



Report on Ragat Chahiyo Hotline, 2022

Hamro LifeBank

(a social-welfare registered non-profit organization)

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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 2022 mid-year of the month has been difficult for everyone, we got more than 1000+ requests. Blood donation is necessary with or without the pandemic. *Hamro* LifeBank functions cohesively to motivate donors and help individuals find blood during blood emergencies in every possible situation through the ragat chahiyo hotline.

Hamro Life Bank (HLB) is a non-profit organization. *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. In 2020-2021, American Nepal Medical Foundation (ANMF) supported the development and setup of a data centric blood information dispatch system that helps the hotline function efficiently.

Receiving blood demands at Ragat Chahiyo Hotline

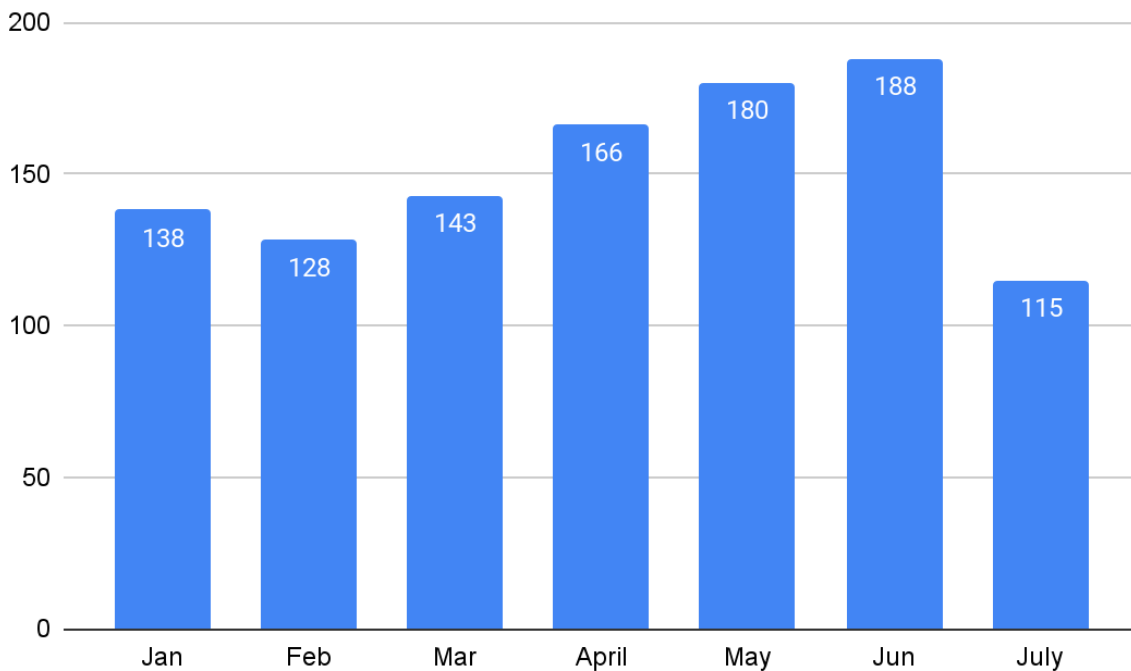
Ragat Chahiyo Hotline receives blood demands through direct calls or via its social media handles and also through the website of *Hamro* Life Bank. After receiving the blood demand, all the required details including requisition form are collected from the patient family. The next step is to figure out the availability of the required blood type and 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 was 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 their donation experience and also the patient feedback to know their stories of finding the blood. This survey also helps 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 stories including their motivation and donation journey to motivate more individuals to donate blood.

Blood Demand Management

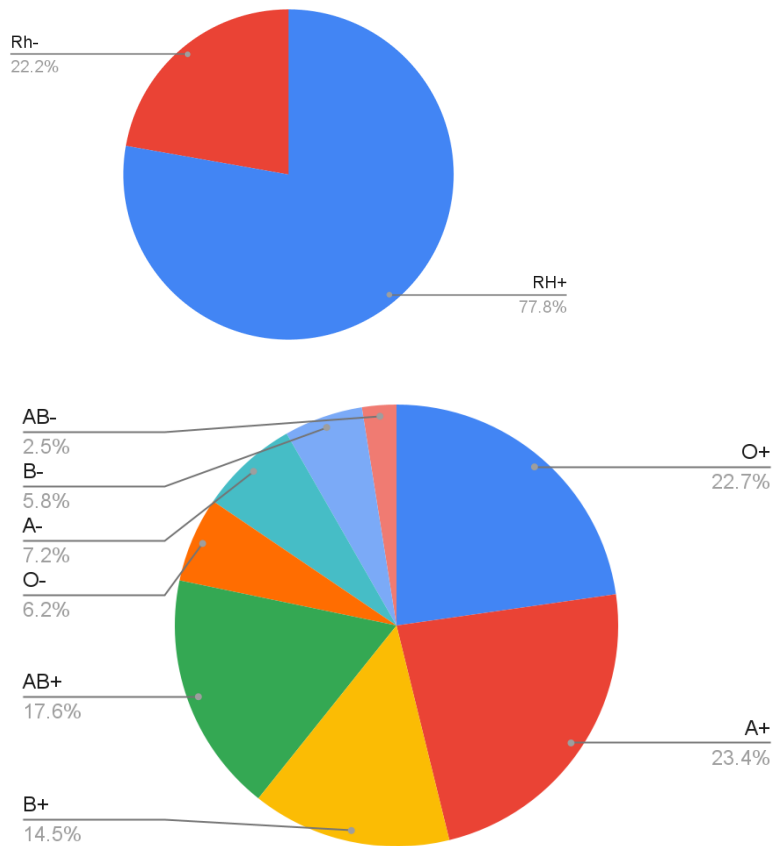
This report contains a summary of blood demand management through Ragat Chahiyo Hotline in the first half of 2022. A total of 1000+ blood demands were received by the hotline in these 7 months. Feedback received from the blood requestors are also included here.

Blood Request Patterns



The maximum blood request was received in June. It was very difficult to manage 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.

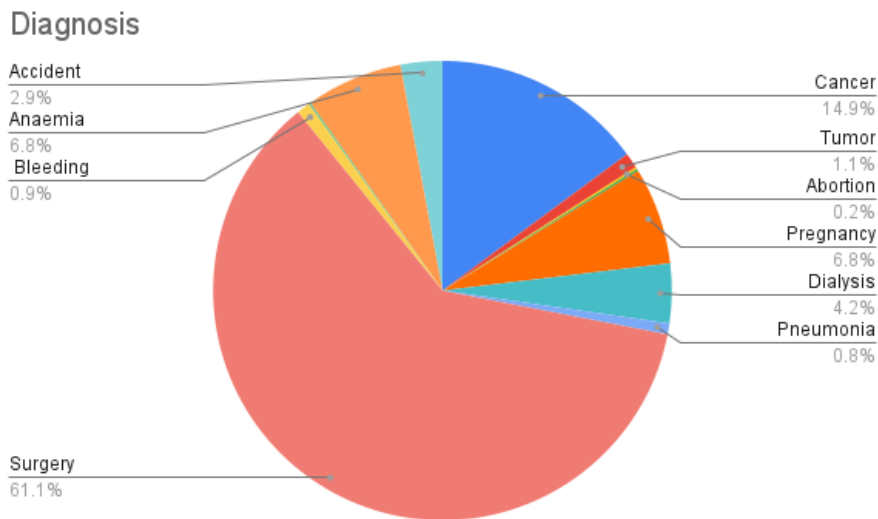
Requested Blood Type



The demand pattern of blood groups shows that 77.8% of blood demands received is of Rh+ blood type which is also in line with the fact that the positive blood group population is higher, about 97% of the total population in Nepal. As the Rh+ population is higher, demand for this group will definitely be higher.

In total, A+ requests were highest followed by , O+, AB+, B+ ,A-, O-, B- and AB-. But our database has only 11% of negative donors and that is why finding a negative donor match is a tall task for our team. So, HLB has been putting on a lot of thoughts and creative thinking to encourage negative blood donors to pledge to donate blood.

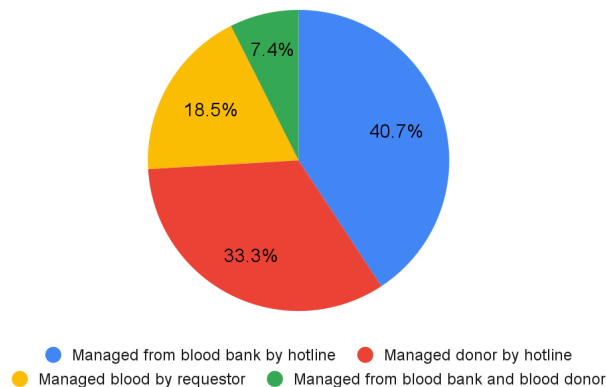
Diagnosis



Most patients who reached out to the hotline for blood help in the first six months of 2022 were surgery patients; followed by cancer patients, women in maternity, anaemia and patients who need dialysis.

Blood Management

How was the blood managed at that time?

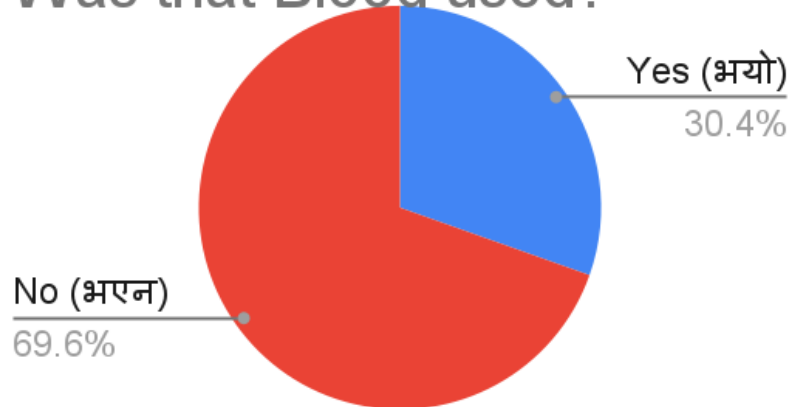


Our donor database is securely managed in the Blood information dispatch system which can be easily used when needed. The process of calling blood banks to know their blood stock and our coordination with the blood banks helped us fulfil 40.7% of the blood demands. Donors had to be managed for 33.3% of blood demands received. About 18.5% and 7.4% of the requests were managed by the requestors themselves from blood banks and donors respectively.

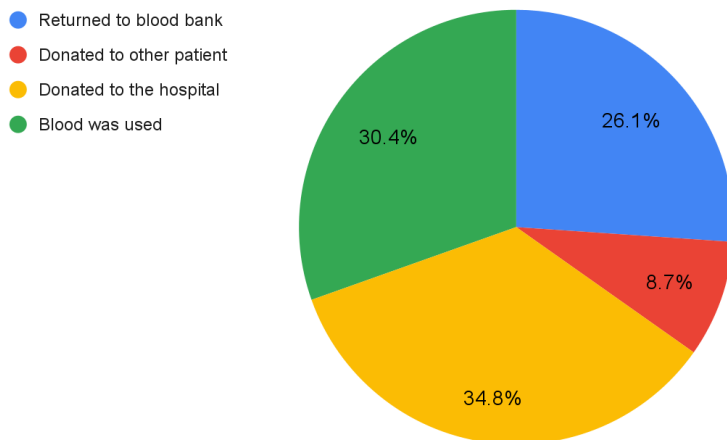
In total, for most blood demands received, replacement donations were required which indicate a shortage of blood in blood banks against its demand. Thus blood banks need to focus more on donor awareness and retainment to increase their supply.

Blood Usage

Was that Blood used?



What did you do with the unused blood?



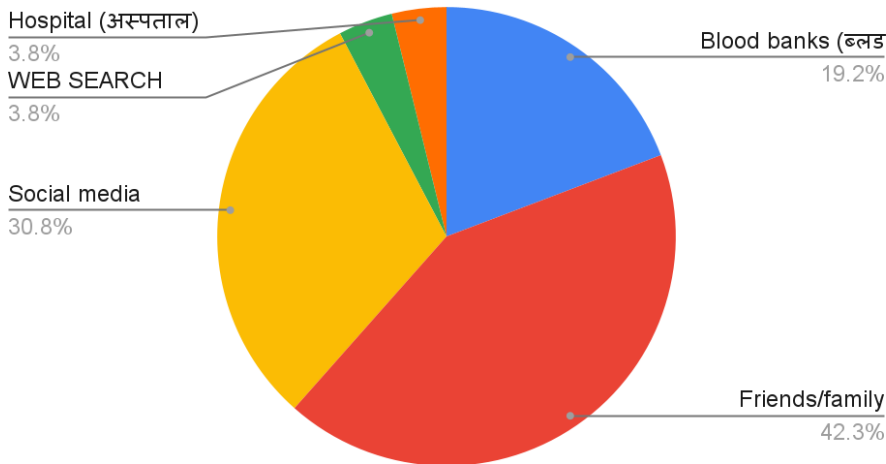
According to the feedback collected from blood requesters, blood was used for 30.4% of requests while the blood was not used for 69.6% of requests. Most requesters whose blood was unused were donated to the hospitals (34.8%) or returned to the blood bank (26.1%) or donated to the other patient (8.7%). Many people find it a hassle to go back to the blood bank to return the blood so they usually prefer donating.

Since a huge percentage of blood is not used, we also see a huge gap in coordinating well with the hospitals. There is a high potential of creating blood stock management with the hospitals from the blood banks directly so hospitals know there's enough stock at the blood banks and do not demand for blood as standby.

We have no data on if and how the blood donated to the hospitals are being used or wasted; or if the blood is tested again or not. There's room for more research at this level.

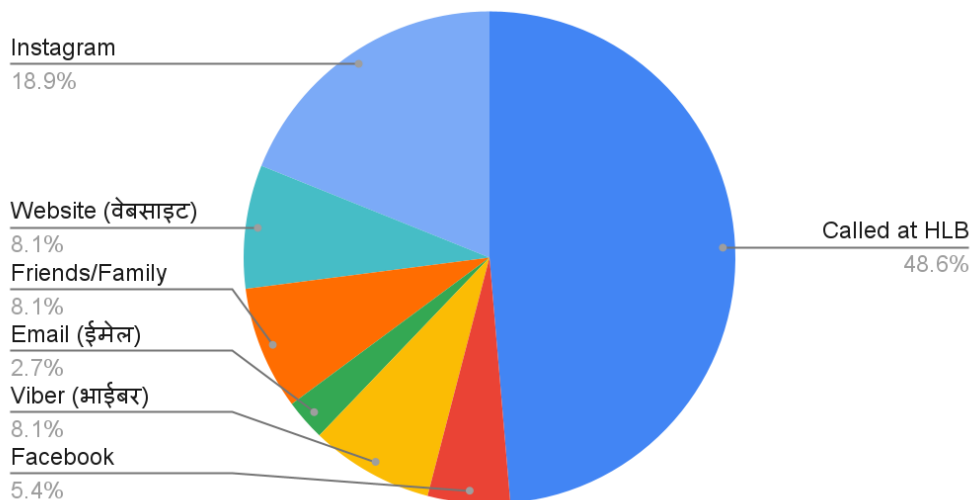
Hotline Reach and Channels

How did you know about HLB?



Most of the requesters knew about the hotline service through their friends and family (42.3%), social media handles of HLB (30.8%) and by the hospital referrals (3.8%). HLB has been active on social media platforms including Facebook, Instagram and Twitter to make people aware of the importance of blood donation, share blood stories, blood related facts, upcoming blood donation drives etc. Some blood banks (19.2%) share the hotline number to patient's families to help people find blood. 3.8% knew about us through google search .

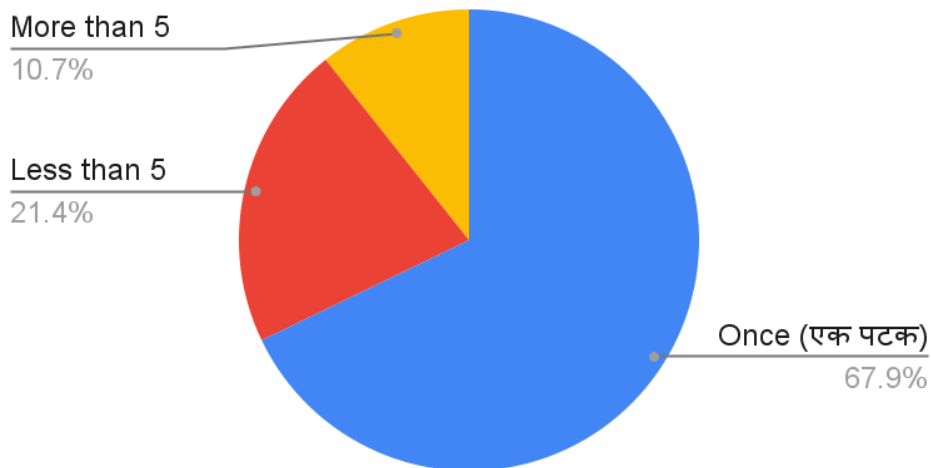
How did you reach out to HLB mostly?



Most of the requesters reached out to the hotline through direct phone calls (48.6%). 5.4% of people reached out through Facebook messages, 8.1% through friends and family, 2.7% through websites, 2.7% through email, 18.9% through instagram and 8.1% through viber.

Frequency of Blood Request Received

How many times did you request blood

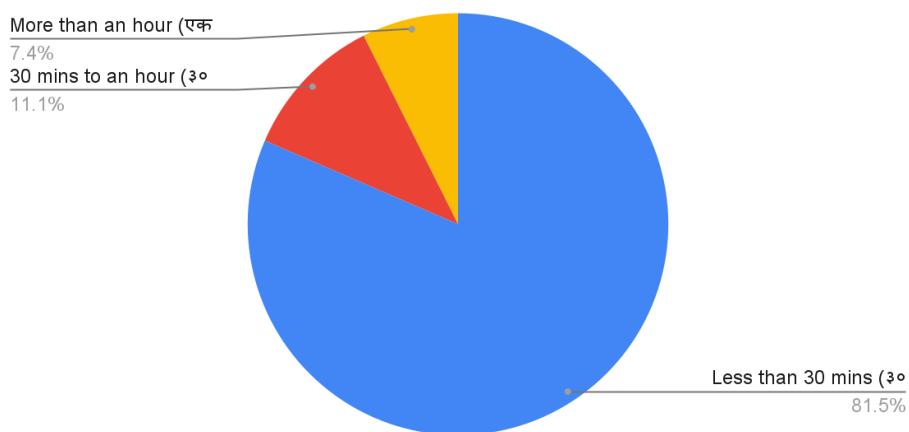


Most people requested blood once (67.9%) followed by less than 5 times (21.4%) and more than 5 times (10.7%). People who requested more than 5 times were mostly patients with cancer, surgery, kidney patients undergoing dialysis treatment and anaemic patients.

Responsiveness of Hotline

According to 81.5% of requests, the time taken by HLB team to respond was less than 30 minutes, and 11.1% of the requestor said the time taken by HLB team to respond was 30 minutes to an hour and 7.4% said it took more than an hour.

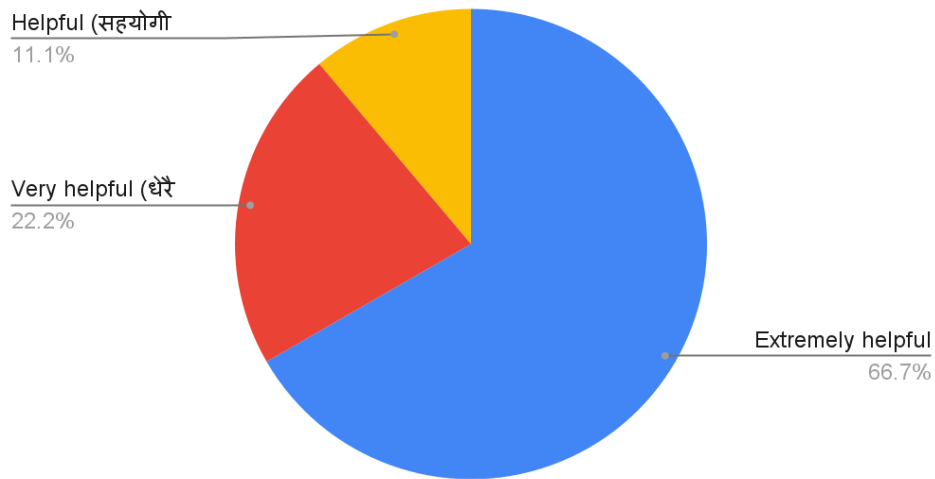
How much time did it take to get a response from HLB mostly?



The hotline has been able to help manage most blood demands within 30 mins (81.5%) which is quite impressive. To meet all these requests on time, HLB is giving 24 hrs services. At times when the donor pool is lower than usual, it can take 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.

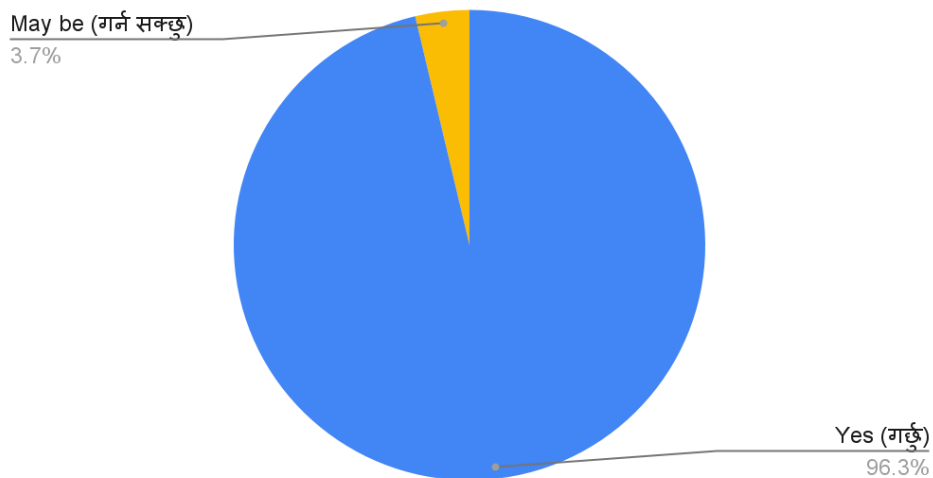
Helpfulness of Hotline

How helpful was HLB during blood need?



Most of the people are satisfied, 66.7% 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.

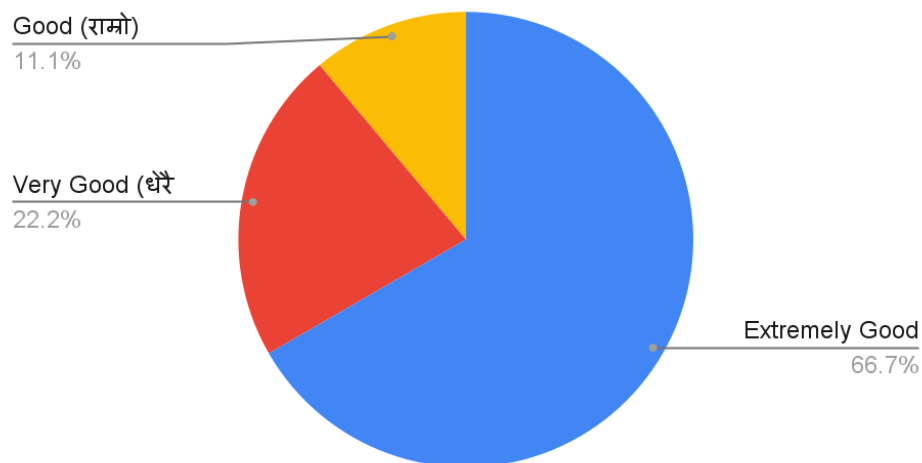
In future, would you recommend HLB to others to



The hotline has helped many people in need for blood or blood related information. Most of the requesters (96.3%) 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. 66.7% of donors responded extremely well, 22.2% of donors responded very well and 11.1% 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:

"The city of Lalitpur is a new place for me. I brought my grandmother from Dharan for treatment here. The hospital suggested an operation to be held the next day we arrived. They requested to manage blood. Thankfully, I found hamrolife bank on facebook and called them. They assisted me through the process of requesting and procuring the needed amount of blood within 30 minutes. The operation was on the next day and it was successfull. I am grateful to the HLB and the team."

- Vicky Gurung

"My friend recommended me for HLB. Then I called them and asked for help and they were very polite and helped me too. I was so worried and HLB helped me during the emergency. HLB is a trustworthy and helpful organisation. Now the patient is good. "

- Pravesh Kumar Shrestha

"I was so tense that I could not analyze what to do. Then certainly I remembered to use google to get connected with some blood bank whereby I got the phone number of HLB. Hereby I got

the immediate response & they managed the donor within some hours which was so helpful. I will forever be grateful for the help that I got from here. “

- Nirmala Tamang

“It was my first situation in need of blood and previously I used to think blood is easily accessible in the blood banks but when i got in the situation in need of blood i realised that it's not that simple rather it is really difficult as I've visited 5 blood banks where blood was not available and at that time the very first thought that went in my mind was blood donation is must and donation campaign is really a great service to the society so my opinion about blood donation has effectively changed. So blood donation is a must so that it could be really helpful in case of emergency for those patients who are fighting between life and death and have a time limit..”

- Sushil karki

“My grandmother was in need of blood due to severe anaemia and I got a response quickly from HLB and they helped me find the blood from the blood bank and help my grandmother.”

- Pemba Gyalmu Sherpa

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 hundreds of blood requests, collecting feedback received from patients, donors and all the related stakeholders has encouraged and helped us grow and be more efficient.