

# CREATING A BETTER BLOOD DRIVE EXPERIENCE

Your community blood center is a leader in blood health innovation. We continuously look at our processes and systems to improve the donor experience and become more efficient. We want a more streamlined experience for the donor, and a better blood drive for you. We also utilize feedback from blood drive coordinators and donors to help us target areas of continuous improvement needed to deliver an elevated blood drive experience.

**APPOINTMENT PRIORITY:** Appointments matter, both to us and to the blood donors who make them. While walk-ins are welcome, we will preference donors with appointments and ensure that they are always at the front of the line. Appointments also benefit you, because you will more readily see if your blood drive participation is on target.

**IMPROVED DONOR FLOW:** Through standardizing our blood drive set-ups and assigning our staff to fixed roles within the blood drive, we have driven efficiency to improve donor flow. Improved donor flow means less wait time and more reliable processing times, giving donors better control over their day. This efficiency also allows us to process more donors over the course of the blood drive.

**DRIVE HOURS:** For many of our host organizations, we will be able to offer longer blood drive hours. By lengthening the time of the blood drive, we can offer more opportunity for participation. Extended hours may also help us reach new donors.

**APPOINTMENT REBOOKING:** Recognizing the importance appointments make in the efficiency of a blood drive, at most of our host organizations we will give the opportunity to donors to rebook for the next scheduled blood drive. Through rebooking, we will help to reinforce the value of appointments to all donors and give those participating in the blood drive first choice of future blood drive appointment times.

# FAQs

## **WHY ARE CHANGES BEING MADE?**

We are working to create a better blood drive for hosts and donors alike. The new system ensures that we respect those who give their time and commitment to our mission.

## **I'M ONLY A FEW MINUTES LATE FOR MY APPOINTMENT – WHY CAN'T YOU STILL WORK ME IN?**

Appointments on some blood drives are as close as 5 minutes apart. If an appointment is missed, processing a donor where there is no open appointment slot will cause delays for the other donors. If you missed your scheduled donation time, we are happy to add you to another open spot in the schedule to ensure a smooth process for both you and the other donors.

## **I DIDN'T MAKE AN APPOINTMENT – CAN'T YOU JUST FIT ME IN SOMEWHERE?**

Absolutely! The best option is to review the remaining open appointment slots on our schedule and choose a time you'd like to be worked into the schedule to avoid a wait. If you have time to wait, we can have you stand by to see if any of the scheduled donors do not show for their appointments. If that situation occurs, we are happy to process you in their place.

## **I SEE A DONOR CHAIR OPEN, BUT I'M STILL WAITING. WHY CAN'T YOU JUST PUT ME THERE?**

Our scheduling system ensures that there is an appropriate and safe staff-to-donor ratio. An extra donor chair is intentionally part of our set up in case a donor may need more time post donation before advancing to the refreshment area. This additional chair helps to prevent what otherwise may result in a backup in the donor flow creating a wait for other donors.