Improving Bone Marrow Donor Recruitment in Blood Donor Centres

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Aim Statement
Within 6 months of project commencement, donors recruited through the pilot blood donor centres will be at least 60% male, with an average age under 30 years.

Background
The “ideal” bone marrow donor is a healthy, young male
- Young: younger donor cells have a better clinical outcome for the recipient
- Male: clinicians tend to favour male donors, due to improved donor availability compared to females (pregnancy/breastfeeding), and clinical factors such as the likelihood of larger donation cell counts (as male donors are generally physically larger)

Donors recruited to the Australian Bone Marrow Donor Registry (ABMDR) through blood donor centres during 2017-18 were only 32% male, and had an average age of 32 years.

Driver Diagram

Primary Drivers
- Integrate donor recruitment into existing work flow
- Increase staff access to required tools & knowledge
- Decrease time burden on donor centre staff
- Decrease negative impact on other staff
- Prevent impact on donor recall times
- Increase stability of recruitment performance by donor centres
- Increase awareness of importance of donor recruitment
- Increase confidence of donor recruitment processes
- Overcome “agile” approach to recruitment

Secondary Drivers
- Centralised resource to target & contact donors pre-appraisal
- Remove ABMDR recruitment from "burnout" zone
- Mandate ABMDR champions in donor centres
- Education/development plan for all donor champions
- Monitor ABMDR recruitment process in donor centres
- Develop a quick reference guide for staff

Change Ideas
- Priority 1:Centrised resource to target & contact donors pre-appraisal
- Priority 2: Remove ABMDR recruitment from "burnout" zone
- Priority 3: Mandate ABMDR champions in donor centres
- Priority 4: Develop a quick reference guide for staff

Priority Change Ideas

Team Members
Sponsor:
- Andrew Scott: Donor Experience & Transformation Manager

Project Team:
- Paul Berghofer: Donor Services Bone Marrow and Change Manager
- Maria Nikolakopoulos: Bone Marrow Donor Coordinator
- Susan Dawson: Bone Marrow Donor Coordinator
- John Bain: Blood Donor Centre Manager
- David Todd: Blood Donor Centre Manager
- Maureen Stacy: Blood Donor Centre Manager
- Jennifer Rush: Blood Donor Centre Manager
- DB: Volunteer donor

Link to Strategic Imperative
The Blood Service’s 2018-19 Business Plan outlines 3 strategic pillars; Improve, Build and Grow.
This project aligns with the Improve strategic pillar, and specifically with the goal to create an “optimised donor panel and service excellence”.

Literature review

Proposed PDSA Cycles

Change Idea
- Priority 1: Centrised resource to target & contact donors pre-appraisal
- Priority 2: Remove ABMDR recruitment from "burnout" zone
- Priority 3: Mandate ABMDR champions in donor centres
- Priority 4: Develop a quick reference guide for staff

Effect of Change Idea
- Bone Marrow Donor Coordinators
- Paul Berghofer

Measure
- Increase in % of male donors recruited
- Increase in % of male donors recruited over 18 years

Results: Outcome Measures

Discussion and Outcome
- Stretch goals for percentage of donors recruited that were male, and average donor age were met immediately following implementation of the first PDSA cycle
- Donor recruitment, donors recruited were 84.6% male, and had an average age of 28.3 years.
- The project also had the unintended effect of increasing overall recruitment numbers. This will need to be monitored due to funding implications. (The project aim was to improve targeted recruitment, not to cause a net increase in recruitment activity)
- A decision will be made as to whether there would be a return on investment from implementing further PDSA cycles (80:20 rule)
- Focus will be on sustainability and scaling up
- If scaled up and sustained, the benefits of this project will be:
  - More young male donors on the volunteer registry
  - More ideal donors found within Australia for patients requiring transplants
  - Faster/easier access to these donors results in better transplant outcomes
  - The Commonwealth Government funds the program to source suitable bone marrow donors from overseas
  - Less reliance on overseas donors = significant cost savings to this program

Plans to Sustain Change
- Re-engage the Blood Service National Call Centre to roll this out at scale
- Write into standard operating procedures
- Implement more rigorous monitoring and reporting of recruitment metrics, and share with those responsible for carrying out these new procedures
- Monitor for and report flow on clinical impacts eg. increase in number of Australian patients transplanted from Australian donors
- Celebrate successes

Results: Process Measure