



Report on Ragat Chahiyo Hotline, 2022

Hamro LifeBank

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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 2022 has been very grateful and we are very happy to save more lives this year. We got more than 2400+ blood 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

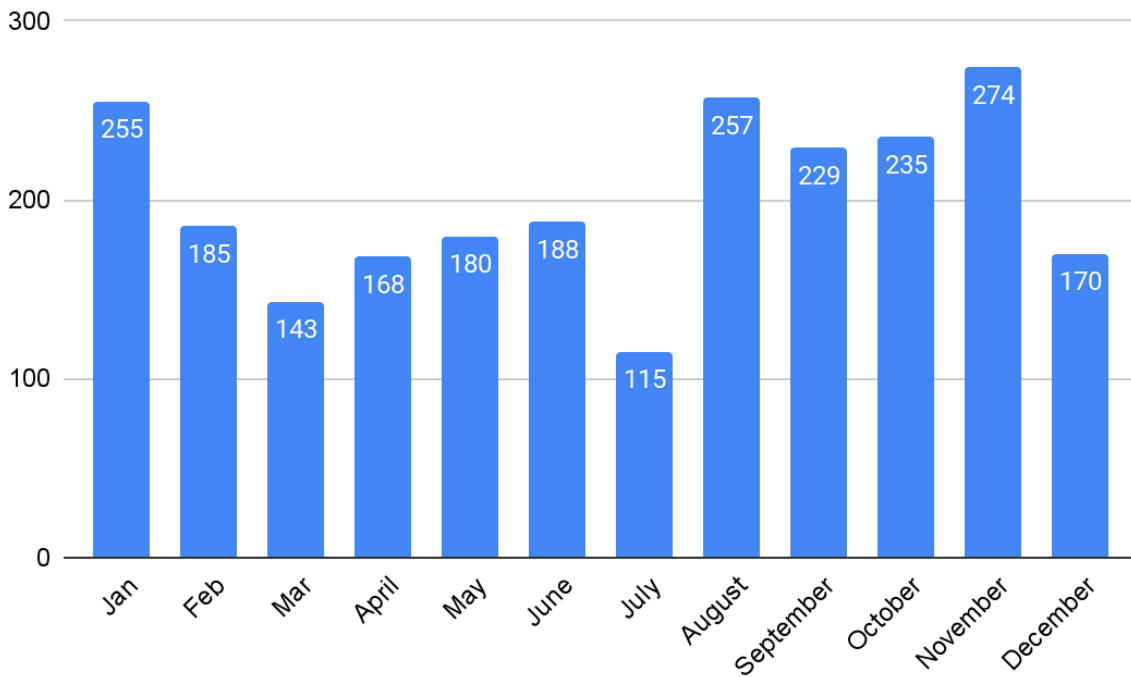
Ragat Chahiyo Hotline receives blood demands through direct calls or via its social media handles, Viber, WhatsApp and also through the website of *Hamro* LifeBank. In case of the unavailability of the required blood type in the blood banks, the blood donor search is carried out and the process starts 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 and we continue taking the feedback from the patient's family. 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

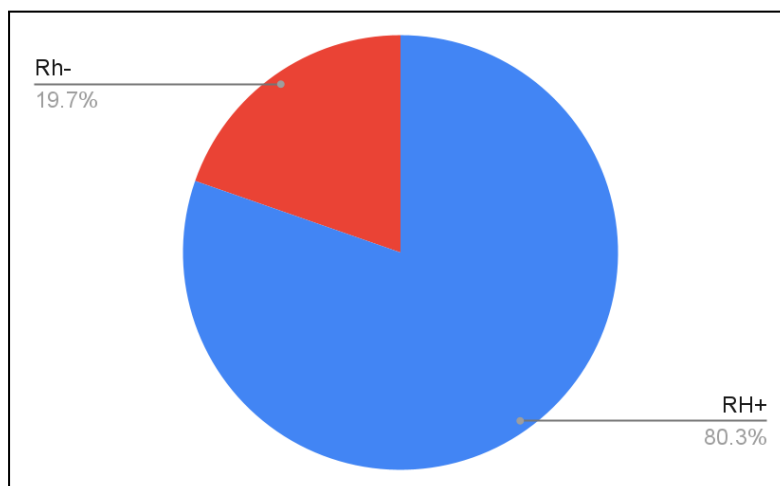
This report contains a summary of blood demand management through Ragat Chahiyo Hotline of 2022. A total of 2400+ blood demands were received by the hotline in the year 2022. Feedback received from the blood requestors are also included here.

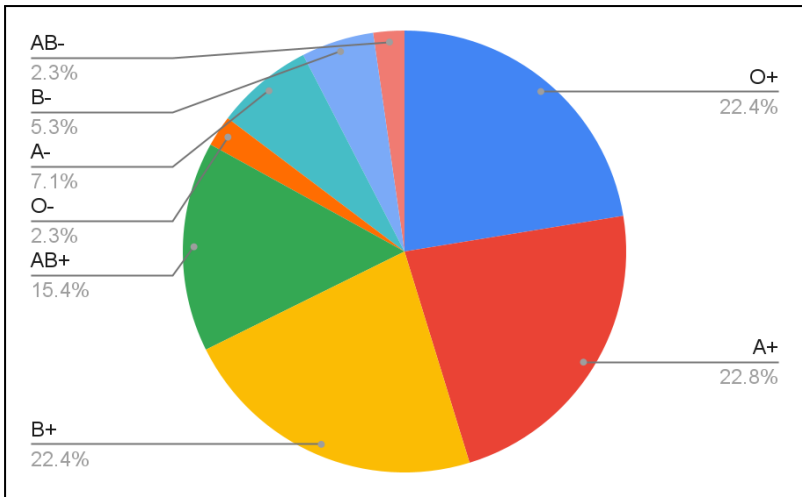
Blood Request Patterns



The maximum blood request was received in November. 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

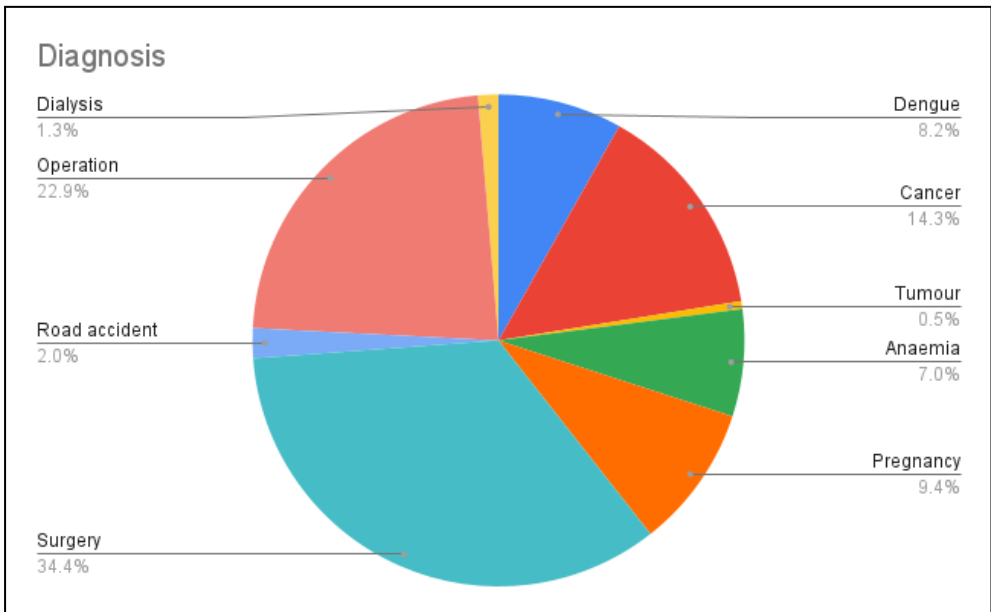




The demand pattern of blood groups shows that 80.3% of blood demands received is of Rh+ blood type which is also in line with the fact that the positive blood group population is higher, about 97% of the total population in Nepal. As the Rh+ population is higher, demand for this group will definitely be higher.

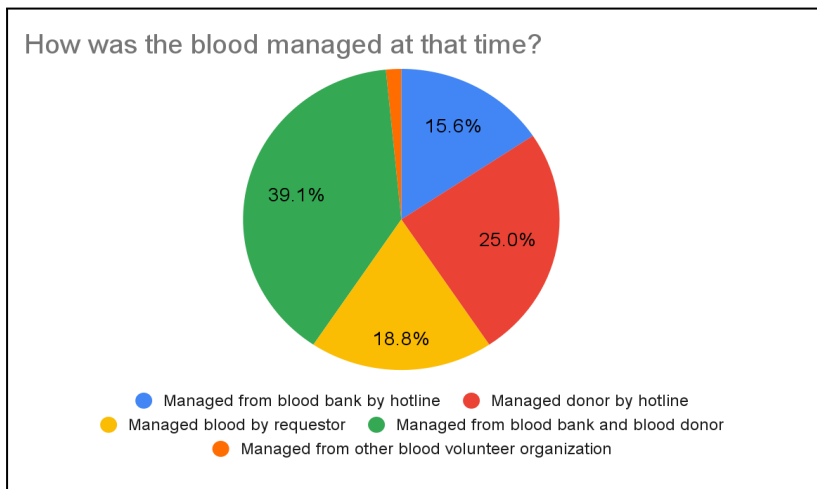
In total, A+ requests were highest followed by , O+, AB+, B+ ,A-, O-, B- and AB-. But our database has only 11% of negative donors and that is why finding a negative donor match is a tall task for our team. So, HLB has been putting on a lot of thoughts and creative thinking to encourage negative blood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

Diagnosis



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

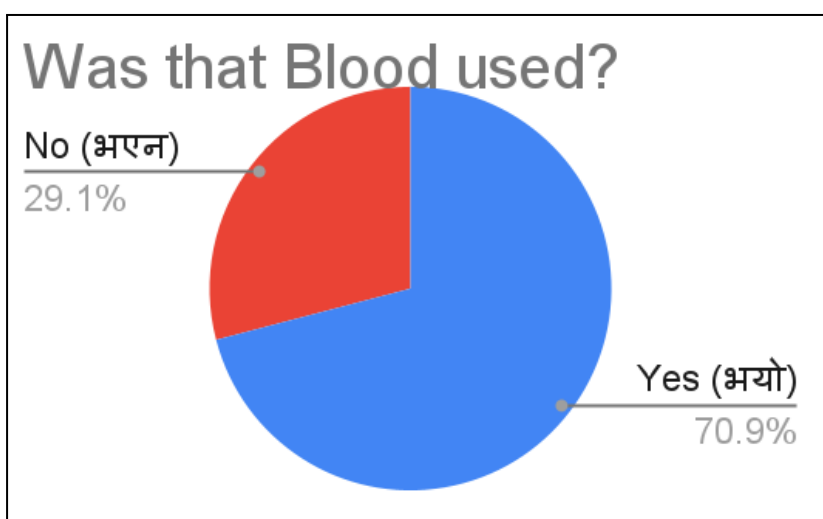
Blood Management

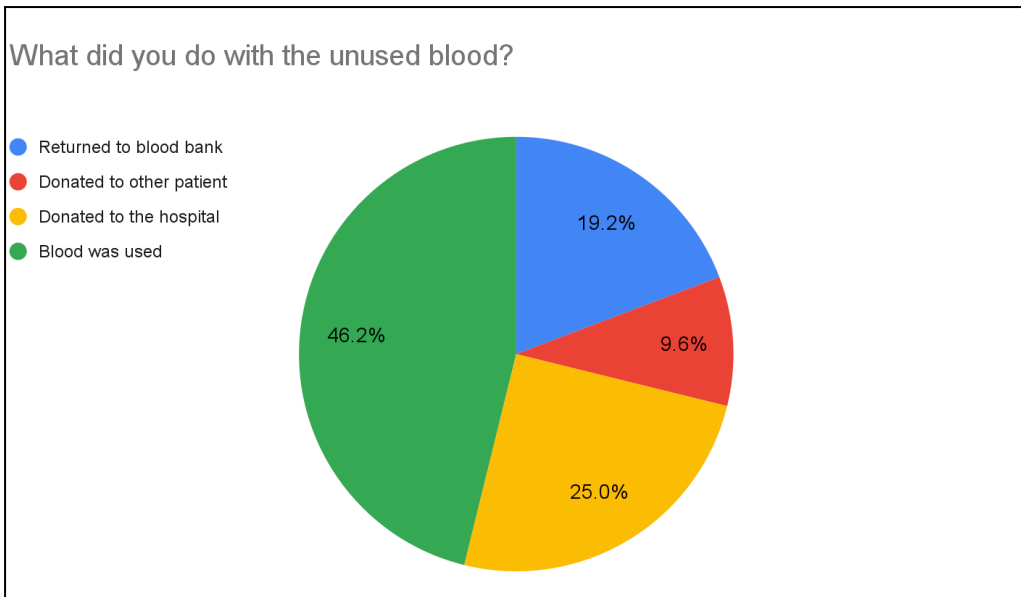


Our donor database is securely managed in the Blood information dispatch system which can be easily used when needed. The process of calling blood banks to know their blood stock and our coordination with the blood banks helped us fulfil 15.6% of the blood demands. Donors had to be managed for 25.0% and both from donors and blood banks to be managed for 39.1% of blood demands received. About 18.8% 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



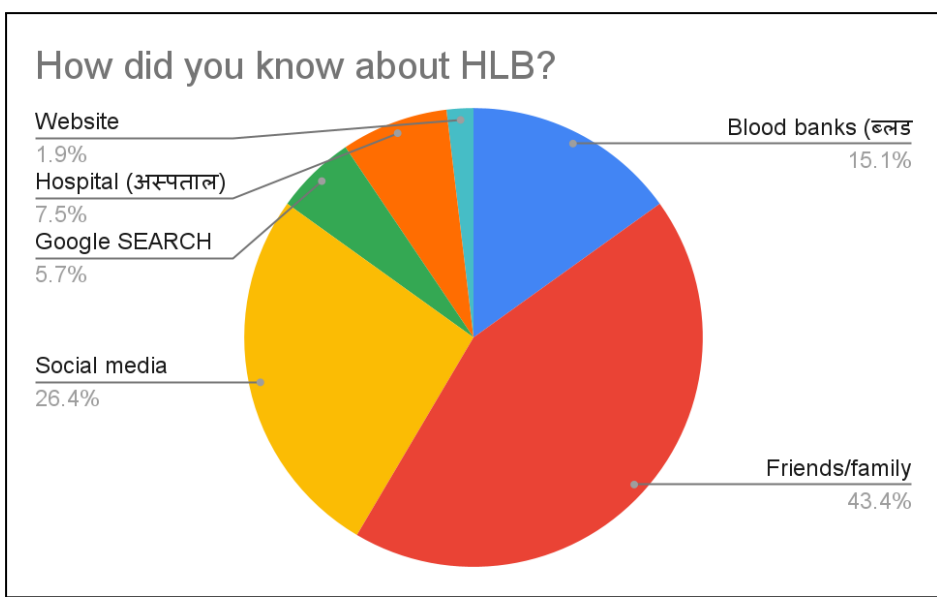


According to the feedback collected from blood requesters, blood was used for 46.2% of requests while the blood was not used for 53.8% of requests. Most requesters whose blood was unused were donated to the hospitals (25%) or returned to the blood bank (19.2%) or donated to the other patient (9.6%). Many people find it a hassle to go back to the blood bank to return the blood so they usually prefer donating.

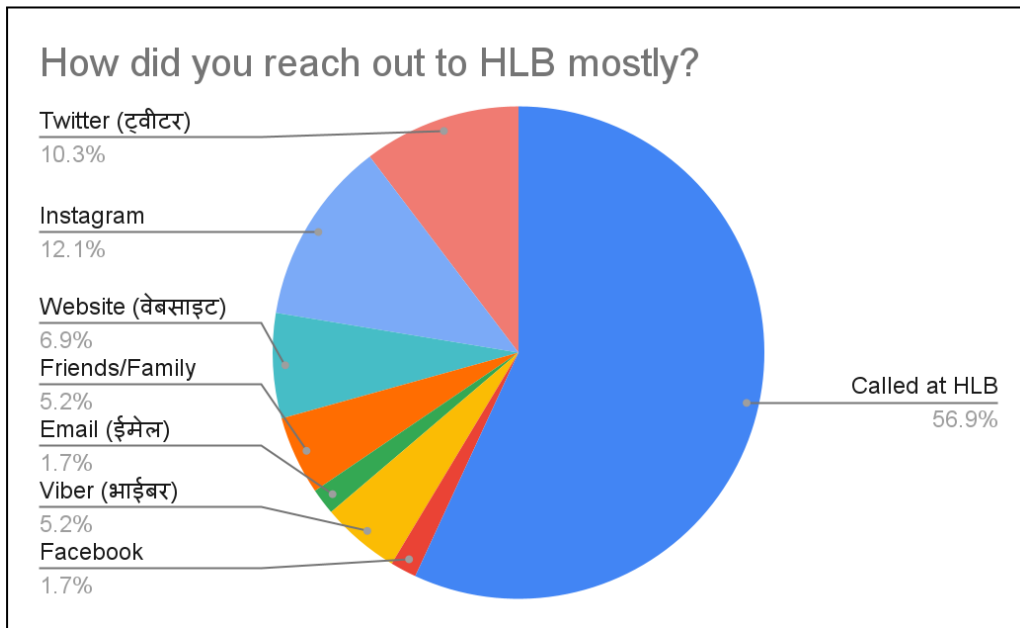
Since a huge percentage of blood is not used, we also see a huge gap in coordinating well with the hospitals. There is a high potential of creating blood stock management with the hospitals from the blood banks directly so hospitals know there's enough stock at the blood banks and do not demand for blood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

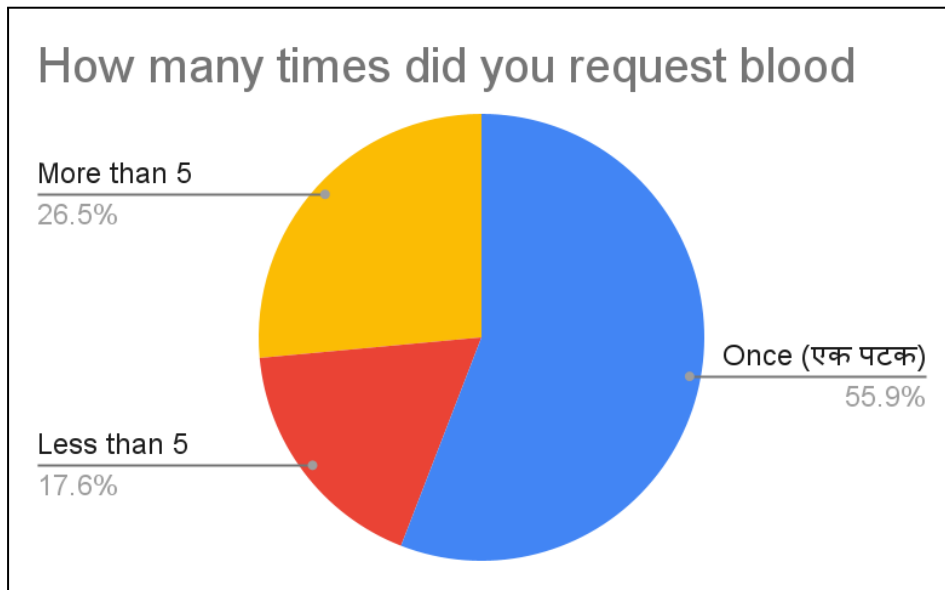


Most of the requesters knew about the hotline service through their friends and family (43.4%), social media handles of HLB (26.4%) and by the hospital referrals (7.5%). HLB has been active on social media platforms including Facebook, Instagram and Twitter to make people aware of the importance of blood donation, share blood stories, blood related facts, upcoming blood donation drives etc. Some blood banks (15.1%) share the hotline number to patient's families to help people find blood. 5.7% knew about us through google search. 1.9% knew about us through our website.



Most of the requesters reached out to the hotline through direct phone calls (56.9%). 1.7% of people reached out through Facebook messages, 5.2% through friends and family, 6.9% through websites, 1.7% through email, 12.1% through instagram and 5.2% through viber.

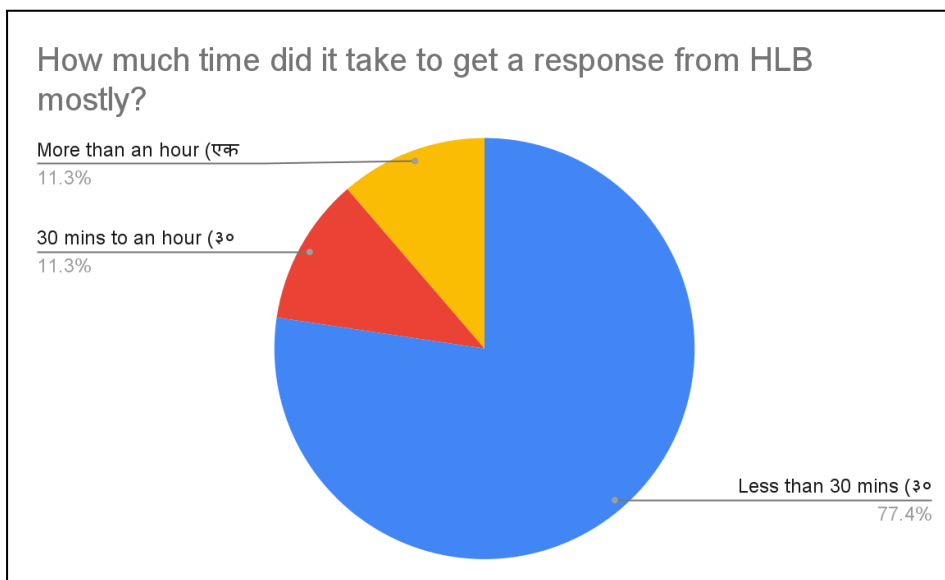
Frequency of Blood Request Received



Most people requested blood once (55.9%) followed by less than 5 times (17.6%) and more than 5 times (26.5%). People who requested more than 5 times were mostly patients with cancer, surgery, kidney patients undergoing dialysis treatment, dengue and anaemic patients.

Responsiveness of Hotline

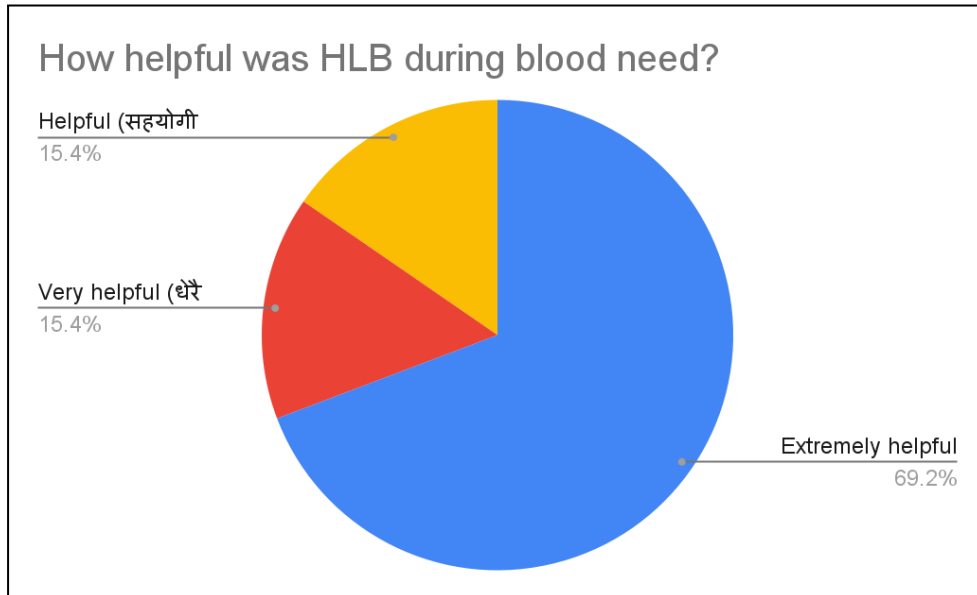
According to 77.4% of requests, the time taken by HLB team to respond was less than 30 minutes, and 11.3% of the requester said the time taken by HLB team to respond was 30 minutes to an hour and 11.3% said it took more than an hour.



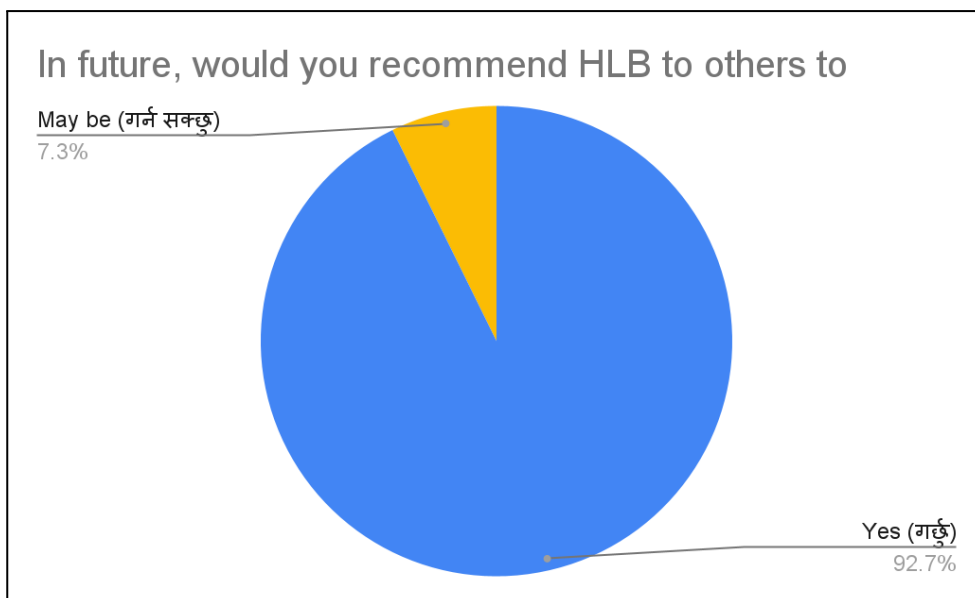
The hotline has been able to help manage most blood demands within 30 mins (77.4%) which is quite impressive. To meet all these requests on time, HLB is giving 24 hrs services. At times when the donor pool is lower than usual, it can take extra time and effort to manage the blood

demands. Similarly, finding Rh negative blood donors is more time consuming compared to positive donors as its pool is already smaller.

Helpfulness of Hotline

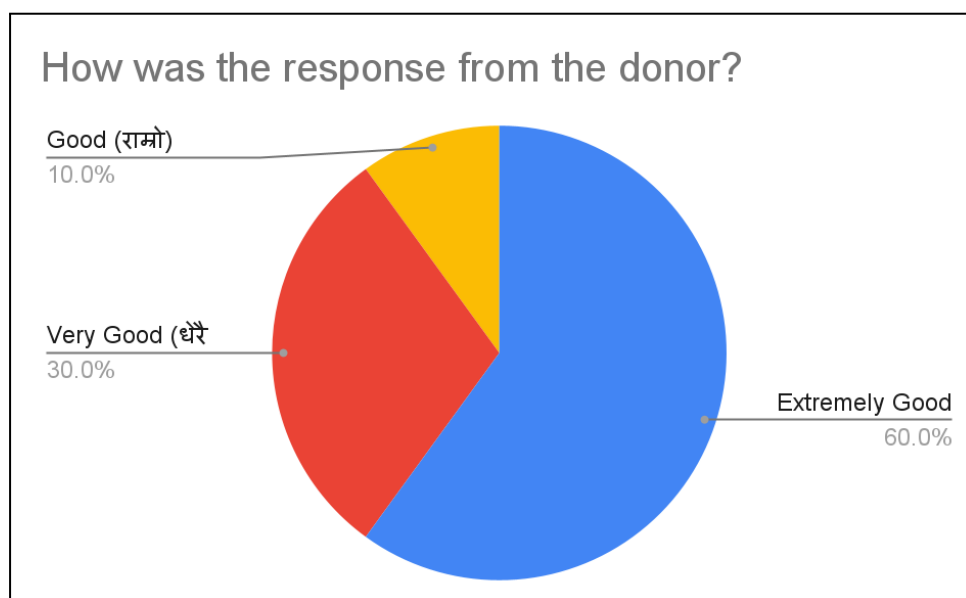


Most of the people are satisfied, 69.2% to be specific found the hotline extremely helpful during the blood needs. The hotline not only helps people manage blood but also provides blood related information like donation protocols, event updates, blood bank details etc. to the requesters, donors and any interested individual.



The hotline has helped many people in need for blood or blood related information. Most of the requesters (92.7%) 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



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. 60% of donors responded extremely well, 30% of donors responded very well and 10% 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:

We were panicking about an operation on one hand, and on the other hand's side, there was scarce blood required for our patient. We needed 2 pints of B-ve blood for the operation. There was only 1 pint of blood I had managed but we approached the operation date and we failed to manage the required next unit of blood. Meanwhile, I got the HLB hotline number. I made a call to HLB explaining the need for blood and they responded positively. Immediately after 5 minutes, I got a call back from them to contact the Red Cross office at Soltimode from where I got blood. Then after the operation was carried out successfully. Now my patient is back in hometown Butwal and carrying her practical class as a PCL Nursing student in her final year at Lumbini Zonal Hospitals. Thank you so much, HLB for your invaluable support.

-Biplab Saru Magar

मेरो नाम कविन रिजाल हाल टेकु बस्छु। मेरो आमा भीमादेवि रिजाललाई लुकेमिया क्यान्सर हुँदा किमोको लागि रगत चाहिएको बेला भाइबरमा हाम्रो लाईफ बैंकलाई मेसेज गरे अनि उताबाट ब्लड रेक्विजेसन पेपर पठाउनुस् हामी तत्काल उपलब्ध गराउँछौं भनेर भन्नु भयो मैले उहाँहरूलाई त्यो पेपर पठाए उहाँहरूले दर्शनको बेला कतै रगत पाउनु भएनछ तरपनि सहजतापूर्वक तत्काल डोनर सरोज भुर्तेल जिलाई भक्तपुर रेडक्रस पठाइदिएर चाहिएको रगत उपलब्ध गराइदिनु भयो । त्यसको २०/२५ दिन पछि कार्तिक ३ गते आमाको क्यान्सरले मृत्यु भयो उपचारमा रहँदा उचित समयमा रगत उपलब्ध गराएर २० दिन बचाइदिनु भयो। सोही बेला अर्को एक जना बिरामीलाई पनि रगत उपलब्ध गराउन हाम्रो लाईफ बैंकलाई मेसेज गर्दा उहाँको रगत

सोल्टिमोडमा मिलाइदिन्छु भन्नु भएकोले त्यहाँ गएर लिनु भयो। म विदेशदेखि आएर तपाईंहरूले गर्दा आमासँग केही दिन समय बिताउन पाए। हाम्रो समाजमा हाम्रो लाईफ बैंकले दिएको योगदानको मुक्तकण्ठले प्रशंसा गर्छु। जनसेवा जसरी गर्नु भएको छ यसले मलाई व्यक्तिगत रूपमा धेरै गहिरो प्रभाव पारेको छ। तपाईंहरूप्रतिको सम्मान कहिले घट्दैन मलाई त मरुन्जेलसम्म गुण लगाउनु भयो। कोटी नमस्कार सबै टिमलाई। तपाईंहरू मार्फत पनि मैले अझै अरूलाई सहयोग गर्न पाएको छु। तपाईंहरूको कल आउँदा नै रमाइलो लाग्छ किनभने तपाईंहरूको एउटा प्रयासले मेरो जीवन सफल भयो।

-कविन रिजाल

My grandfather was admitted to hospital for an operation and he needed blood on standby. Since it was my first time searching for blood, I was only aware of the Red Cross Society. Then I contacted Red Cross Society in different branches and I got the same response from them that the blood was not available. Another thing that crossed my mind was searching on a website where I found HLB. And I contacted HLB to manage blood and they responded to me by saying we'll contact you after we find the blood. Soon they contacted me saying they found the blood and provided me with the location and contact number. That is how I was able to get the blood and now my grandfather is in good health.

-Soni Rai

My friend was admitted to the hospital and we are in need of white blood. The first organization that came to my mind was HLB due to its presence in social media. So I got connected to a brother who is connected with HLB and with his help I got connected to HLB. Just with one requisition form, HLB assisted me to get the blood within a couple of minutes. Now, he has fully recovered and is back to normal life.

-Rista Shrestha

It was my first situation in need of blood and previously i used to think bloods are easily accessible in the blood banks but when i got in the situation in need of blood and 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. Blood was asked for an operation of Brain tumour in case of emergency but fortunately the operation went well and the patient recovered quickly after the surgery and now he is doing much well and in normal conditions.

-Sushil karki

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.