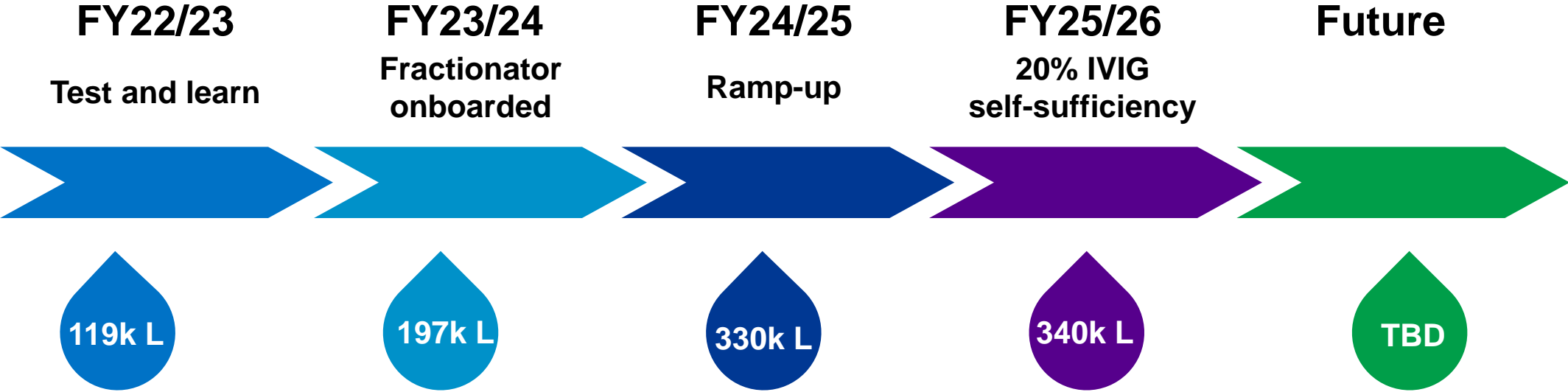
Our 5 year plan



Our 5-year plan



Blood and Transplant



How UK plasma will benefit Europe



How UK plasma will benefit Europe



Blood and Transplant

ISSUE

Current **reliance of EEA/EU Member States on 3rd country plasma imports**, in particular from the US, represents a risk to the region and to global plasma supply

This has been **exacerbated by COVID-19** – future infectious diseases would further impact the plasma supply needed for PMDPs

PDMP availability is primarily dependent on volumes of plasma collected, which are **currently insufficient to meet the needs of EU patients**.

The **US is facing its worst blood and plasma shortage in more than a decade** due to COVID and bad weather conditions – this may cause a ripple effect in Europe



UK PLASMA

NHSBT is aiming to collect around 1 million litres of plasma between FY22/23 – FY25-26, which will ease the pressure on European plasma supply

Questions?

