



2023

Q3 Report

# RAGAT CHAHIYO HOTLINE REPORT

Prepared by: Hamro LifeBank  
September, 2023

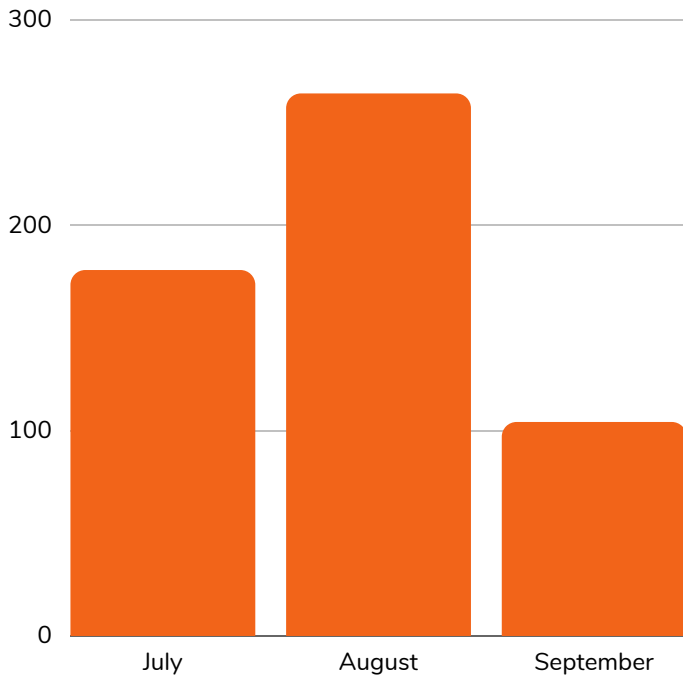
# Ragat Chahiyo Hotline Background

Hamro Life Bank (HLB) is a non-profit which aims to minimize patients' stress with digital intervention in the blood banking sector in Nepal. Ragat Chahiyo Hotline, initiated in 2020, enables people to access blood and crucial information, streamlining the management process. In 2020-2021 with support from the American Nepal Medical Foundation (ANMF), HLB's data-centric Blood Information Dispatch System (BIDS) empowers efficient hotline functioning.

Hamro LifeBank tackles the challenging task of blood management during emergencies in Nepal, where demand consistently surpasses donation levels. By synergizing efforts and leveraging the power of the Ragat Chahiyo Hotline, Hamro LifeBank inspires and mobilizes donors, ensuring individuals find blood in critical situations. Through their cohesive approach, they alleviate the stress faced by patient families, delivering timely assistance when it matters most.

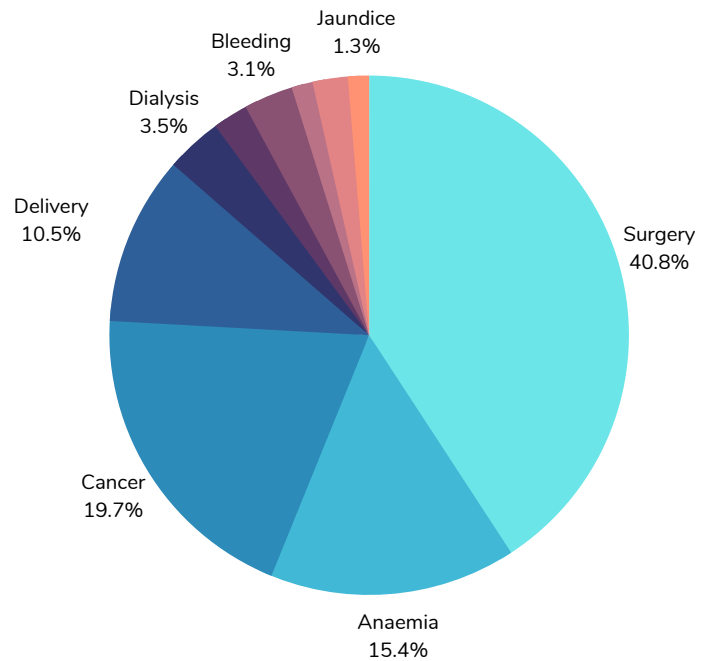
# Blood Demand Management

**BLOOD REQUEST PATTERN**



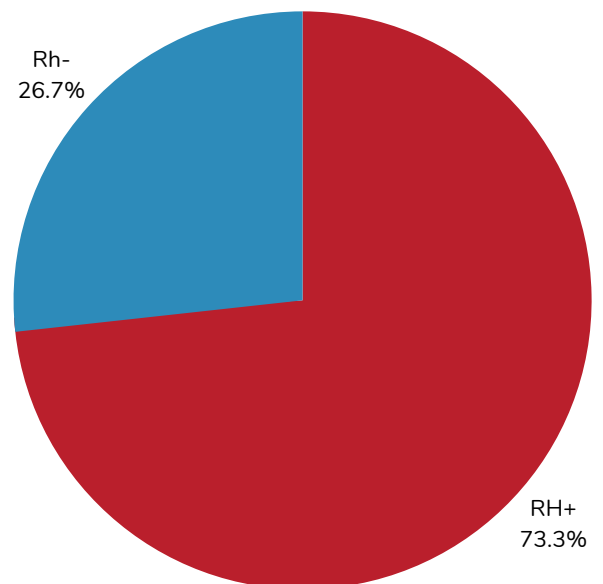
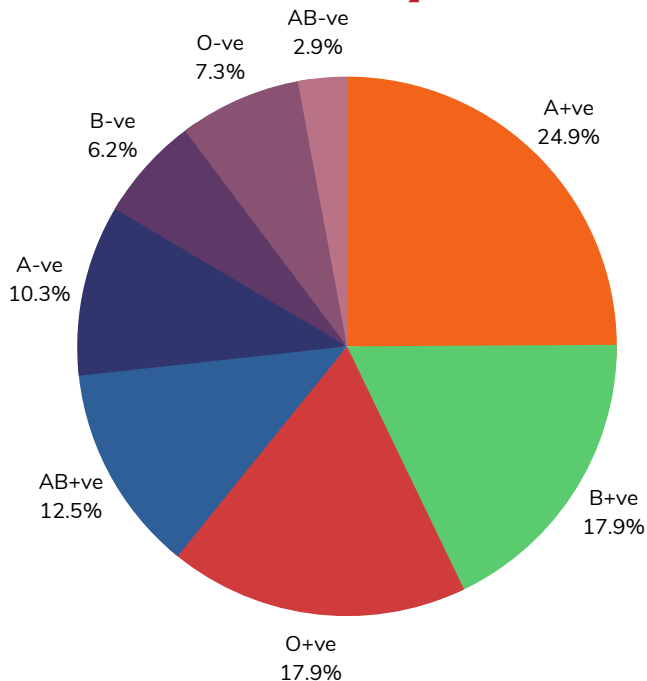
In this blood request pattern, August saw a remarkable surge in the number of blood requests, marking it as the month with the highest demand for life-saving mission.

**DIAGNOSIS**



In the third quarter of 2023, the hotline received a high volume of blood requests. The majority of callers were for surgery patients, followed by cancer patients, women in maternity, anemia patients, and others with various diagnoses.

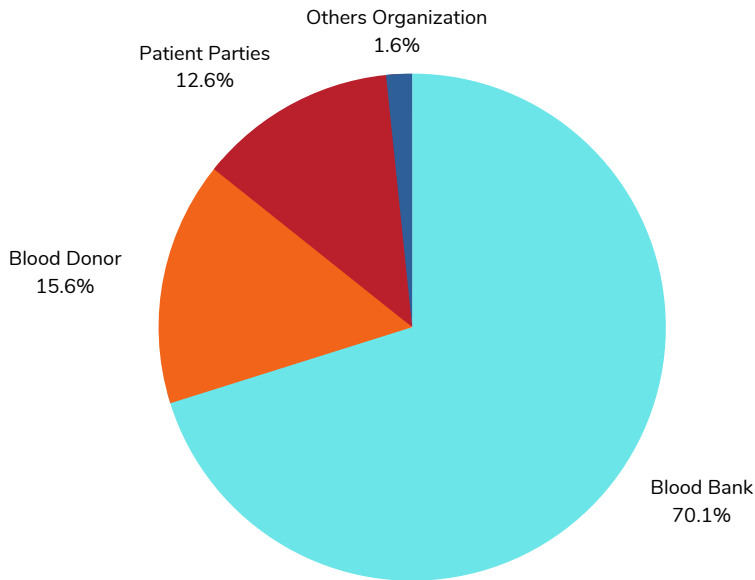
**REQUESTED BLOOD TYPE**



The demand for blood groups follows a clear pattern, with 73.3% of requests being for Rh+ blood types. Given the higher prevalence of Rh+ individuals, it is natural that the demand for the positive blood group is also higher. Among the different blood types, A+ requests were the highest, followed by O+, B+, AB+, A-, B-, O-, and AB-.

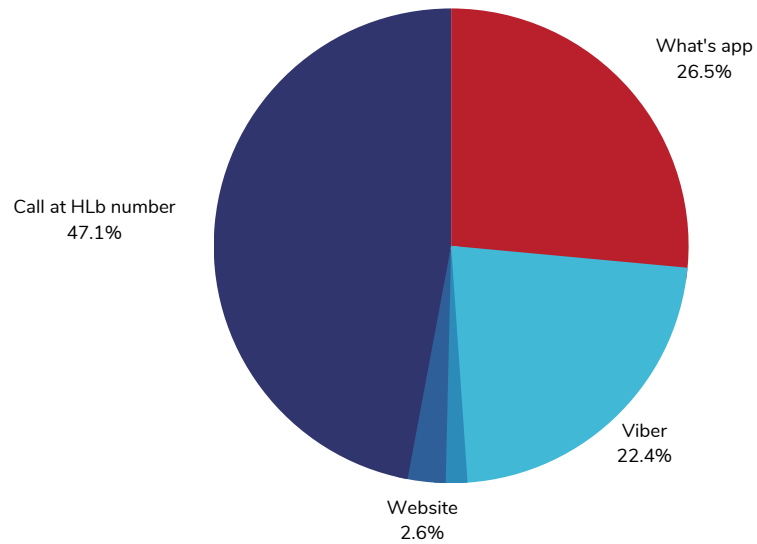
# Blood Management RE

## HOW WAS THE BLOOD MANAGED AT THAT TIME?



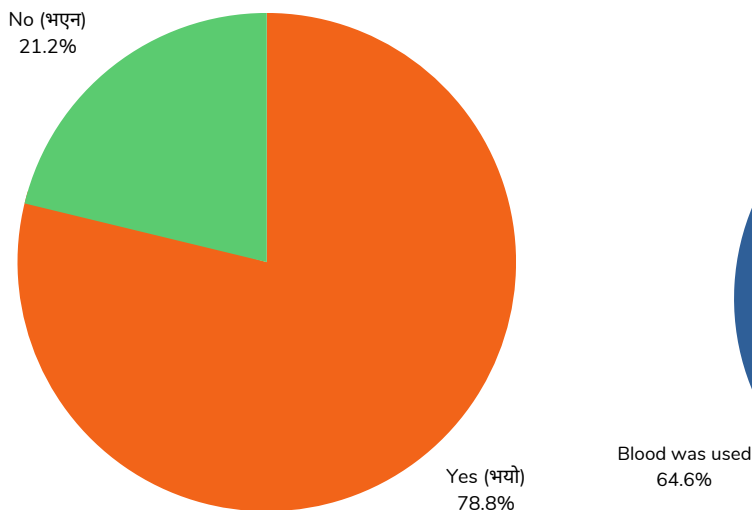
Through effective coordination with blood banks, we were able to fulfill 70.1% of blood demands by calling them directly. For 15.6% of demands, we successfully managed to mobilize donors. Additionally, requestors themselves obtained blood from blood banks (12.6%). Overall, the majority of blood requests are fulfilled through blood banks, enabling us to provide accurate and timely information to patients' families.

## HOW DID YOU REACH OUT TO HLB?

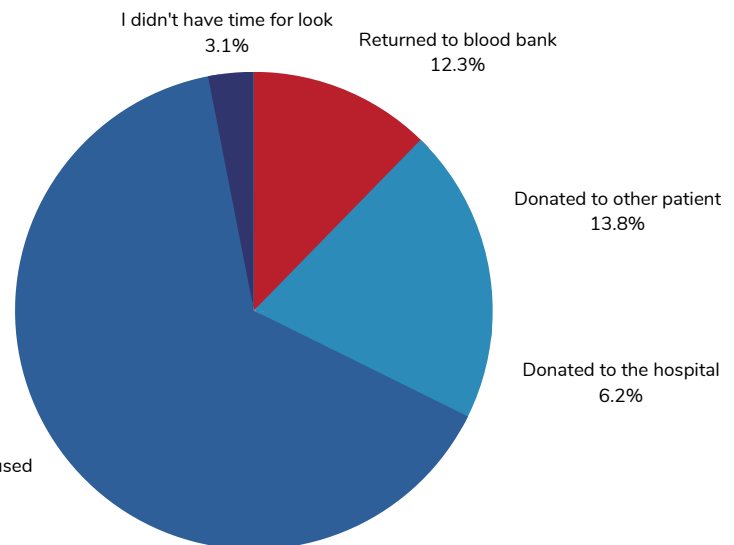


Most of the requesters reached out to the hotline through direct phone calls (47.1%). 2.6% of people reached out through website, 22.4% through Viber and 26.4% through what's App.

## WAS THAT MANAGED BLOOD USED?



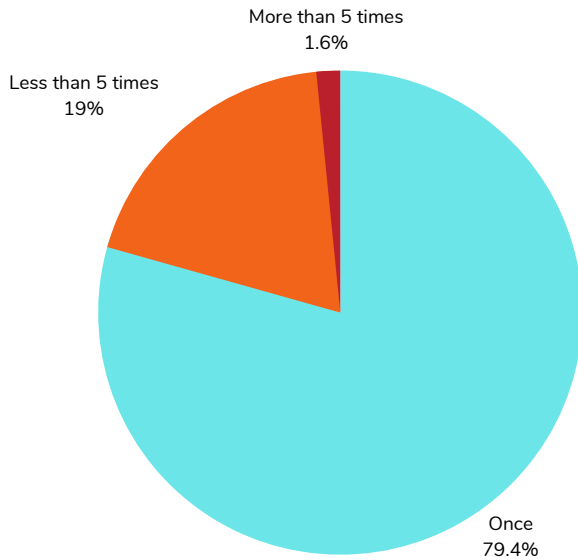
## WHAT DID YOU DO WITH THE UNUSED BLOOD?



Based on collected feedback from blood requesters, 78.8% of blood requests resulted in actual usage, while 21.2% went unused. Unused blood was often donated to hospitals (6.2%), returned to the blood bank (12.3%), or given to other patients (13.8%). Some families did not inquire about managed blood for personal reasons (3.1%). To improve coordination, establishing direct bloodstock management between blood banks and hospitals could reduce standby blood demands. Further research is needed to understand blood utilization and potential waste in hospitals.

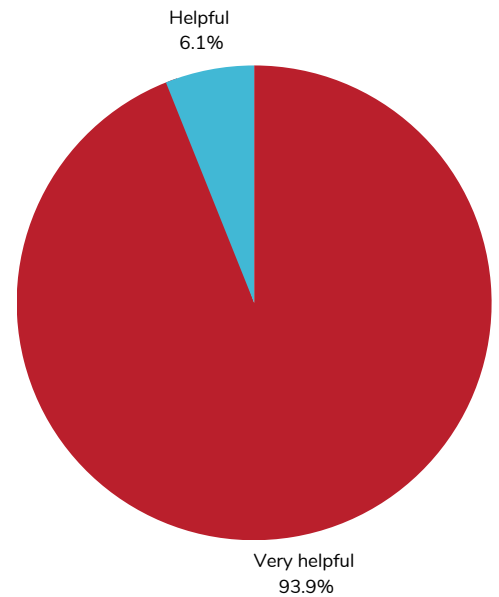
# Blood Management

## HOW MANY TIMES DID YOU REQUEST BLOOD FROM HLB?



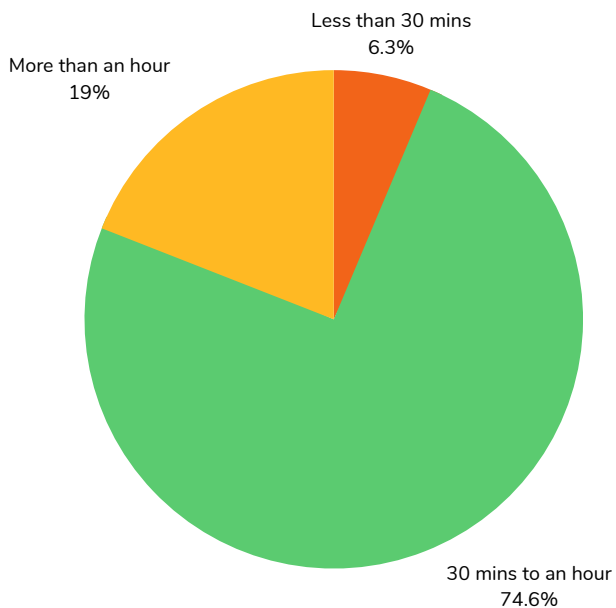
Most people requested blood once (79.4%) followed by less than 5 times (19%) and more than 5 times (1.6%). People who requested more than 5 times were mostly patients with cancer, surgery, kidney patients undergoing dialysis treatment and anemic patients.

## HOW HELPFUL WAS HLB DURING BLOOD NEED?



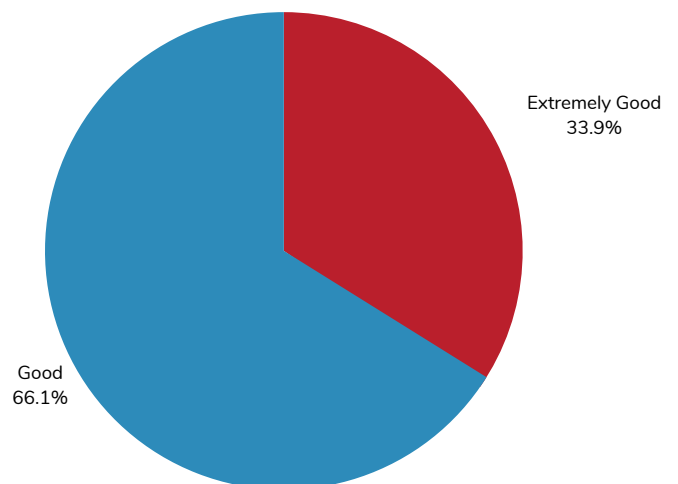
Most of the people are satisfied, (93.9%) to be specific found the hotline very helpful and (6.1%) found helpful during the blood needs. The hotline not only helps people manage blood but also provides blood related information like donation protocols, event updates, blood bank details etc. to the requesters, donors and any interested individual.

## 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.

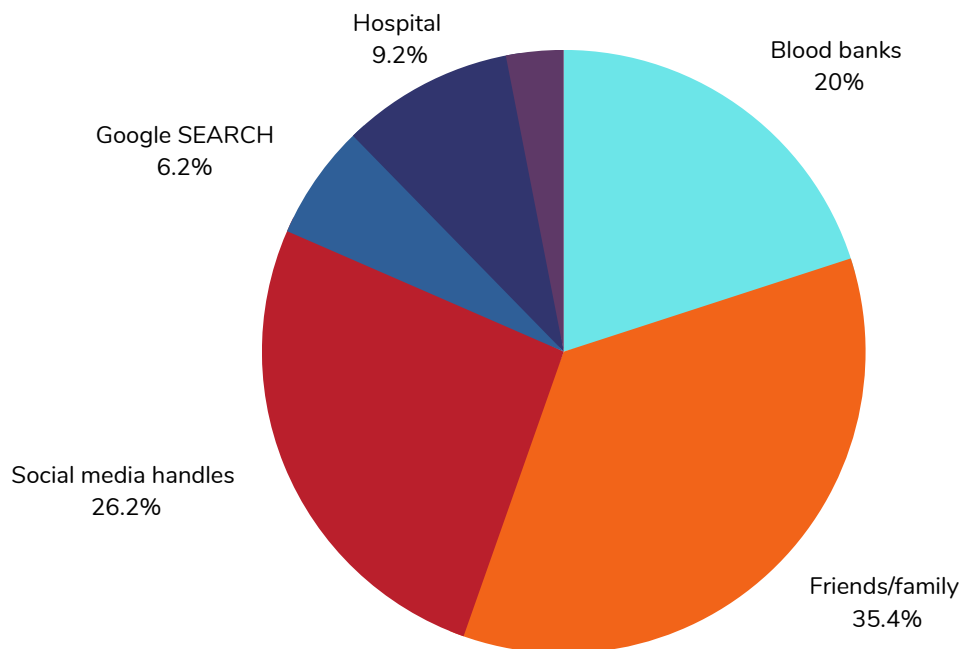
## HOW WAS THE RESPONSE FROM THE DONOR?



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. 33.9% of donors responded extremely well, 66.1% of donors responded good

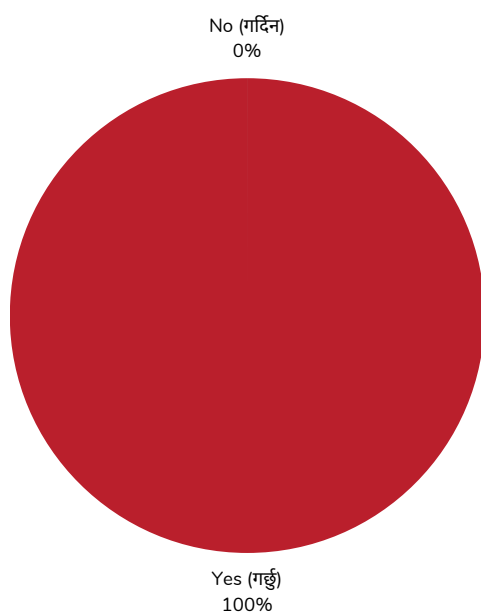
# Blood Management

## HOW DID YOU KNOW ABOUT HLB?



Most of the requesters knew about the hotline service through their social media handles of HLB (26.2%), friends and family (35.4%), and by the hospital referrals (9.2%). 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 (20%) share the hotline number to patient's families to help people find blood. 6.2% knew about us through google search

## IN FUTURE, WOULD YOU RECOMMEND HLB TO OTHERS TO MANAGE BLOOD?



The hotline has helped many people in need for blood or blood related information. All of the requesters 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.

# Testimonials

---

I had my first experience donating blood at the Rumsan office, where an event was organized by Hamro Life Bank (HLB). They keep a well-organized database of blood donors. After my donation, I received a text message on my cellphone that said, "Your blood group is B+ve, and your blood has been sent to a patient at Kist Hospital. Your kindness has saved a life." I felt truly thankful for this opportunity. Later on, HLB invited me to volunteer for their upcoming blood donation program. Whenever I've reached out to them, I've received a prompt and helpful response.

## **Binod Khadka**

---

My experience with them was truly positive, and the service I received was excellent. The staff members were exceptionally polite and understanding. It would be great if they could expand their presence by establishing branches in every district, if possible. Moreover, to streamline the blood donation process, it might be beneficial to maintain a pre-recorded database of individuals interested in donating, ensuring that blood is readily available for those in need both now and in the future.

## **Sajan Byanjankar**

---

I have utilized Hamro Life Bank on three separate occasions so far, and each time their performance has been truly outstanding. Their assistance in locating the specific blood type I required was impeccable. Their responsiveness and efficiency were consistent throughout, and in cases where the desired blood type was unavailable at any blood bank, they proactively engaged volunteers for blood donation. I am genuinely appreciative of the existence of this service, and I intend to rely on it again whenever the need arises in the future.

## **Nirmaan Shrestha**

---

I have donated blood a total of 3 times. I firmly believe that every individual should possess empathy, especially during medical emergencies, which can be incredibly stressful. Offering help in such situations would be truly remarkable. Donating blood has the potential to save someone's life!

## **Andolan Parajuli**

# Conclusion

Ragat Chahiyo Hotline receives blood demands through various channels and collects necessary details from the patient's family. Availability of the required blood type is checked with the blood banks, and if found, the requestor is notified to collect it. 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. Feedback from requestors is collected to improve the hotline service. All processes are supported by the BIDS system, developed with the help of ANMF, which tracks requests and maintains donor and patient information.

**Ragat Chahiyo Hotline provides valuable support to patients' families in need of blood, making their blood management journey more manageable. Our dedicated team, particularly the hotline operators, have been an emotional roller coaster throughout this journey. Handling numerous blood requests and gathering feedback from patients, donors, and stakeholders has been instrumental in our growth and increased efficiency.**





## Contact Us

Hamro LifeBank  
Sanepa- 02, Lalitpur  
+977 980-123-0045

[WWW.HAMROLIFEBANK.ORG](http://WWW.HAMROLIFEBANK.ORG)