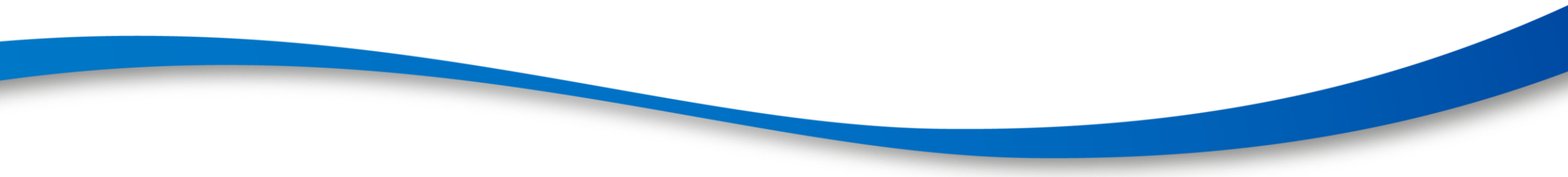


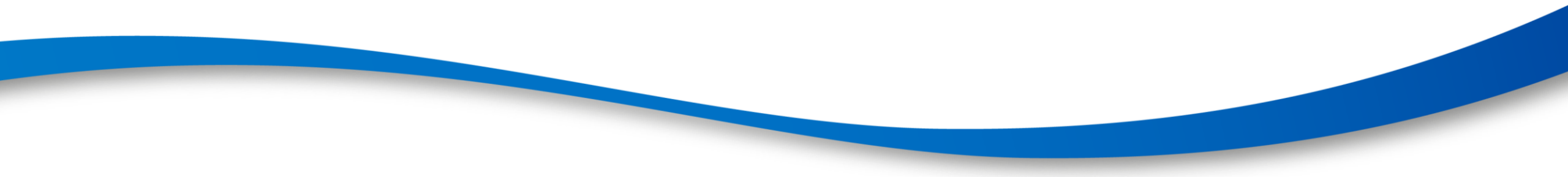
Clock-face. Enhancing Donors' Experience and Understanding of Blood Donation

Clare McNally Senior Sister NHSBT

@NHSBT @GiveBloodNHS

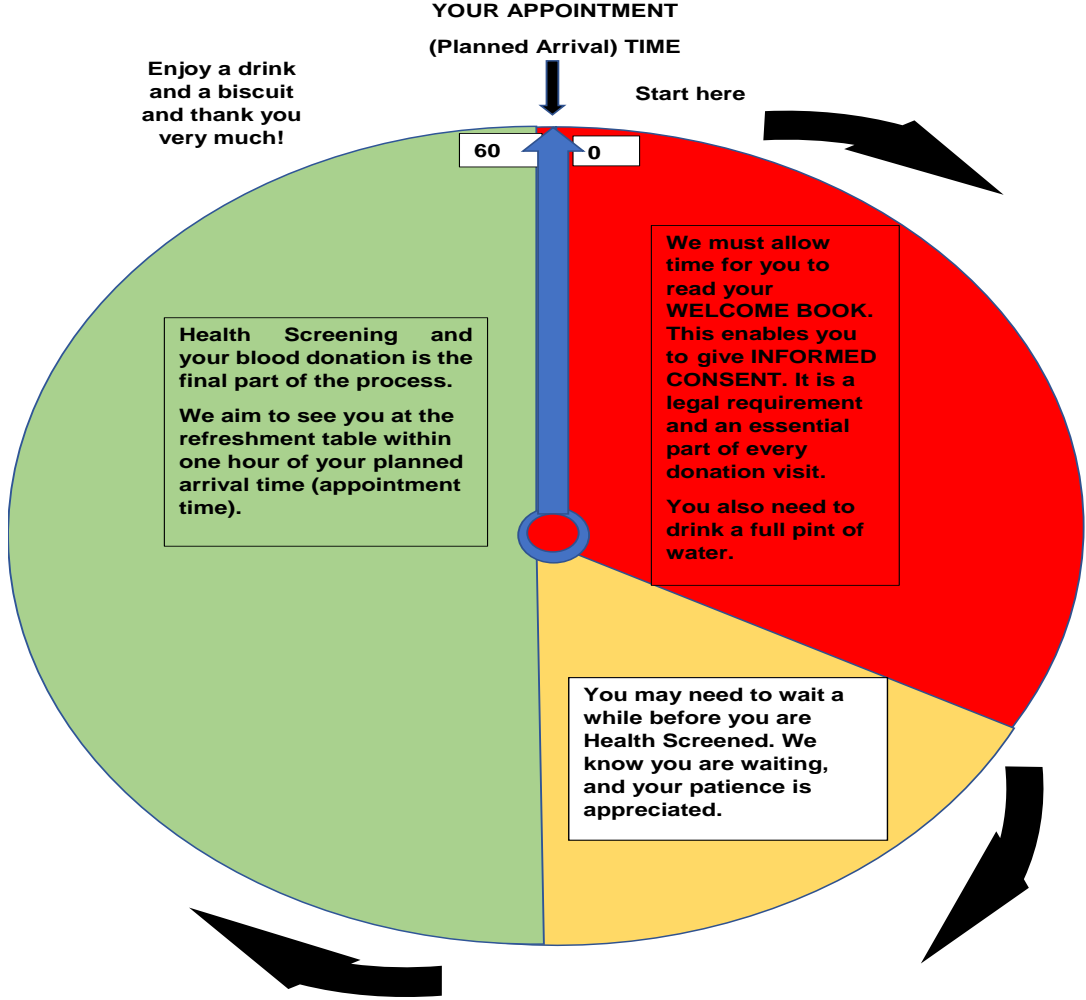
My concerns:

- High numbers of complaints received through Clientele.
 - Verbal complaints on session from donors regarding waiting times.
 - Anecdotal evidence from session staff of donor dis-satisfaction.
 - Fluctuating donor experience scores for waiting times in the monthly Donor experience survey (DES) report.
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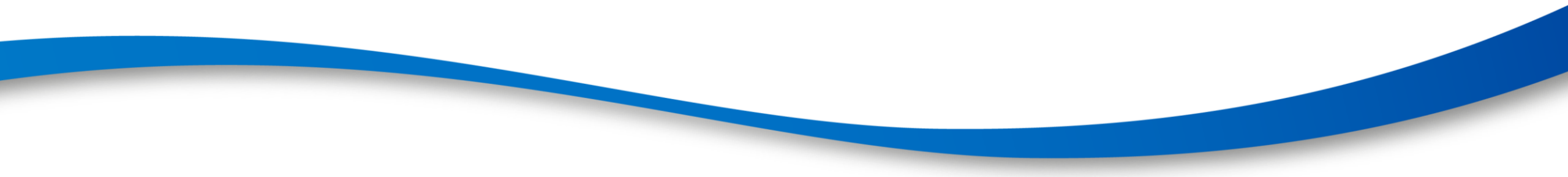
- A positive donor experience could influence a new / returning donor to continue to donate thereby increasing the donor base.
 - A positive donor experience with reduced anxiety may have a positive impact on reducing donor adverse events and have a positive impact on the reputation of the organisation for recruitment and retention of donors.
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*Did you know that the Donation Process can take up to **ONE HOUR?***

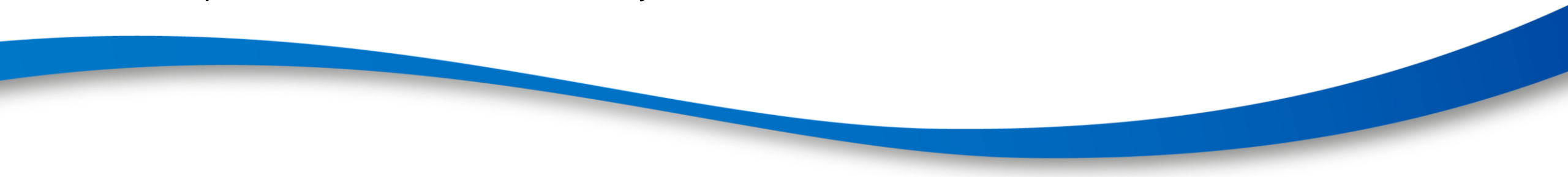
You have booked a ONE HOUR appointment.



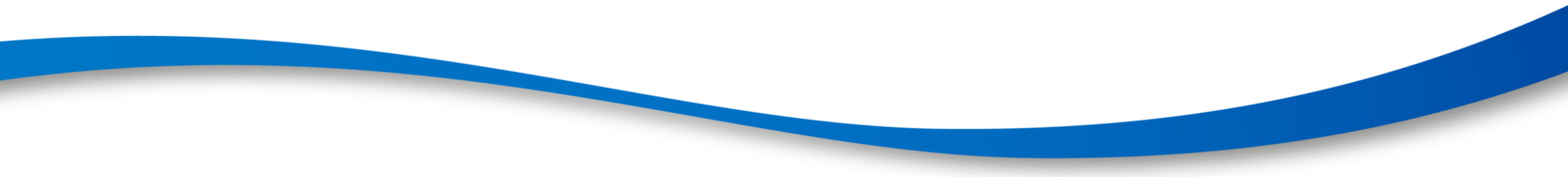
The aim:

- **Help donors understand the time it takes to donate and the reasons for each step of the process.**
 - **To give donors a better understanding of the donation process.**
 - **To reduce anxiety of donors.**
 - **To improve the donor experience of donating and of the service provided.**
 - **To understand what information donors wanted to see on session.**
 - **To reduce donor complaints and improve donor satisfaction.**
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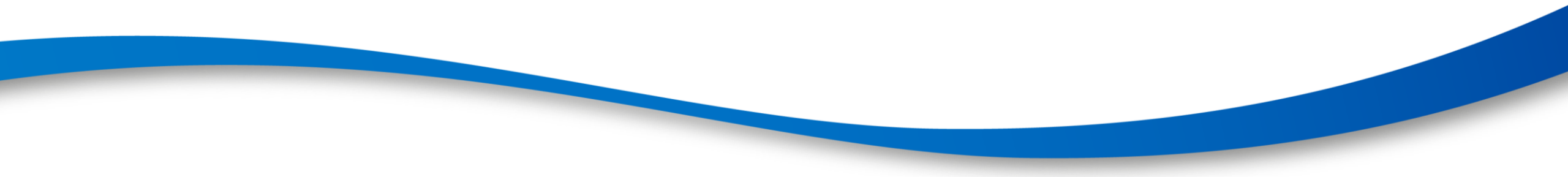
The Pilot:

- Two teams from opposite sides of the country in the North East and Cumbria Area were asked to take part to enable comparison of results from a wider demographic of donors.
 - I introduced Clock-face on two individual teams and a con-current audit was completed by both teams for a period of two weeks.
 - 10 donors per day from each team were asked to complete the audit questionnaire after donating whilst sitting at the refreshment table.
 - A total of 200 donors (100 from each team) were asked to complete the audit.
 - Staff were asked to collect data from Regular (REG), Returning (RTN) and New donors.
 - Donors were given the option to leave comments on the audit form.
 - All completed audit forms were sent to myself for data collection.
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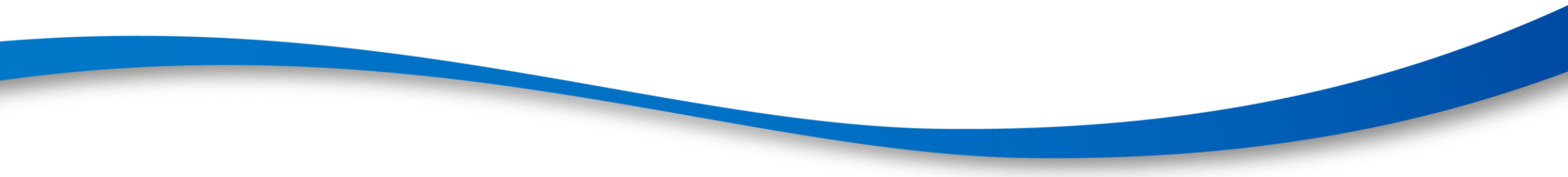
Summary:

- **Help donors understand the time it takes to donate and the reasons for each step of the process**
 - 100% of donors stated that Clock-face was easy to understand.
 - 100% of donors stated that Clock-face explained the donation process clearly.
 - **To give donors a better understanding of the donation process.**
 - 100% of donors stated that Clock-face gave them a better understanding of the donation process.
- 

- **To reduce anxiety of donors.**
 - Overall 86% of donors (including those who responded N/A) stated that Clock-face made them feel less anxious about the time they were waiting.

 - **To improve the donor experience of donating and of the service provided.**
 - Overall 90% of donors stated that they felt more satisfied with the service they received.
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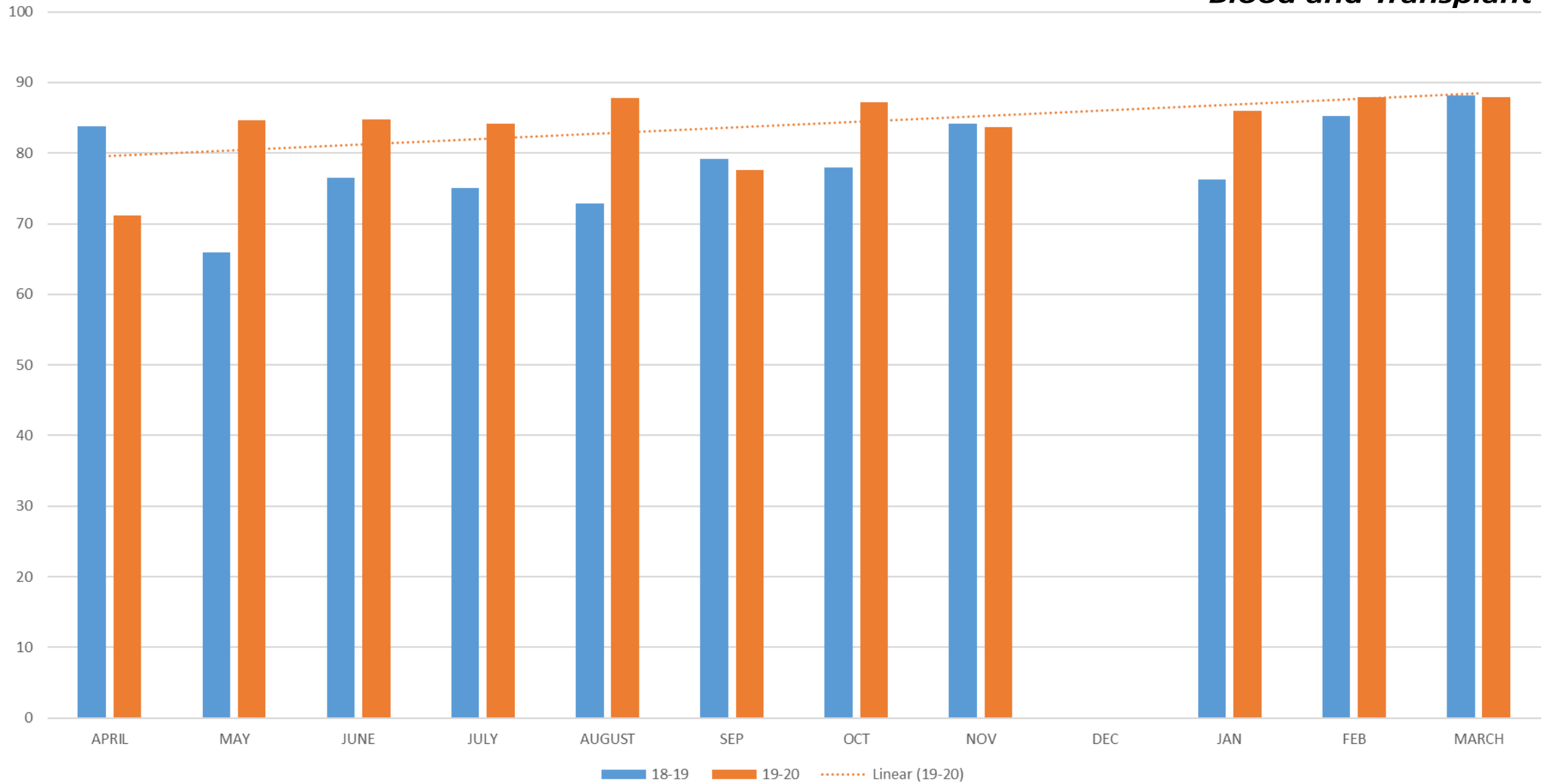
- **To understand what information donors wanted to see on session.**
 - Overall 95.5% of donors were satisfied with the amount of information provided on session.

 - **To reduce donor complaints and improve donor satisfaction.**
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Overall Customer Satisfaction 2018-2019 and 2019-2020



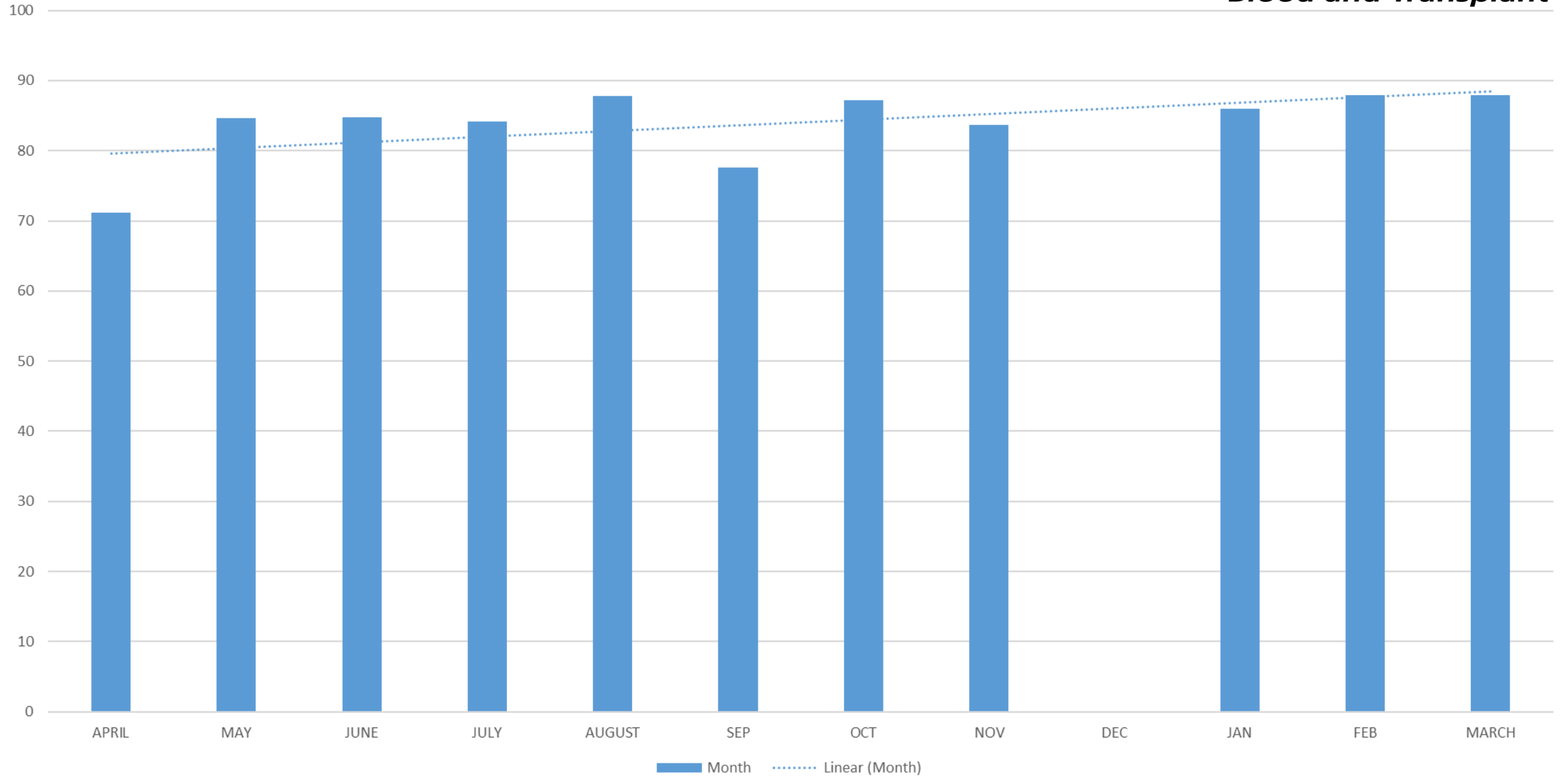
Blood and Transplant



Over-all Experience 2019-2020



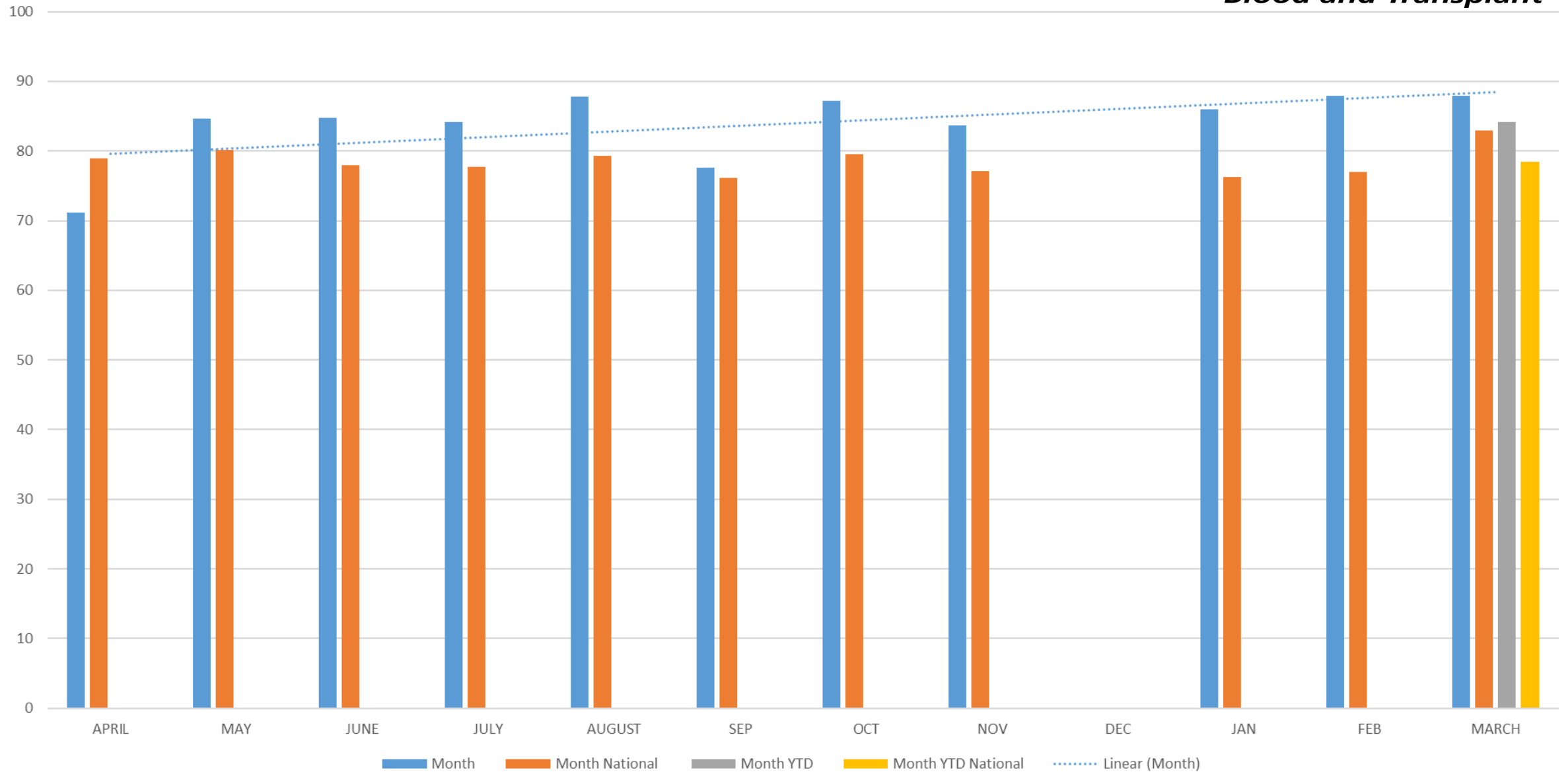
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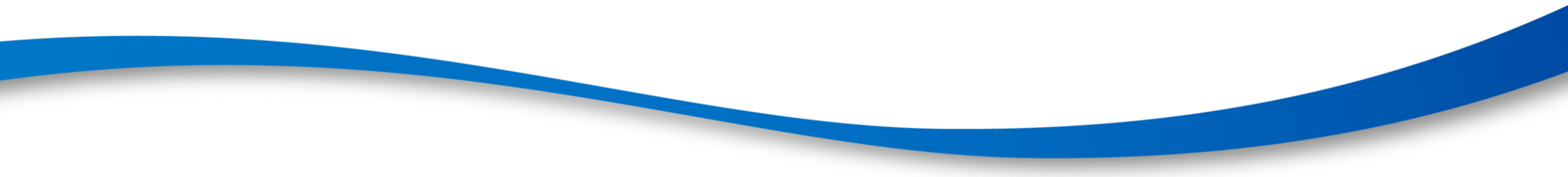
Over All Experience 2019-2020



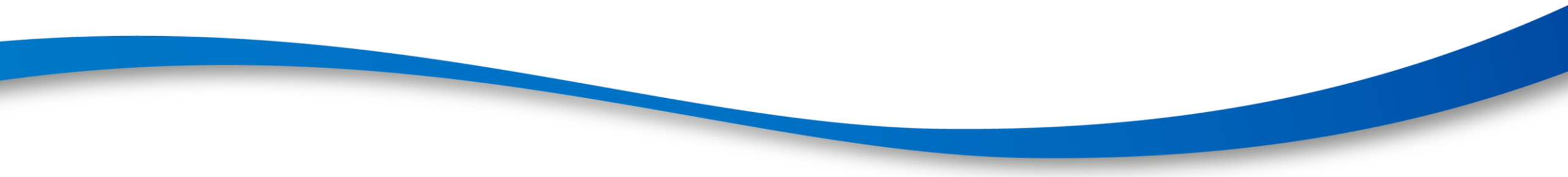
Blood and Transplant



Conclusion:

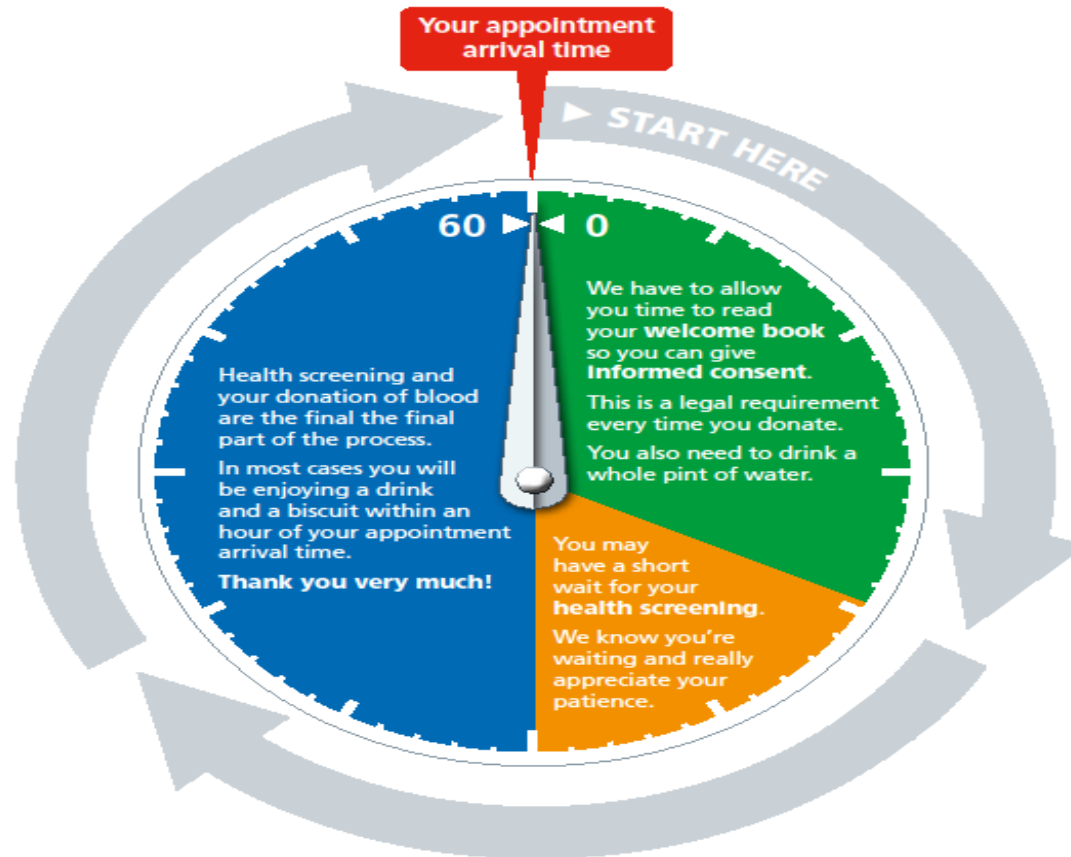
- Introducing Clock-face to donors with their DHCQ before session and including Clock-face in all donor correspondence would be beneficial in helping donors understand the real time of the donation process and reduce anxiety of donors due to wait times which are an expected part of the donation process.
 - A positive donor experience will influence a new / returning donor to continue to donate thereby increasing the donor base.
 - A positive donor experience with reduced anxiety may have a positive impact on reducing donor adverse events and have a positive impact on the reputation of the organisation for recruitment and retention of donors.
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The next step:

- Clock-face has been adopted by the NHSBT Communication team.
 - There are plans to introduce Clock-face to all donor correspondence, meaning donors are fully informed of the time it takes to donate blood before they attend.
 - Thanks and recognition to the Teesside and Cumbria teams who participated in the audit.
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Did you know giving blood can take up to one hour?

You have booked a one hour appointment.



Thank you for listening