"This program helped us control and decrease our cost per collection. By utilizing the data collected we have identified the most cost effective mobiles with the right products. This has allowed us to attract the right donors and produce quality products in a cost-effective manner."

Connie Morris
Executive Director, United Blood Services, North Dakota Region, August 2011

United Blood Services North Dakota Region realizes a 6 percent decrease in cost per procedure by utilizing Haemonetics® Consulting Services

Introduction

The United Blood Services North Dakota region has four locations — serving 72 hospitals in North Dakota, South Dakota and Minnesota — collecting approximately 92,000 products per year. The region's top priority is to make a difference in people's lives by inspiring individuals to donate blood to create an ample blood supply. Morris highlights: "Our ultimate goal is to ensure that we have collected the right product from the right donor at the right time and that it is available for the patient when they need it. This is a key priority for our entire organization."

Challenge

In response to an initiative from headquarters to reduce costs, United Blood Services North Dakota knew it had to gain cost efficiencies and improve type-specific collection through the use of automation. As a current vendor, Haemonetics understood the challenges United Blood Services North Dakota faced and recommended a Production and Cost Optimization program, which included tools and reporting, to provide the granular details the region needed to plan its resources to meet goals and reduce previously hidden costs.

Solution

Through the year-long engagement, Haemonetics worked with United Blood Services North Dakota to improve operational efficiencies, drive production planning initiatives for increased return on investment, and fulfill the goal of collecting the right blood product at the right time from the right donor. The Haemonetics team began by thoroughly assessing the United Blood Services North Dakota collection strategy. They then applied their data analytics tools to determine how best to use automation to target right-type donors and to identify the most cost-effective collection venues. This provided a complete picture of areas for improvement in maximizing type specific blood component collections and in eliminating cost from mobile drives.

HAEMONETICS®
THE Blood Management Company

Results

Using Haemonetics' drive planning tools and cost-modeling planning guides, United Blood Services North Dakota was able to refine its mobile calendar strategy to eliminate blood drives that exceeded a specific cost threshold. The region recovered the lost production through the strategic use of automation. The following key results were achieved:

Drive planning and device deployment

United Blood Services North Dakota was able to actively plan drives by looking at the historical cost per procedure. After the tools were put into place to enable cost-aware calendar management practices, the region was able to plan drives that reflected the specific cost range that the region wanted to target. Through active management of the calendar, and utilizing the opportunities and strategies identified by Haemonetics, the region was able to deploy 3.5 fewer drives for every 1,000 red cells collected and also decreased its per-procedure cost by 6 percent after only 3 quarters. Additionally, through an assessment of automated technology deployment practices, the region was able to gain visibility to underutilized equipment and capitalize on its investment in automation.

Increase in 2RBC collections

Through analysis, recommendations and support from Haemonetics, the region was able to reach its 2RBC collection goals by increasing the percentage of procedures that were performed with automation from 17 percent to 19.2 percent. Furthermore, the region was able to increase its market penetration by 5 percent, which means they increased the percentage of drives that employed automation because they had better visibility into where there were opportunities for automated collection:

> "The program allowed us to specifically look at every single mobile we had on the schedule and determine whether or not we wanted to keep it on the books, and if so, what we needed to do to make it more cost effective. Because we had access to this program in the latter part of 2010, we were able to publish our 2011 mobile calendar with complete confidence."

Future

Overall, United Blood Services North Dakota has been very impressed with the results Haemonetics has helped the region achieve as Ms. Morris highlights:

> "Another benefit of the program was having an outside organization come in and work with my team. We all understood that the maximization of type specific blood component collection was important and critical to our success. Haemonetics worked with the entire team to review our daily processes and helped us identify opportunities for improvement in order to better meet this goal."

Going forward, United Blood Services North Dakota will work with Haemonetics to explore other opportunities to improve its agility in collecting the right-type product mix.

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