



Report on Ragat Chahiyo Hotline, 2021



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Ragat Chahiyo Hotline- Background

Managing blood at times of emergencies is always a hassle for patient's families in Nepal where blood demands are always higher than the number of blood donations. This year of 2021 has been a hardship for everyone. We got more than 1500+ requests this year. With the onset of COVID-19 and the hassle for blood management even worsened at the initial phases of the pandemic when all donation events were canceled and people intending to come out to donate were ever decreasing due to the fears of the virus. Blood donation is necessary with or without the pandemic, and thus many voluntary groups and organizations like BLODAN, Blood for Nepal, Bloodpal, Youth for Blood, Friends of Rh-Negative Group, and *Hamro* LifeBank function cohesively to motivate donors and help individuals find blood during blood emergencies in every possible situation.

Hamro Life Bank (HLB) is a non-profit organization under the Rumsan Group of Companies. *Hamro* LifeBank aims to minimize patients' stress with digital intervention in the blood banking sector in Nepal. While its major focus is on digital transformation, its Ragat Chahiyo Hotline was initiated in early 2020 out of necessity after having stepped into the blood world. HLB facilitates people to get blood and disseminates blood information to minimize the stress that they go through the blood management process. American Nepal Medical Foundation (ANMF) has supported the development and setup of a blood information dispatch system that helps the hotline function efficiently.

Receiving blood demands at Ragat Chahiyo Hotline

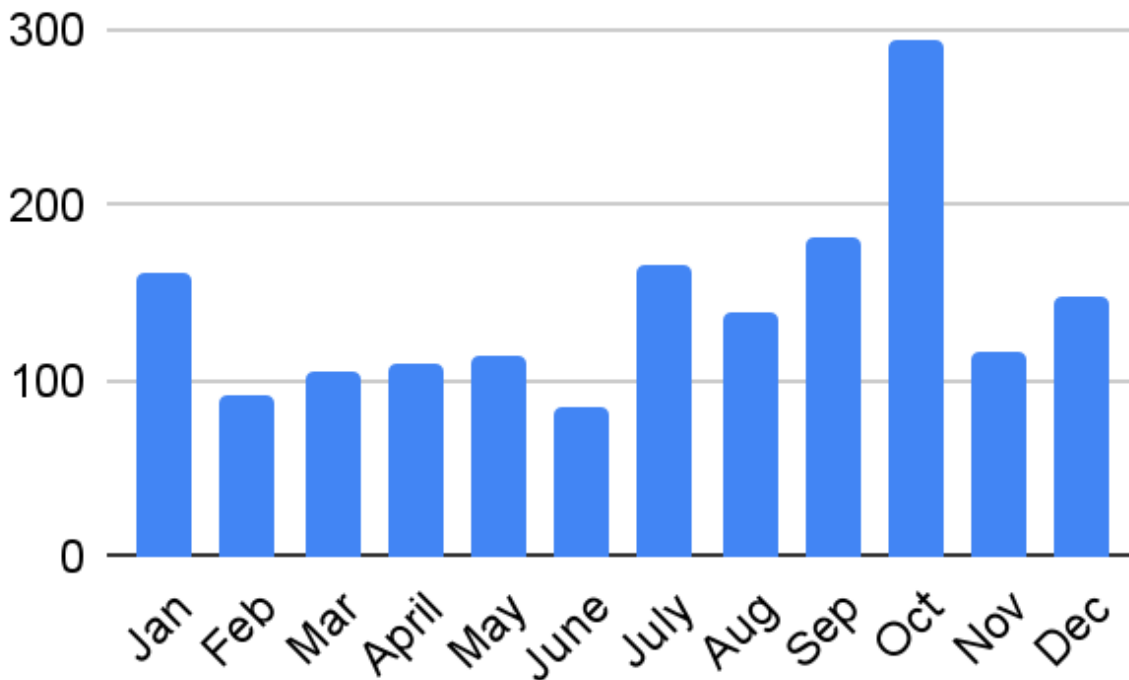
Ragat Chahiyo Hotline receives blood demands through direct calls or via its social media handles and also through the website of *Hamro* Life Bank. After receiving the blood demand, all the required details including requisition form are collected from the patient family. The next step is to figure out the availability of the required blood type and blood component for which a follow up is done with the blood banks. If found, the requestor is called right away to collect it from the particular blood bank. In case of the unavailability of the required blood type in the blood banks, the blood donor search is carried out and the process starts by using the available donor database. Help from other volunteer organizations and groups is also taken when needed. Once the blood request is fulfilled, the feedback is collected from the requestors so as to improve the hotline service and make the process more efficient. All of our processes are initiated and supported by our system called BIDS (Blood Information Dispatch System) - the build of which is supported by ANMF. BIDS keeps track of all requests made to us and captures and maintains donor and patient information.

In 2021, we started to collect the donor feedback to know the donor's blood donation experience. This survey has helped us to know more about the requestor's behaviour and donor availability- so that we can call the same donor if he hadn't donated blood for that particular request. We also collect their donation stories including their motivation and donation journey to motivate more individuals to donate blood.

Blood Demand Management

This report contains a summary of blood demand management through Ragat Chahiyo Hotline in 2021. A total of 1500+ blood demands were received by the hotline in this year. Feedback received from the blood requestors are also included here.

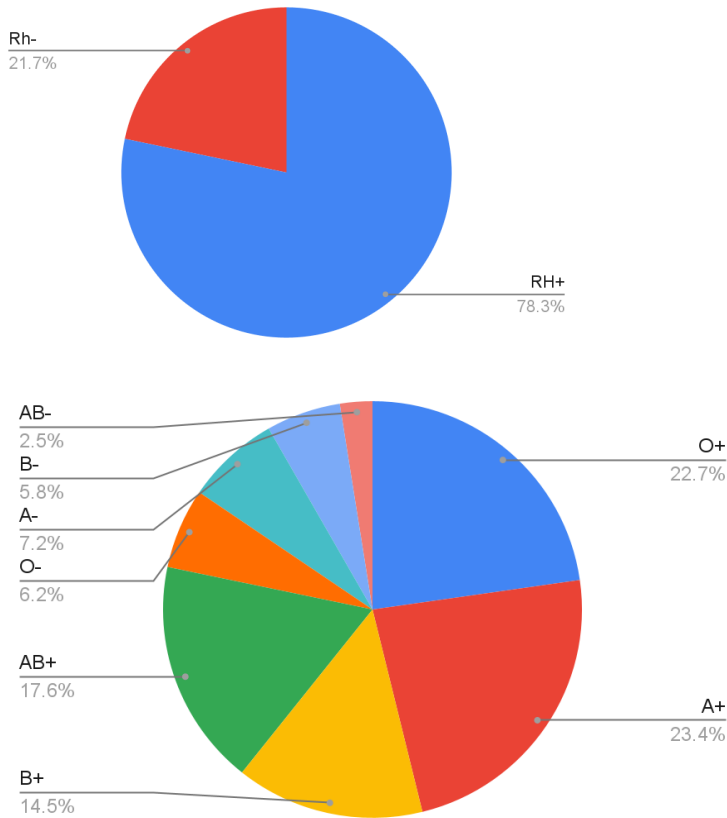
Blood Request Patterns



The maximum blood request was received in October. It was really difficult for us to manage blood due to covid crisis, specifically the negative blood donors because of a smaller donor pool. However, later with blood donation events resumed, blood stock at blood banks got back again to normal blood stocks and blood requests fell accordingly.

We managed to organise and collaborate 7 smart blood donation events in and outside the valley. There were different blood banks and coopatres which helped and supported us for the event. Blood banks collected more than 300+ pints of blood.

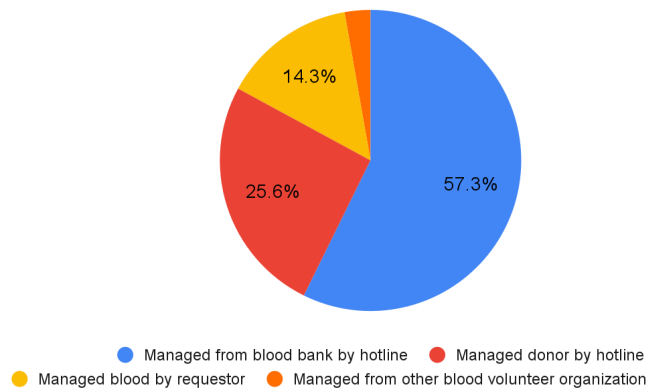
Requested Blood Type



The demand pattern of blood groups shows that 78.2% of blood demands received is of Rh+ blood type and 21.7% of blood demands received of Rh- blood type. In total, A+ requests were the highest followed by , O+, AB+, B+ ,A-, O-, B- and AB-. Only the 11% percent of donors in our donor database are the negative blood group donors which makes finding a negative donor match a tall task for our team. So, HLB has put on a lot of thought and creative thinking to encourage negative blood donors to pledge to donate blood.

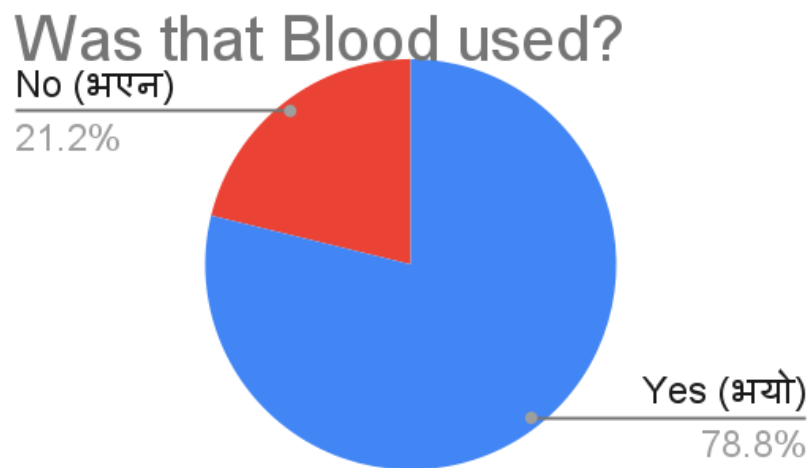
Blood Management

How was the blood managed at that time?

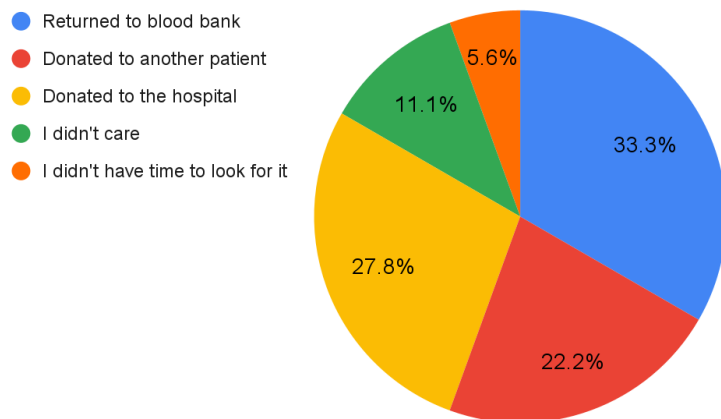


Our donor database is securely managed in the Blood Information Dispatch System(BIDS) which can be easily used when needed. Donors were managed for 25.6% of blood demands received. The process of calling blood banks to know their blood stock and good coordination with the blood banks helped fulfill 57.3% of the blood demands. About 14.3% of the requests were managed by the requestors themselves from blood banks and donors respectively. 2.8% of blood was managed by the help of other volunteering groups. In total, for most blood demands received, replacement donations were required which indicate a shortage of blood in blood banks against its demand. Thus blood banks need to focus more on donor awareness and retainment to increase their supply.

Blood Usage



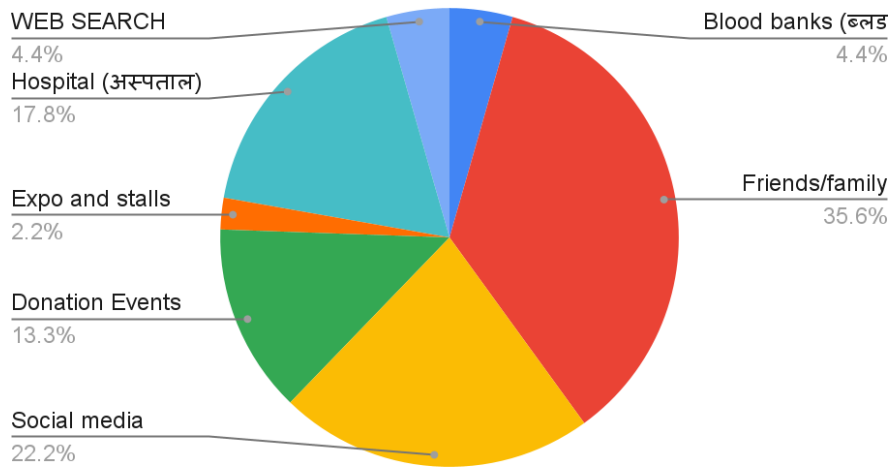
What did you do with the unused blood?



According to the feedback that we collected from blood requesters, blood was used for 83.3% of requests while the blood was not used for 16.7% of requests. Most requesters whose blood was unused was donated to the hospitals (27.8%) or returned to the blood bank (33.3%) and donated to another patient (22.2%) Many people find it a hassle to go back to the blood bank to return the blood so they usually prefer donating.

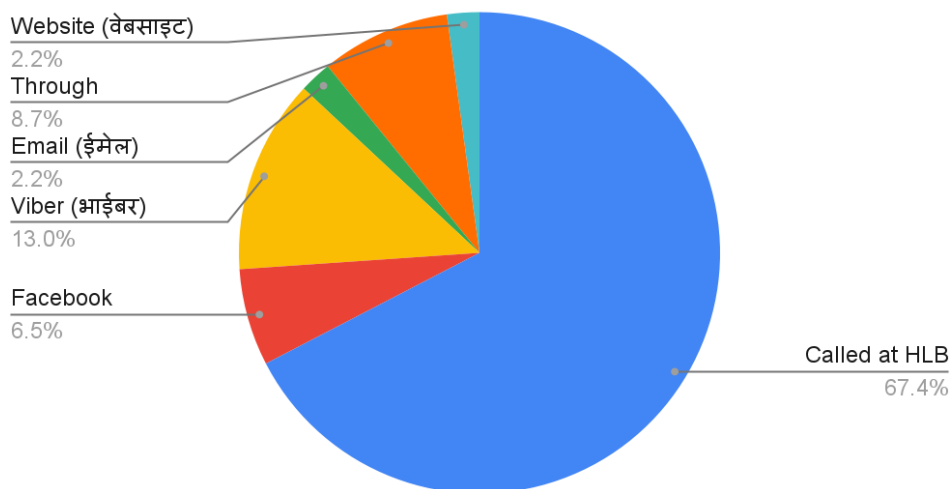
Hotline Reach and Channels

How did you know about HLB?



Most of the requesters knew about the hotline service through their friends and family (35.6%) followed by the hospital referrals (17.8%) and social media handles of HLB (22.2%). HLB has been active on social media platforms including Facebook, Instagram and Twitter to make people aware of the HLB's Ragat Chahiyo Hotline, importance of blood donation, share blood stories, blood related facts, upcoming blood donation drives etc. Some blood banks (4.4%) share the hotline number to patient's families to help people find blood. 4.4% knew about us through google search . A few requests (13.3%) were also funneled from donation events and expos.

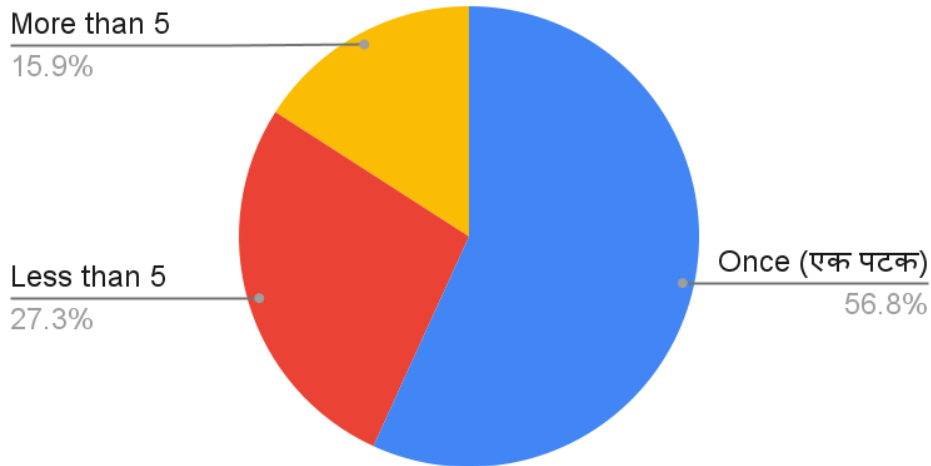
How did you reach out to HLB mostly?



Most of the requesters reached out to the hotline through direct phone calls (67.4%). 7% of people reached out through Website 2.2%, through Email 8.7%, through Viber 13.0% and through Facebook 6.5%.

Frequency of Blood Request Received

How many times did you request blood

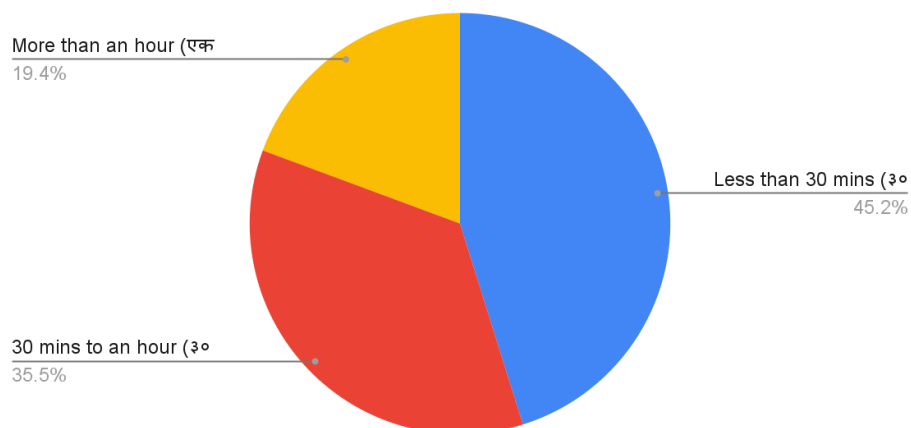


Most people requested blood once (56.8%) followed by less than 5 times (27.3%) and more than 5 times (15.9%). People who requested more than 5 times were mostly kidney patients undergoing dialysis treatment, anemic patients and cancer patients.

Responsiveness of Hotline

According to 64.3% of requests, the time taken by HLB team to respond was less than 30 minutes, and 23.5% of the requestor said the time taken by HLB team to respond was 30 minutes to an hour and 12.2% said it took more than an hour.

How much time did it take to get a response from HLB mostly?

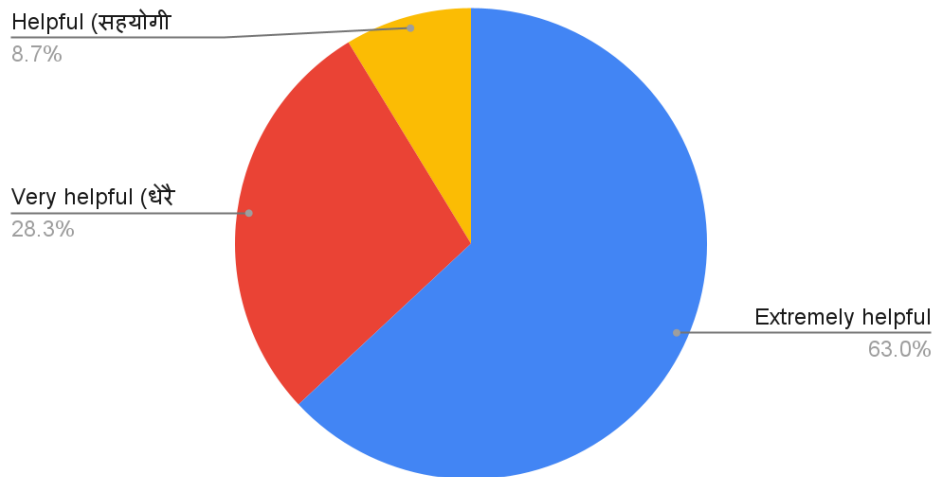


The hotline has been able to help manage most blood demands within 30 mins (45.2%) which the requestor says is quite impressive. To meet all these requests on time, HLB has started giving 24 hrs services. Also due to COVID-19 pandemic, it has been more challenging to

convince the donors to donate blood as well. The donor pool was lower than usual which took extra time and effort to manage the blood demands. Similarly, finding Rh negative blood donors is more time consuming compared to positive donors as its pool is already smaller.

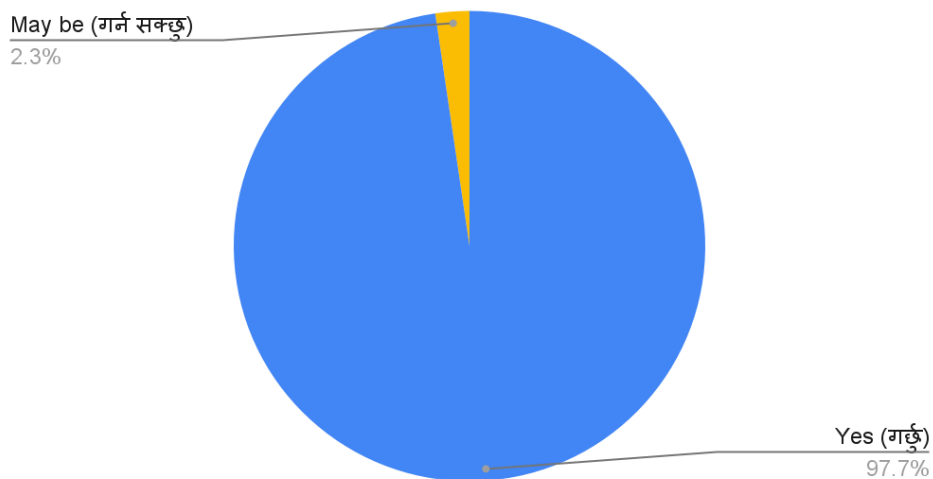
Helpfulness of Hotline

How helpful was HLB during blood need?



Most of the people are satisfied, 63.0% to be specific, found the hotline extremely helpful during the blood needs. The hotline not only helps people manage blood but also provides blood related information like donation protocols, event updates, blood bank details etc. to the requesters, donors and any interested individual.

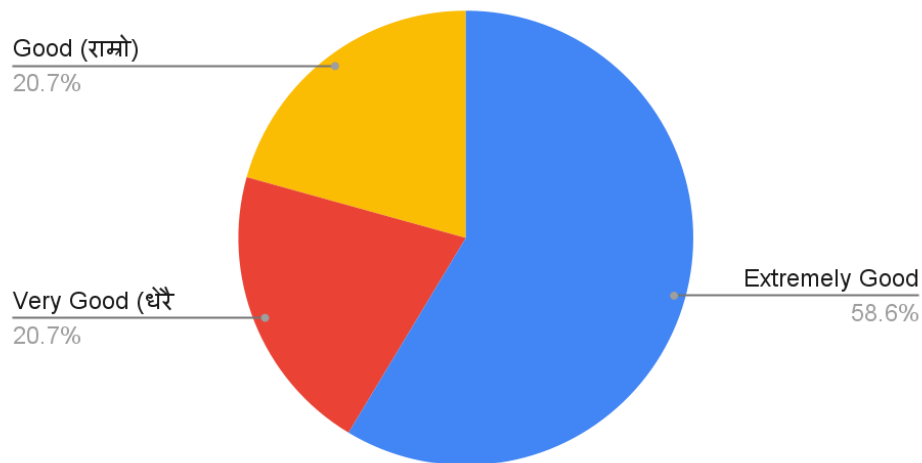
In future, would you recommend HLB to others to



The hotline has helped many people in need for blood or blood related information. Most of the requesters (97.7%) wanted to recommend the hotline, for they know the pain and stress of finding blood and believe that the hotline might help them reduce the stress they go through.

Donor's Response

How was the response from the donor?



All the donors managed through the hotline are well communicated about the condition of the patient and process of donation. Thus, all donors were good and above while responding to the patients' families. 58.6% of donors responded extremely well, 20.7% of donors responded very well and 20.7% of donors responded well.

Testimonials

Every blood request has a story behind it and it's always rewarding for the team to be able to make an impact. Here are some testimonials from patients and their families:

I was in need of blood for my close relative. Doctors were initially suggesting to manage blood in the nighttime itself so we were under pressure to manage 2 pint PRBC of O+. I called my colleague and he suggested calling Hamro Life Bank. I did, he recommended and a lady picked up a call and we talked about the situation. She seemed to be coordinating from home and with no hesitation she continuously responded to my calls and messages thereafter. It was quite impressive of her to recommend a solution within half an hour or so.

-Manita Pokharel

I have been requesting blood more than 5 times to Hamro LifeBank. It was very helpful and easy to manage bloods for my usage. Thank you so much for your help. When i was not known with this blood bank it was so difficult for me to manage blood but after knowing about HLB it has been more easier and extremely helpful.

-Anup Maharjan

During emergencies , HLB is very helpful in management of required blood as this effort has helped save time during the rush hours and help to focus when one is in tension and hard time during hospital visits and emergencies. So keep up doing the good work. Your kindness has helped my patient to have good health. Please continue the good work, very salvaging effort.

- Rojans Man Singh Pradhan

My sister is a kidney patient and she periodically needs blood for the treatment. Before knowing about HLB we used to go to several hospitals all by ourselves and manage donors. The entire process was very difficult and time consuming for us. It was very difficult for us to manage blood in time but when I got to know about HLB, I contacted them and they helped us to find blood from blood banks and also manage a blood donor by themselves. I have requested blood for more than 2 times and they successfully managed to find us blood and were very kind and supportive. The search for blood through Hamro LifeBank and the working process is extremely appreciable. Thank you HLB! Your kindness has saved my sister's life and she is in good health now.

-Yuju Rai

My relative had to undergo a surgery and she was brought from a remote area. As we had no relatives in Kathmandu, we faced many difficulties managing blood for surgery in such a situation. We were hopeless to find the blood as we did not know where to go and who to reach out to. During the chaos, one of my friends gave me the number of Hamro Life Bank's Ragat Chahiyo Hotline and asked me to call them. I called HLB to find blood for my patient and they helped us in less than 30 minutes and made us feel they are our family. Thank you HLB for helping us. The patient is feeling better and had a successful surgery.

-Krishna Kiran

Conclusion

Ragat Chahiyo Hotline in general shares the stress with the patients' families in need of blood and helps make their blood management journey easier. The ride so far has been an emotional roller coaster for all the team, mostly to the hotline operators. The experience of handling thousands of blood requests, collecting feedback received from patients, donors and all the related stakeholders has encouraged and helped us grow and be more efficient.