



## Mid year 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 2021 mid-year of month May has been a hardship for everyone. We got more than 300+ requests in the month of may. 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***

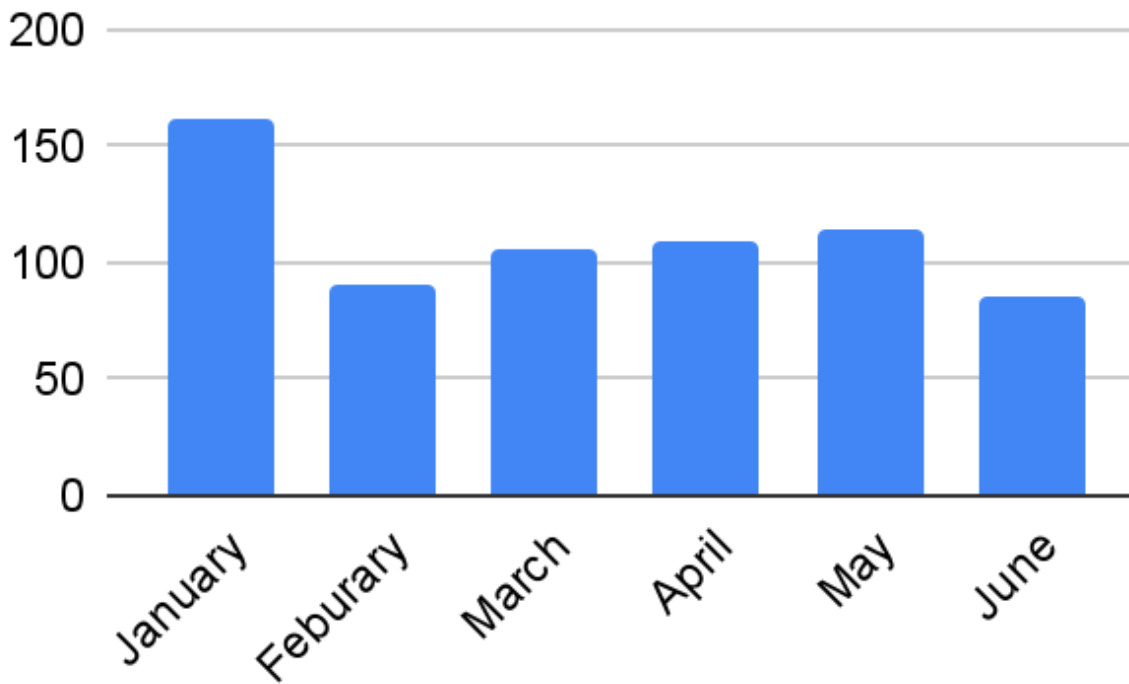
Ragat Chahiyo Hotline receives blood demands through direct calls or via its social media handles and also through the website of *Hamro* Life Bank. After receiving the blood demand, all the required details including requisition form are collected from the patient family. The next step is to figure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

## Blood Demand Management

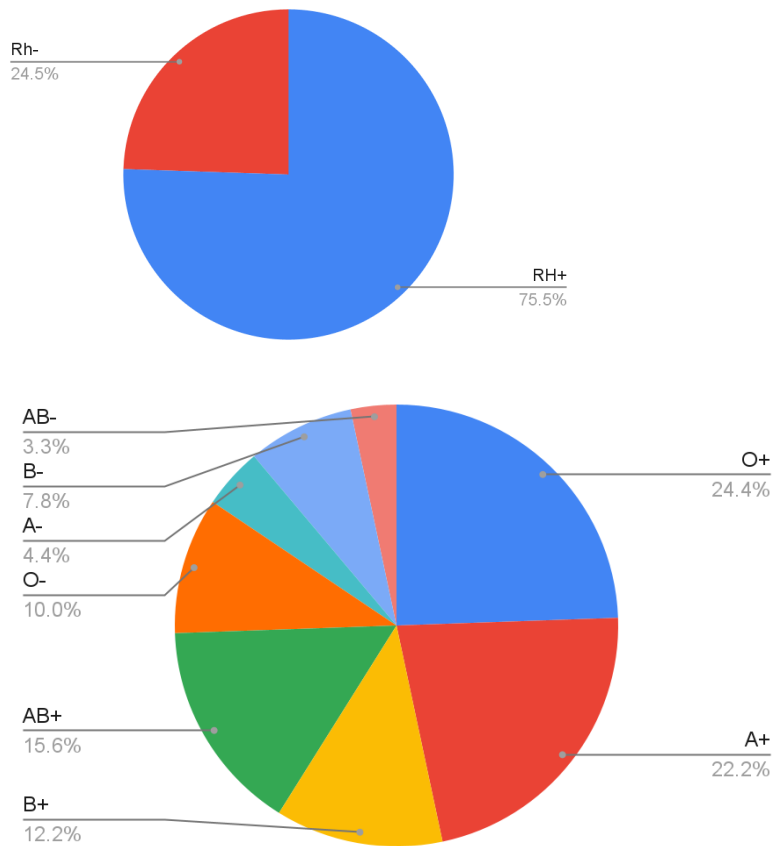
This report contains a summary of blood demand management through Ragat Chahiyo Hotline in the first half of 2021. A total of 650+ blood demands were received by the hotline in these 6 months. Feedback received from the blood requestors are also included here.

### *Blood Request Patterns*



The maximum blood request was received in January. 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.

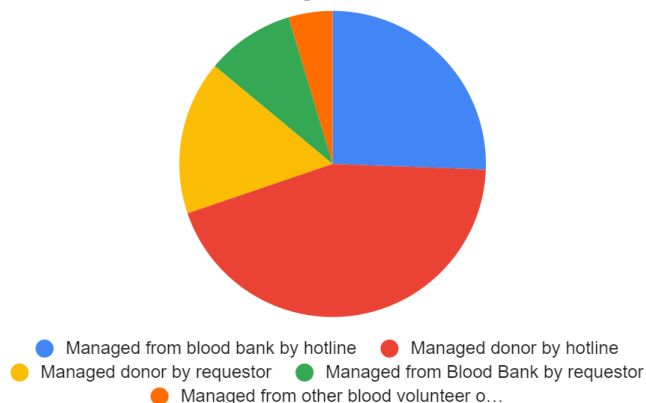
## Requested Blood Type



The demand pattern of blood groups shows that 75.5% 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. Because the Rh+ population is higher, demand for this group will definitely be higher. In total, O+ requests were highest followed by , A+, 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.

## Blood Management

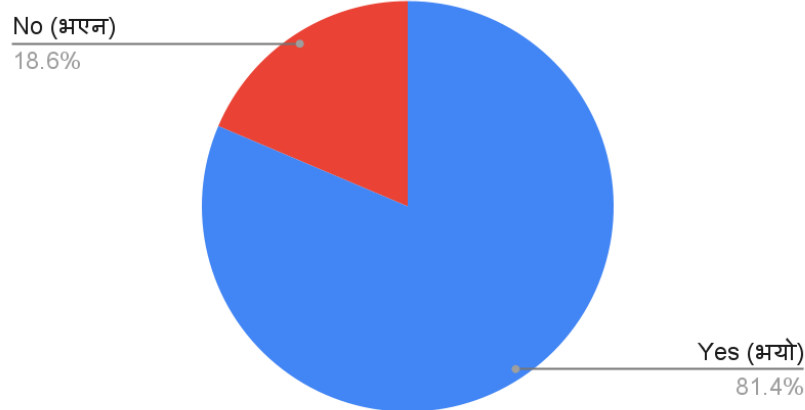
How was the blood managed at that time?



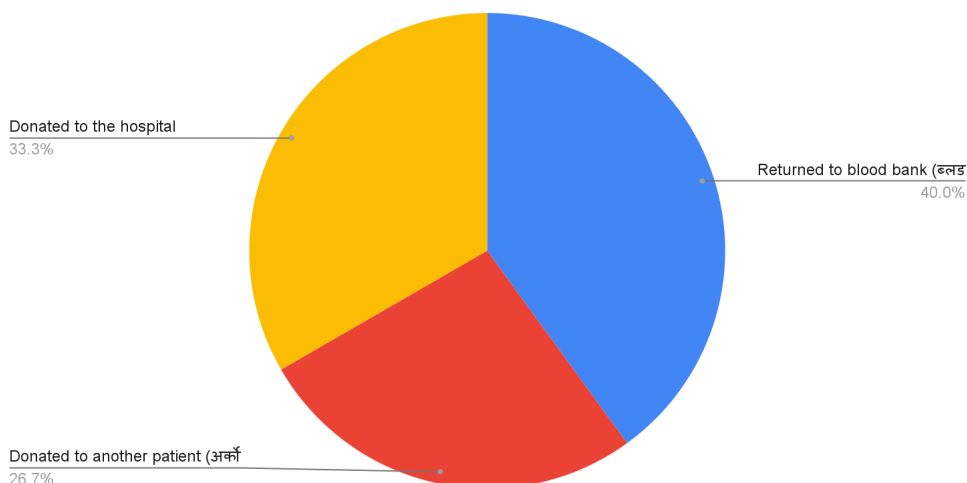
Our donor database is securely managed in the Blood information dispatch system which can be easily used when needed. Donors were managed for 39.3% of blood demands received. The process of calling blood banks to know their blood stock and good coordination with the blood banks helped fulfill 25% of the blood demands. About 21.4% and 10.7% of the requests were managed by the requestors themselves from blood banks and donors respectively. 3.6% 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

### Was that Blood used?



### What did you do with the unused blood?

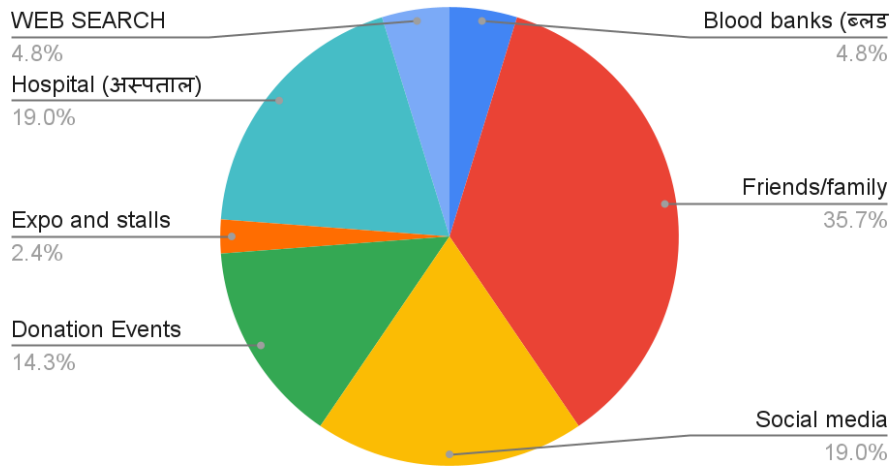


According to the feedback collected from blood requesters, blood was used for 81.4% of requests while the blood was not used for 18.96% of requests. Most requesters whose blood was unused donated it to the hospitals (33.3%) or returned to the blood bank (40%) and

donated to another patient (26.7%) Many people find it a hassle to go back to the blood bank to return the blood so they usually prefer donating.

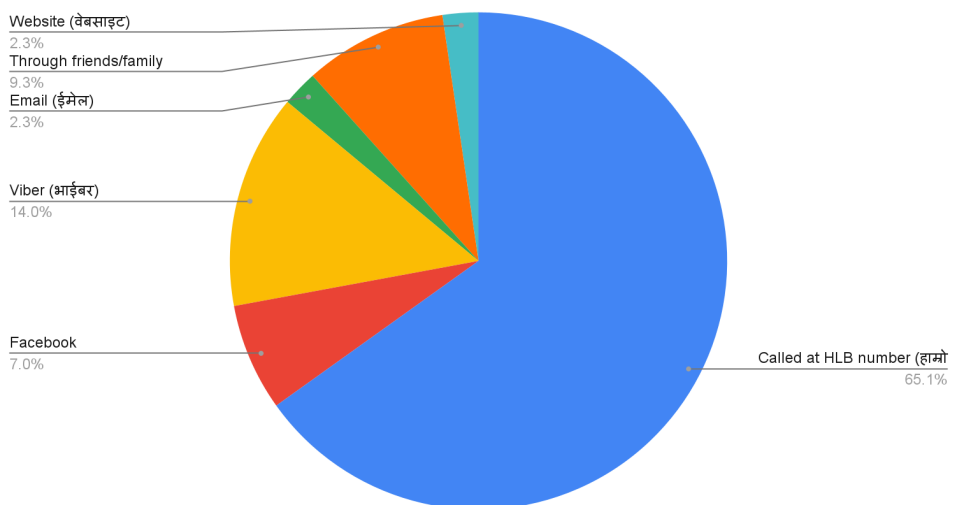
### Hotline Reach and Channels

#### How did you know about HLB?



Most of the requesters knew about the hotline service through their friends and family (35.7%) followed by the hospital referrals (19%) and social media handles of HLB (19%). 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 (4.8%) share the hotline number to patient's families to help people find blood. 4.8% knew about us through google search . A few requests (16.7%) were also funneled from donation events and expos.

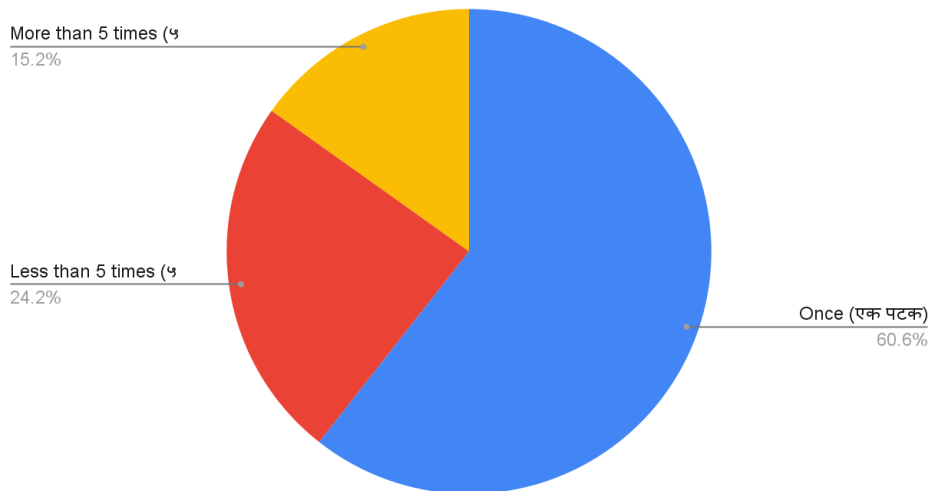
#### How did you reach out to HLB mostly?



Most of the requesters reached out to the hotline through direct phone calls (65.1%). 7% of people reached out through Facebook messages, 9.3% through friends and family, 2.3% through websites and 14% through viber.

### Frequency of Blood Request Received

How many times did you request blood from HLB?

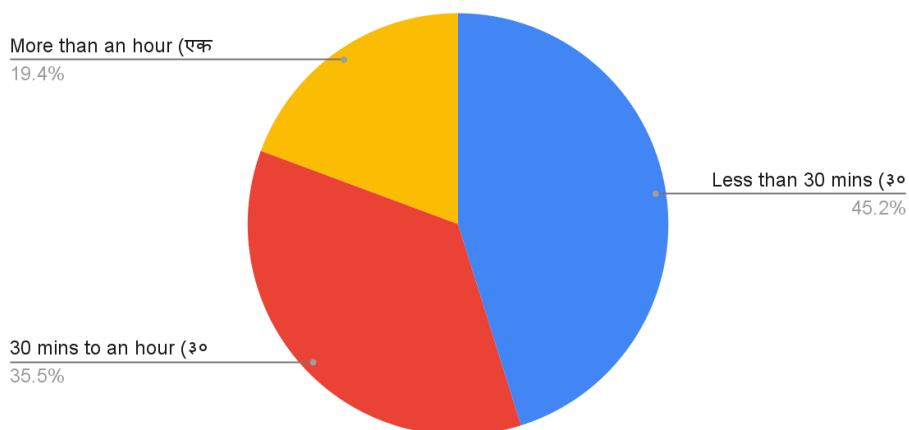


Most people requested blood once (60.6%) followed by less than 5 times (24.2%) and more than 5 times (15.2%). People who requested more than 5 times were mostly patients with leukemia, kidney patients undergoing dialysis treatment and anemic patients.

### 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?

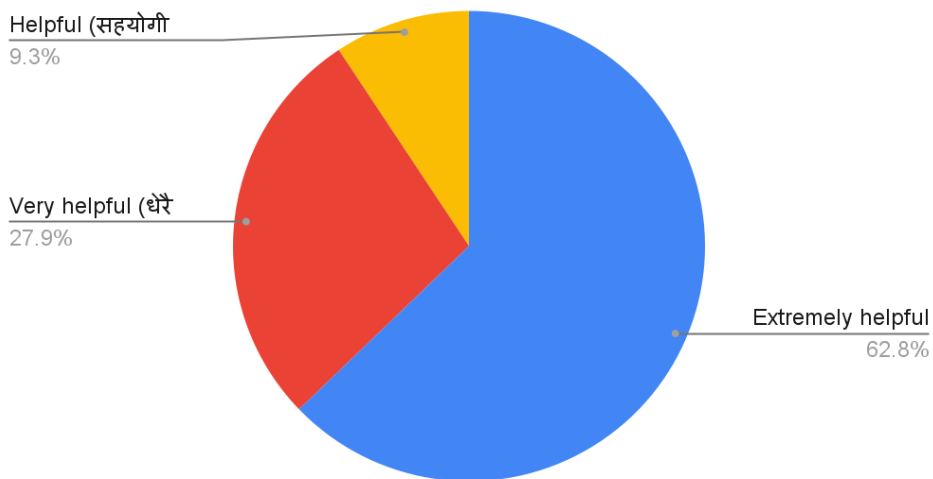




The hotline has been able to help manage most blood demands within 30 mins (45.2%) which is quite impressive. To meet all these requests on time, HLB has started giving 24 hrs services. Also due to COVID-19 pandemic, it has been more challenging to convince the donors to donate blood as well. The donor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

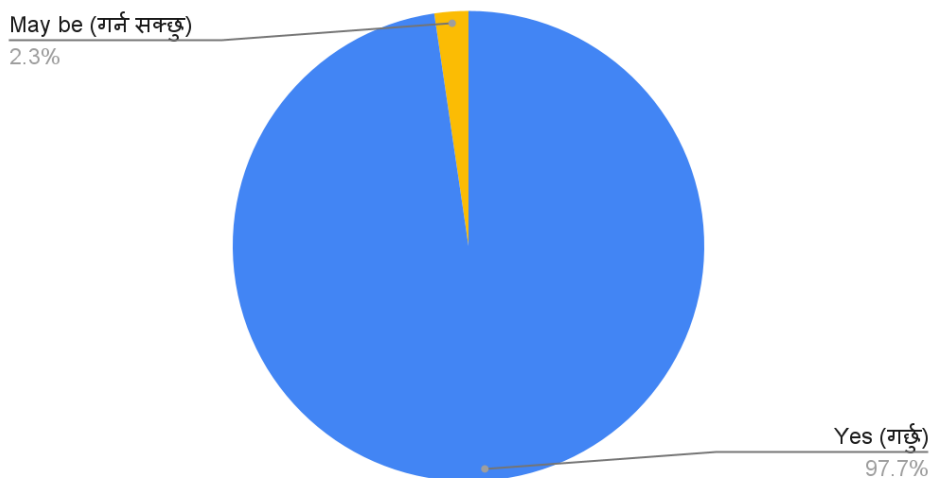
### Helpfulness of Hotline

How helpful was HLB during blood need?



Most of the people are satisfied, 62.8% 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.

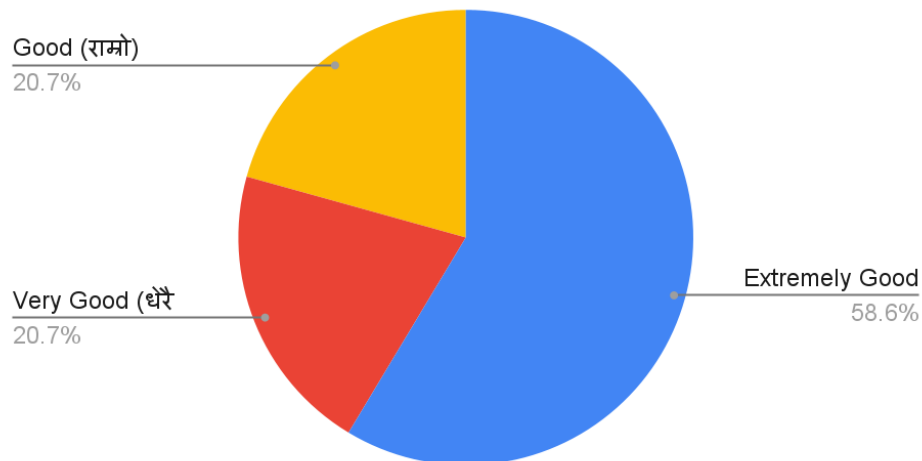
In future, would you recommend HLB to others to



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:

"It's really nice. I am very glad to find such a helpful organization in our city. Best wishes and congratulations to the entire team . I will never forget your help. Best wishes. Keep it up."

- Ganesh Giri

"I was very hopeless, but one of my hospital friends told me about HLB and gave me my number. It's just amazing work, thanks for helping me in my worst blood search situation."

- Mairaj Aalam

"I was in need of plasma as well as normal blood and the ragat chahiyo hotline helped me to find the blood and in time indeed. I am very grateful for it. "

- Benuja Bhandari

"It was quite a tough experience because the blood I needed was from a rare blood group so HLB provided quite a relief for me and helped to manage the blood."

- Rabindra Kandel

"I was very much in need of an AB negative blood group! It was hectic for me as I was searching for blood for a week! One of my friends helped me and gave me the details about HLB and they helped to find a blood donor. I received a pint of blood! Thank you."

- Asmita Oli

"My father was admitted to the hospital due to low platelets count. I searched for AB+ blood in most of the blood banks and hospitals but it was impossible to get AB+ blood. So, there were 2 donors with me and when I went to the blood bank to get the donated blood, someone told me about HLB and gave me the number. The next morning, more pints of blood were needed because the platelet count was still low, then I called HLB and they managed the blood within 10-20 minutes. Again, on the next day, they managed the donor because the blood couldn't be found. So, it has been really helpful in those difficult times."

- Lijala Shrestha

## 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.