



Report on Ragat Chahiyo Hotline, 2023

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. *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 which 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 (BIDS) that helps the hotline function efficiently.

Receiving blood demands at Ragat Chahiyo Hotline

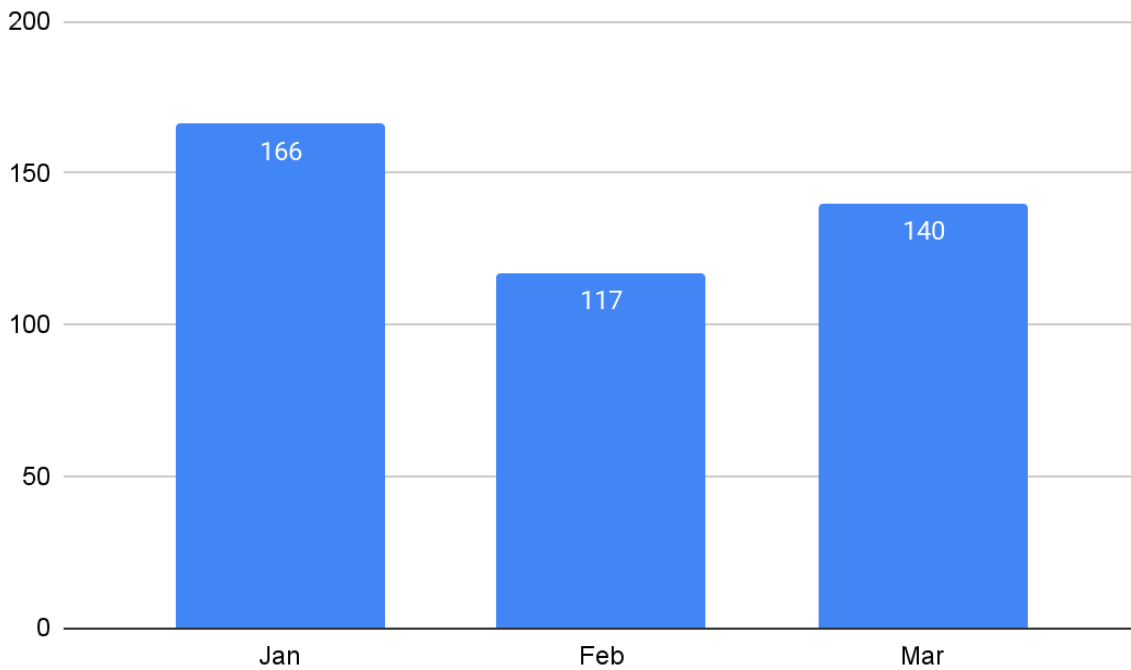
Ragat Chahiyo Hotline receives blood demands through direct calls or via its social media handles and also through the website of [Hamro LifeBank](#). After receiving the blood demand, all the required details including blood requisition form are collected from the patient family. The next step is to figure out the availability of the required blood type and blood component for which a follow up is done with the blood banks. If blood is found in a blood bank, the requestor is called right away from the hotline operator 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 the blood 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 behavior 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

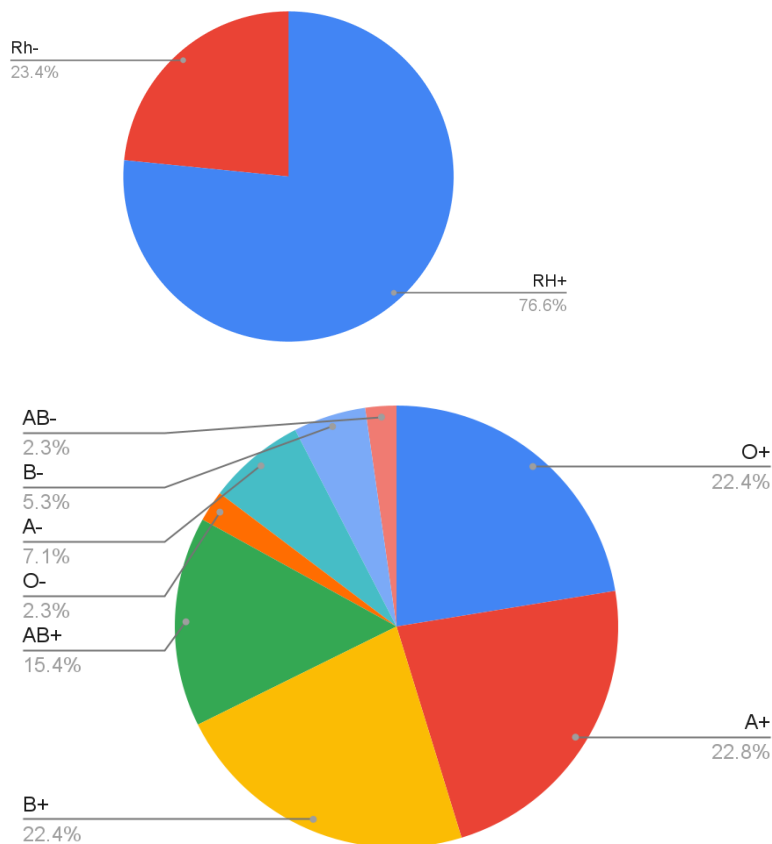
This report contains a summary of blood demands managed through Ragat Chahiyo Hotline in the Q1 of 2023. A total of 420+ blood demands were received by the hotline in these 3 months. Feedback received from the blood requestors are also included here.

Blood Request Patterns



The maximum blood request was received in January. 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.

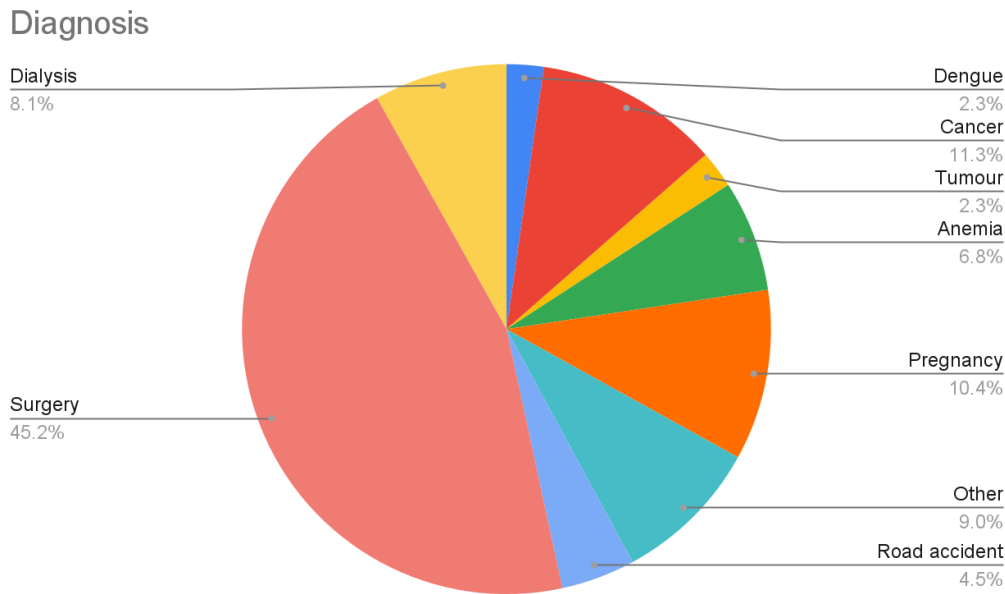
Requested Blood Type



The demand pattern of blood groups shows that 76.6% 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+, B+, AB+ ,A-, B-, O- 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.

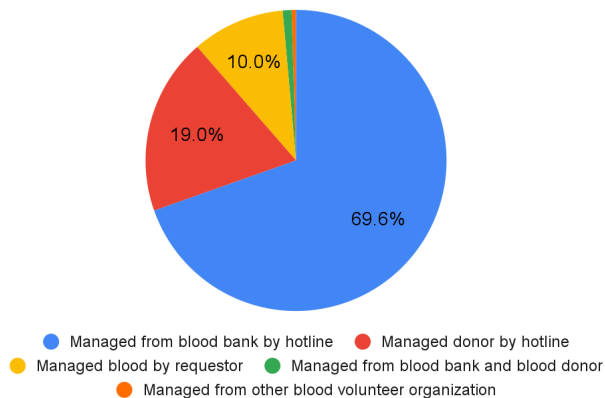
Diagnosis



Most patients who reached out to the hotline for blood help in the three months of 2023 were for surgery patients; followed by cancer patients, women in maternity, dialysis, dengue, road accident cases, anemia patients and many more with other diagnoses.

Blood Management

How was the blood managed at that time?



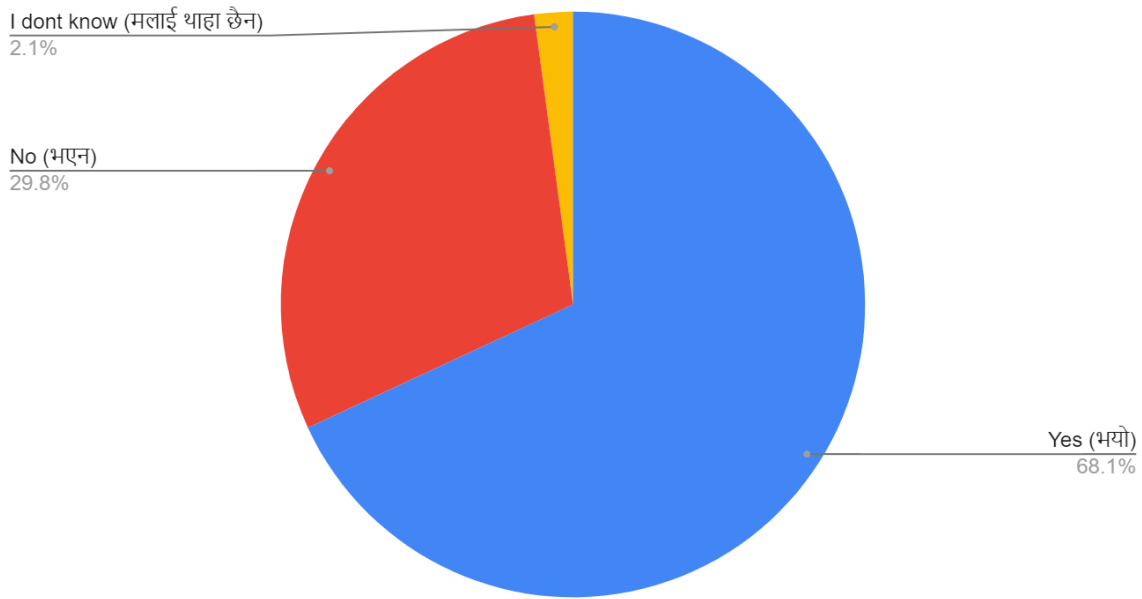
Our donor database is securely managed in the Blood information dispatch system which can be easily used when needed. The process of calling blood banks to know their blood stock and our coordination with the blood banks helped us fulfill 69.6% of the blood demands.

Donors had to be managed for 19.0% of blood demands received. About 10.0%, 0.95% and 0.478% of the requests were managed by the requestors themselves from blood banks, donors and other organizations respectively.

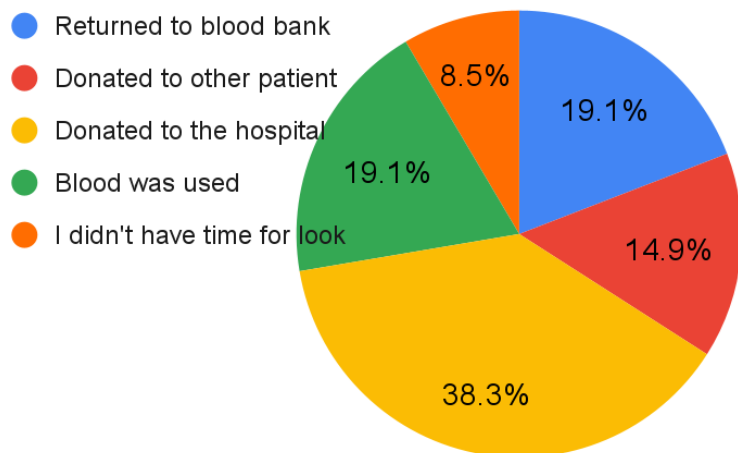
In total, most of the blood requests are managed from the blood banks which help us to direct the patient's family to get the right information at the right time.

Blood Usage

Was that Blood used?



What did you do with the unused blood?



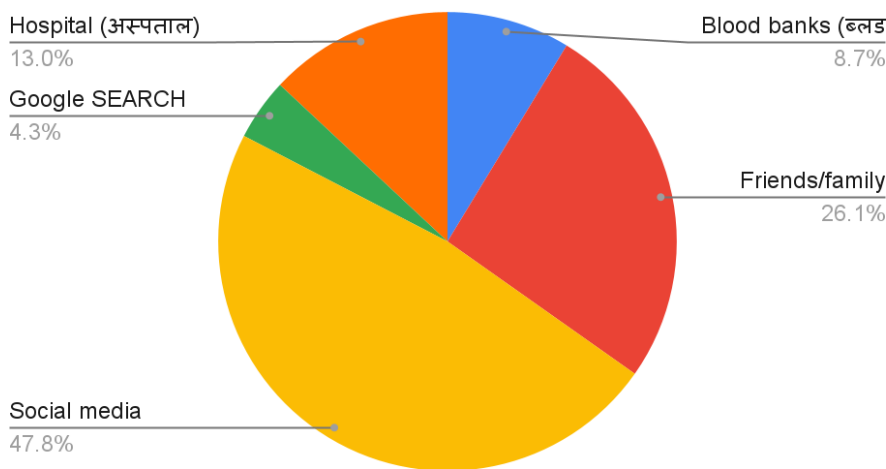
According to the feedback collected from blood requesters, blood was used for 68.1% of requests while the blood was not used for 29.8% of requests and the requester was not able to know about the blood managed by us is 2.1%. Most requesters whose blood was unused were donated to the hospitals (38.3%) or returned to the blood bank (19.1%) or donated to the other patient (14.9%) and some reason of the patients' family they didn't have to re approach to the hospital blood bank for inquiry of the managed blood by 8.5%. 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.

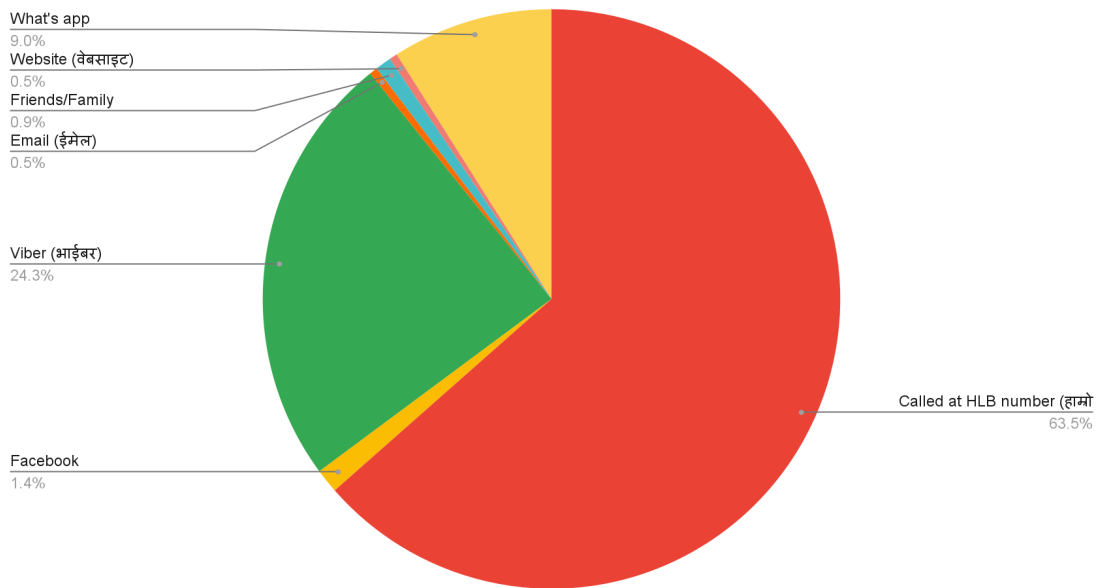
Hotline Reach and Channels

How did you know about HLB?



Most of the requesters knew about the hotline service through their social media handles of HLB (47.8%), friends and family (26.1%), and by the hospital referrals (13.0%). 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 (8.7%) share the hotline number to patient's families to help people find blood. 4.3% knew about us through google search .

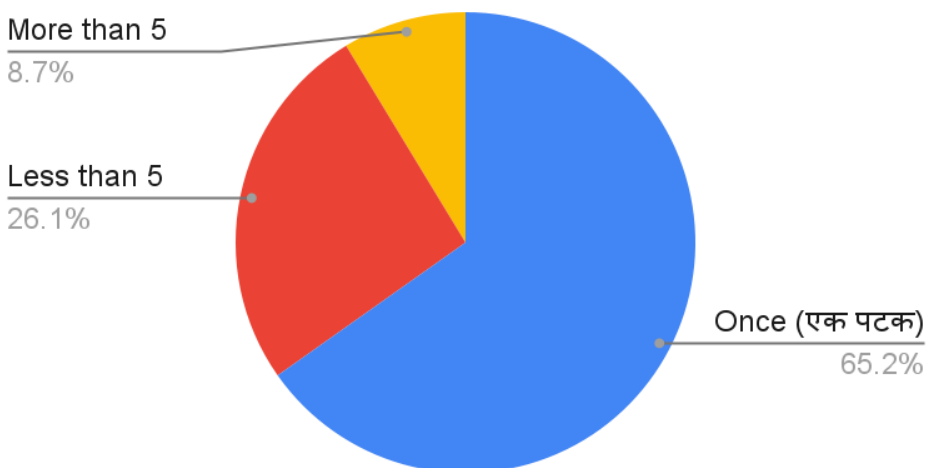
How did you reach out to HLB mostly?



Most of the requesters reached out to the hotline through direct phone calls (63.5%). 1.4% of people reached out through Facebook messages, 0.9% 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

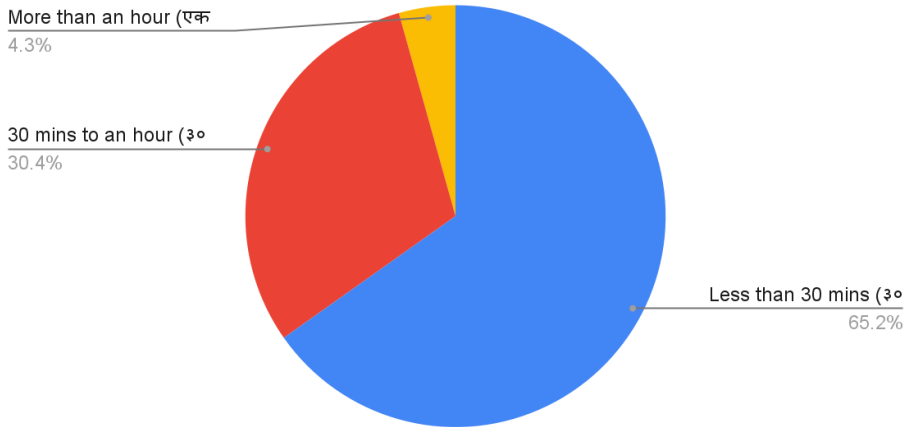


Most people requested blood once (65.2%) followed by less than 5 times (26.1%) and more than 5 times (8.7%). People who requested more than 5 times were mostly patients with cancer, surgery, kidney patients undergoing dialysis treatment and anemic patients.

Responsiveness of Hotline

According to 65.2% of requests, the time taken by HLB team to respond was less than 30 minutes, and 30.4% of the requestor said the time taken by HLB team to respond was 30 minutes to an hour and 4.3% said it took more than an hour.

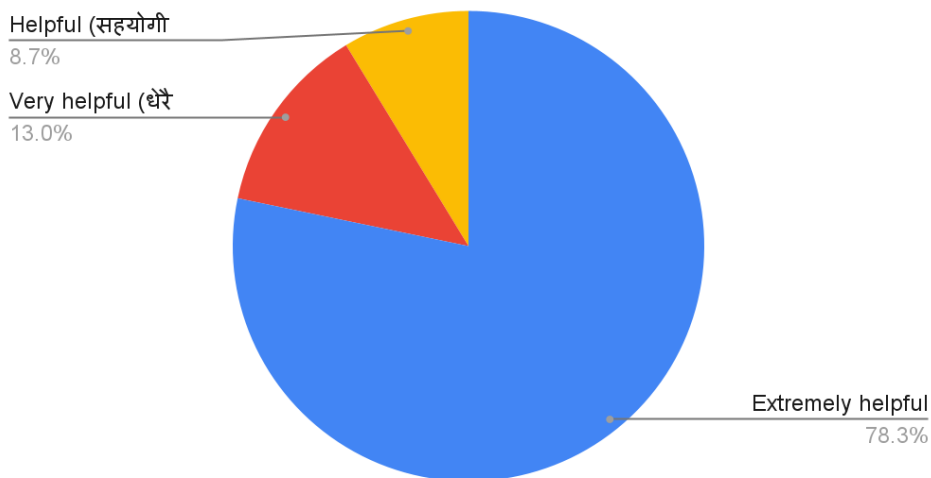
How much time did it take to get a response from HLB mostly?



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.

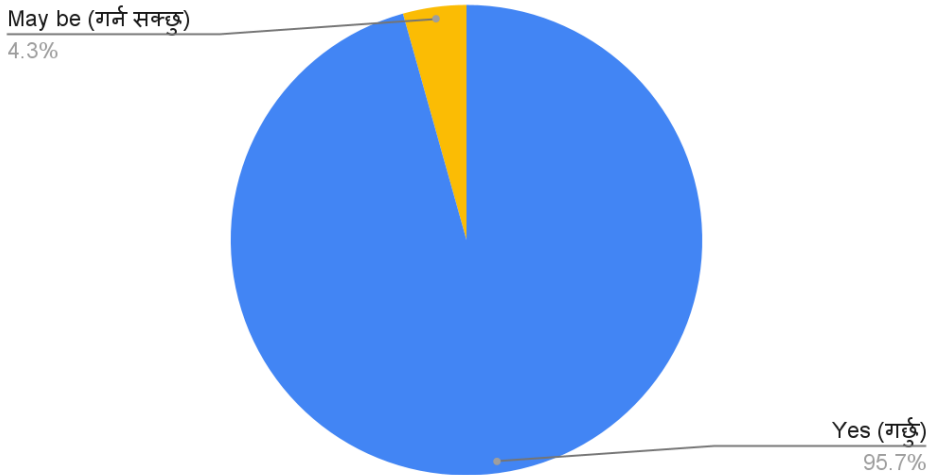
Helpfulness of Hotline

How helpful was HLB during blood need?



Most of the people are satisfied, 78.3% 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.

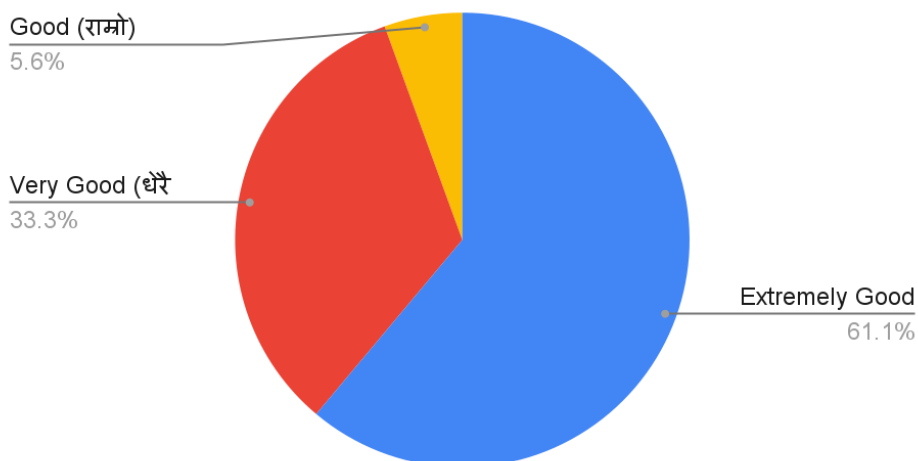
In future, would you recommend HLB to others to



The hotline has helped many people in need for blood or blood related information. Most of the requesters (95.7%) 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. 61.1% of donors responded extremely well, 33.3% of donors responded very well and 5.6% 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:

Working as a volunteer at Ragat Chaiyo Hotline, I was really overwhelmed. Managing blood and getting the opportunity to help people felt extremely good and soul-satisfying. Another thing that I came to realize is how seemingly simple blood donation can be, yet it creates a huge significance in saving someone's life. I really appreciate the hard work of HLB to bring change in someone's life directly or indirectly.

- Amina Manandhar

My grandfather needed blood on standby when he was admitted to the hospital for surgery. This was my first time searching for blood, and I was only familiar with the Red Cross Society. I contacted different branches of the organization but was told that the blood was not available in their blood banks. The search for blood became a challenging task. Then I decided to look for blood on a website and came across Hamro LifeBank. I contacted them and they assured me that they would help me find the blood. Shortly thereafter, they contacted me with the location and contact number of a blood donor. Thanks to their efforts, I was able to find the blood my grandfather needed. Unfortunately, the blood was not needed during the operation, but I decided to donate it to the hospital, hoping it could save someone else's life. I want to express my gratitude to Hamro LifeBank for their help in obtaining the blood and ultimately saving my grandfather's life. He is now recovering well.

-Soni Rai

मेरो नाम कविन रिजाल हो । हाल टेकुमा 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 डोनरलाई 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 अरुलाई सहयोग गर्न पाएको छु। तपाईंहरूको कल आउँदा नै रमाइलो लाग्छ किनभने तपाईंहरूको एउटा प्रयासले मेरो जीवन सफल भयो। धन्यवाद हाम्रो लाईफ बैंक।

- कविन रिजाल

नमस्कार मेरो नाम सरोज दाहाल। ब्लड फर नेपाल धरानको सह सम्योजक। रक्तदान गरिरहदा स्वर्गीय आनन्द तथा आत्मा सन्तुष्टि महसुस हुन्छ। साथ साथै कसैको जीवन बचाउन थोरै भए पनि जुन आफ्नो तहबाट कोसिस गरेको हुन्छु, त्यो सोच्दा आफैमा गर्व महसुस हुन्छ । प्रायःजसो ईमर्जेन्सीमा रहेका बिरामीको लागि रगत दिइरहेको हुन्छु यसले गर्दा म स्वयंलाई नै खुसि लाग्छ र त्यसका साथ बिरामी तथा उहाँका आफन्तको माया र ममता सदैव साथ नै छ जसले गर्दा अझै केही गरौं भन्ने प्रेरणा मिल्छ। साथै कोभिड-१९ मा २ पटक रक्तदान गरे ,१ वटा रक्तदान कार्यक्रमको आयोजना गरे र धेरै केसमा बिरामीलाई रक्तदाता दिदै आइरहेका छौं। खुशी लाग्दछ। टिममा कार्य गर्छौं । यसले अझ मनोबल बढाउछ र अन्त्यमा सम्पूर्णलाई सुरक्षित भएर रक्तदान गर्न अनुरोध गर्दछु। धन्यवाद।

-सरोज दाहाल

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.