

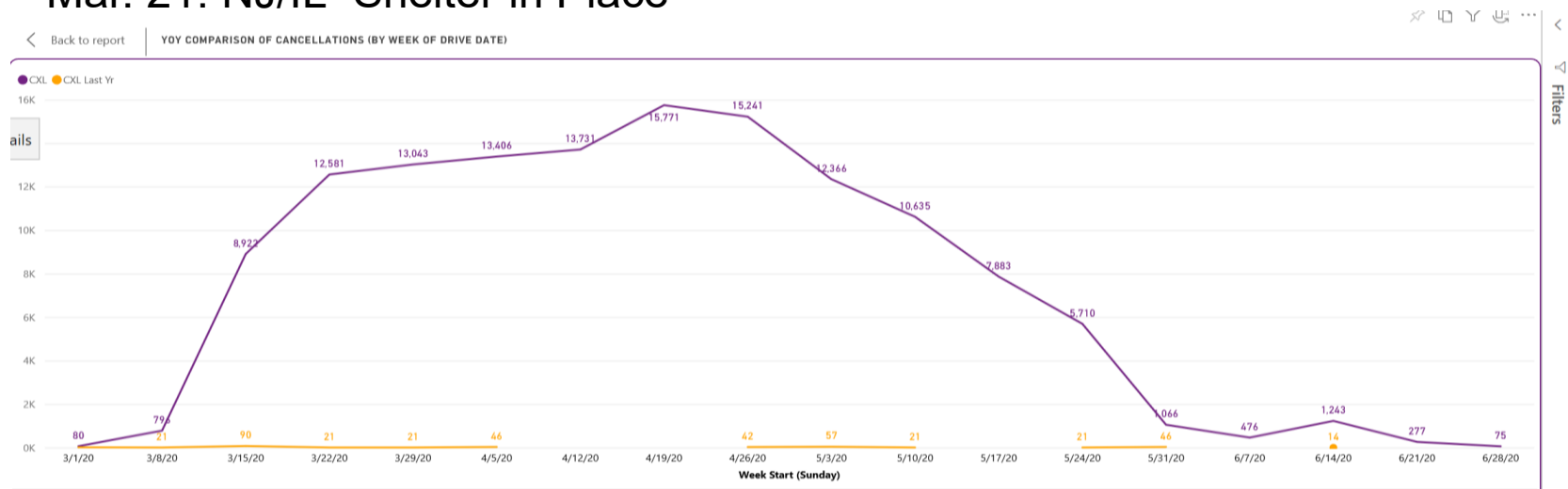


# Donor Recruitment in the Wake of Covid-19

Cliff Numark  
Chief of Marketing  
4/20/2020

# Timeline of Actions/Impacts

- Mar. 4: AABB Disaster Task Force Press Release: Americans Urged to Donate Blood to Maintain Continued Adequacy of Blood Supply as Coronavirus Outbreak Continues
- Mar. 9: Vitalant Press Release: Coronavirus Impact on Blood Supply: Giving Blood Is Safe - Healthy Blood Donors Are Urgently Needed for Hospital Patients
- Mar. 12: Joint AABB-ABC-Red Cross Press Release: “We Need People to Start Turning Out in Force to Give Blood”: FDA Urging People to Donate Blood as Coronavirus Fears Intensify
- Mar. 17: Red Cross Press Release: American Red Cross Faces Severe Blood Shortage As Coronavirus Outbreak Threatens Availability of Nation’s Supply
- Mar. 19: California “Shelter in Place”
- Mar. 19: US Surgeon General: Donating Blood Is an “Essential Act”
- Mar. 21: NJ/IL “Shelter in Place”



# Environmental Scan

- Covid impact will last 3 – 18 months
- Distributions will decline by 20 – 30%

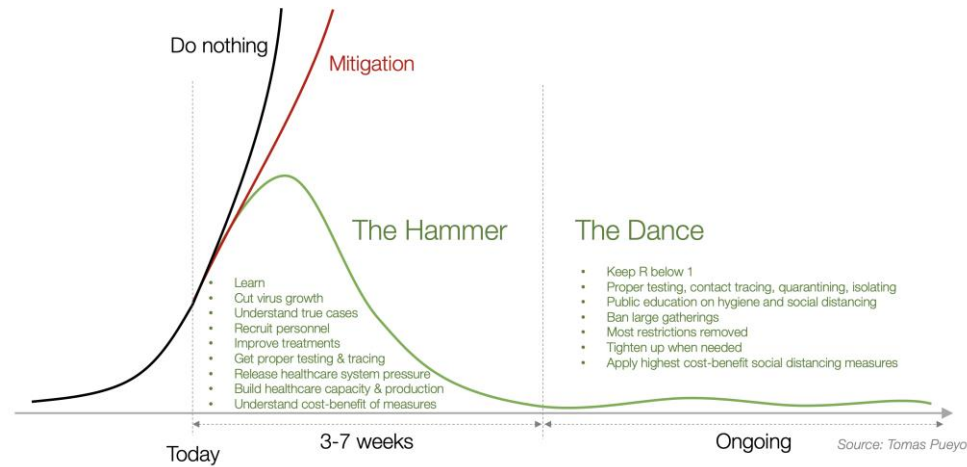
Average Red Cell Distributions			
Day	Prior 90 days	Last week	Percent reduction
Monday	5178	4334	-16%
Tuesday	4484	3276	-27%
Wednesday	4608	3799	-18%
Thursday	4426	3195	-28%

- Schools represent 50% of lost units

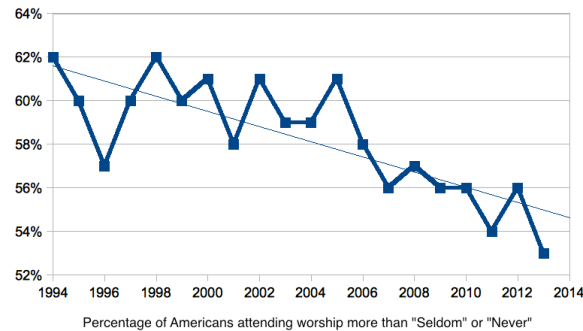
Row Labels	Sum of Drives	Sum of RBCs	Sum of APO
Business	368	8695	24
Community	153	3581	23
Education	677	23985	35
Government	91	1914	21
Hospital	41	823	20
Religious	83	1935	23
<b>Grand Total</b>	<b>1413</b>	<b>40933</b>	<b>29</b>

- Trend continues challenges with mobiles
- Fewer people in person at institutions

Chart 13: Suppression vs. Mitigation vs. Do Nothing — early on



Decline of Church Attendance



Graph by Corner of Church & State, an RNS blog  
Source: Gallup

## Out of Office

Americans who reported working from home, by occupation

Occupation	2000	2010	CHANGE
Management, business and financial	1,022,000	1,450,000	41.9%
Service	769,000	956,000	24.3%
Sales	582,000	849,000	45.9%
Education, legal, community service, arts and media	538,000	770,000	43.1%
Office and administrative support	457,000	595,000	30.2%
Computer, engineering and science	252,000	432,000	71.4%
Production, transportation and material	243,000	296,000	21.8%
Construction and extraction	87,000	197,000	126.4%
Installation, maintenance and repair	93,000	116,000	24.7%
Health care	55,000	100,000	81.8%

Source: Census Bureau

The Wall Street Journal

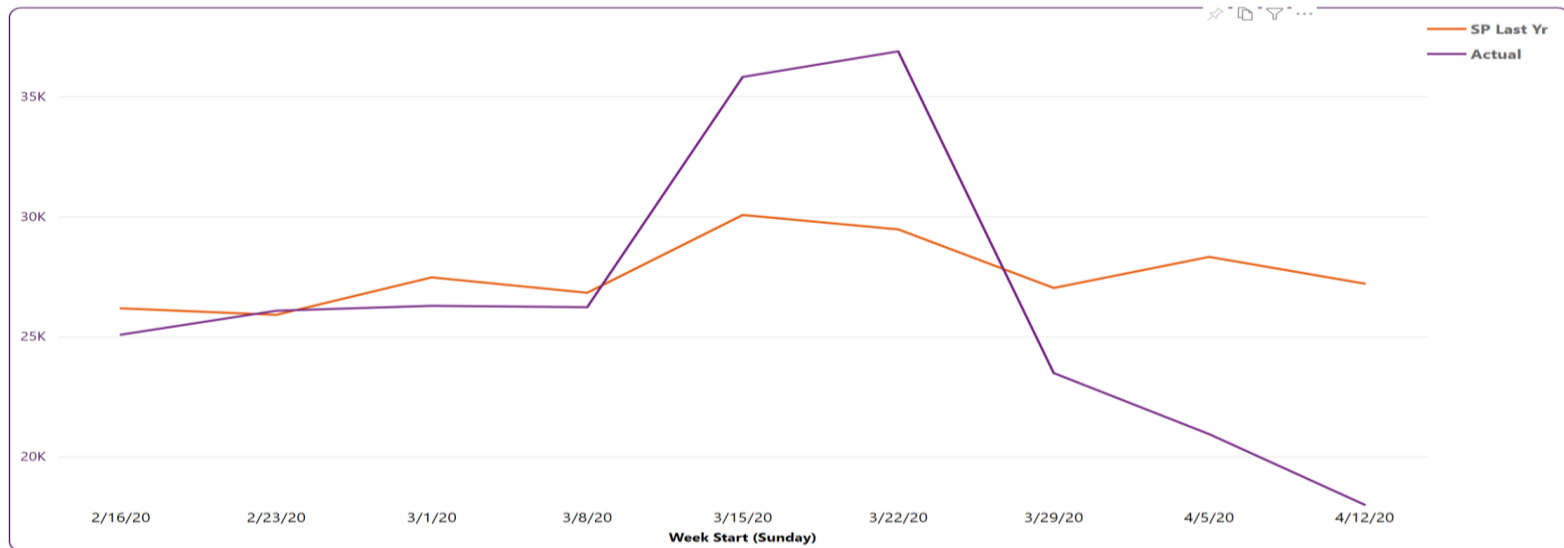
# Environmental Scan

- Vulnerability from 16-22 year olds
  - 200K units from mobiles
- Vulnerability from 65+ year olds
  - 200K units
- Bloodmobiles may have challenges due to perceived donor safety
- Proportionately Vitalant has largest national network of fixed sites
  - Fixed sites have demonstrated capable of significant output – 65% or more of total



Collections by Week- All Divisions, All Regions, All Facilities

Data Refreshed:  
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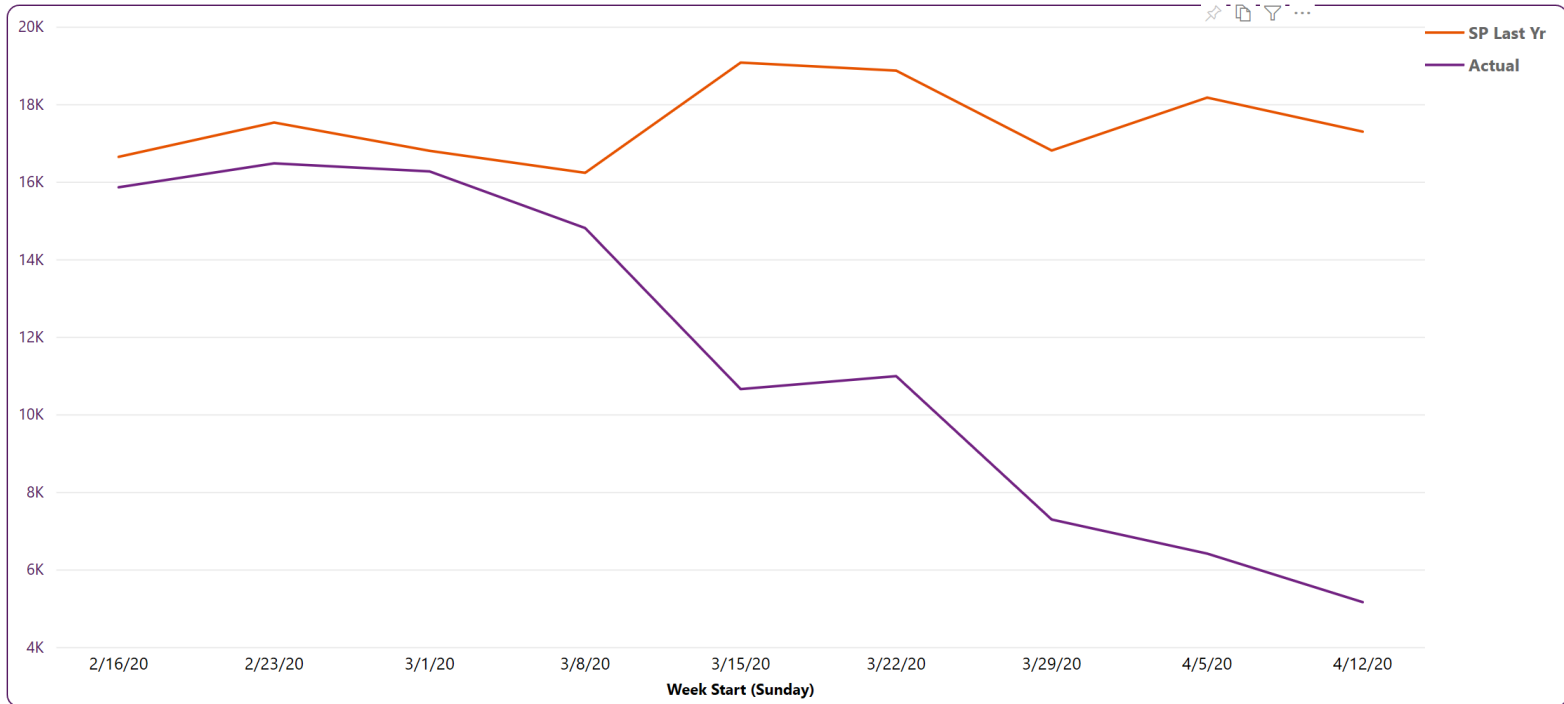


# Mobile Production



## Collections by Week - All Divisions, All Regions, All Facilities

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# Donation Center Production



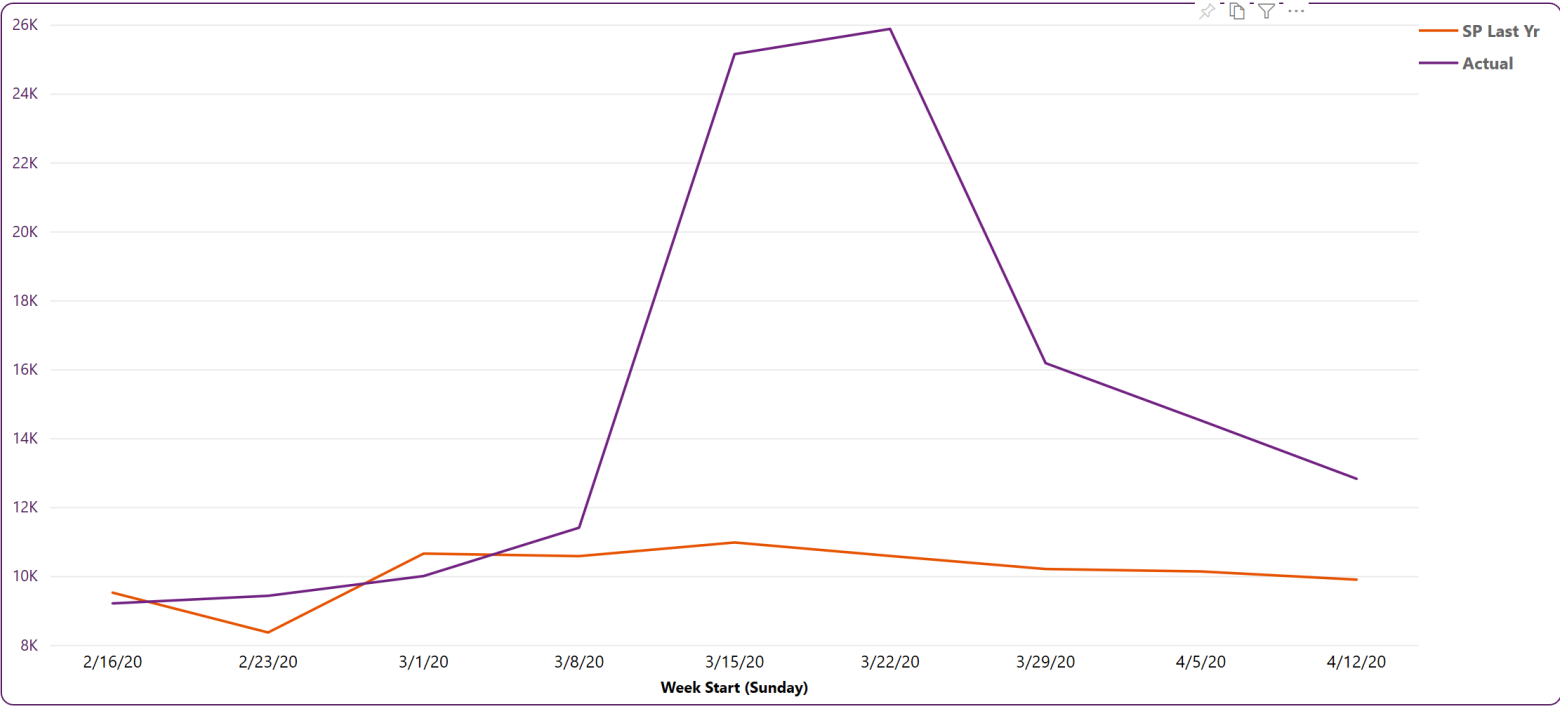
## Collections by Week- All Divisions, All Regions, All Facilities

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Filters



# Path Forward

- Maximize safety of all operations, including fixed sites
  - Temperature check employees/Masks
  - 6 feet social distancing, limit bloodmobile draws per hour
  - Donors bring own blankets (or single use blankets)
  - Appointment only (for a period of time)
- Adjust hours, days and staffing for fixed sites to maximize production
- Develop “appointment science”, aligning appointments needed with particular production goals, and add days/hours/staff to fixed sites
- Add new RSMOs in areas outside of fixed site radii
- Maximize production of mobiles between 30 to 100 units (not mega-drives)
  - Increase frequency
  - Run drives at location
  - Run drives at alternative location if site is shut down
  - Large mobiles > 100 won't be able to run in near to medium term
- Develop strategy/toolkit for BDCs
  - BDCs who cannot run drives at normal location: schedule donors at fixed sites/RSMOs (technical issue: need to determine how to execute)
  - Develop path for accountability (first hold DRR for division goals then develop accounting methodology; new donor)

# Path Forward

- Continue to move forward with short term production plan (subsequent slides)
  - Execute Eloqua for systemwide execution
- Develop direct marketing campaign for driving donors directly
  - Ask: Donate at least 3 times per year
    - 500,000 22 – 65 year olds at 3 times per year = 1.5M
  - LRW Group: pro bono/at cost assistance
- Develop omni-channel package for use by donors, coordinators, partners
  - Post on website
  - Revise/amplify Vitalant social media presence