



I think overall the IMPACT® Program has helped in a couple areas. It helped us to realize that how we deploy machines in the region has a significant impact on the total overall cost of a blood drive. And that the support we received from Haemonetics was probably just as vital as the actual program itself."

*William Henry,
Executive Director at United Blood Services Rocky Mountain, June 2011*

United Blood Services Rocky Mountain Region reduces per-procedure costs by 10% with Haemonetics Consulting Services

Introduction

United Blood Services Rocky Mountain Region serves about 50 hospitals in and around Montana, Wyoming and Colorado. Each year it collects about 70,000 products. United Blood Services Rocky Mountain is dedicated to "making a difference in people's lives by bringing together the best people, inspiring individuals to donate blood, producing a safe and ample blood supply, advancing cutting-edge research and embracing continuous quality improvement."

William Henry, the Executive Director at United Blood Services Rocky Mountain, says that improving operational efficiencies and cutting costs, while ensuring that the right blood product is collected at the right time from the right donor, are key priorities for the organization. He says that the Haemonetics® IMPACT® Program has helped the blood center achieve its goals.

Challenge

Even though they were successful in many areas, United Blood Services Rocky Mountain was seeking to gain cost efficiencies, understand better practices for device utilization and improve type-specific collection through the use of automation to most effectively meet patients' needs. In response to a corporate initiative to reduce costs, Henry worked with Haemonetics to achieve this goal. He had heard about the tools and reporting provided by Haemonetics, and he was confident that by using them, United Blood Services Rocky Mountain could extract the granular information needed so they could plan resources to meet goals and reduce costs more effectively. In 2010, United Blood Services Rocky Mountain and Haemonetics began to work together with the goal of assuring quality patient care while improving operational efficiencies and driving production planning initiatives for cost reduction and an increased return on investment.

Solution

Through analysis of collection data, the Haemonetics Business Design team provided United Blood Services Rocky Mountain with a comprehensive view of its collection strategy to assess the effectiveness of using automation to target donors with needed blood types and identify expensive collection venues. This provided a complete picture of areas for improvement, opportunities to maximize the collection of type-specific blood components while also reducing the high-cost mobile drives. The opportunity that had the most impact for United Blood Services Rocky Mountain was developing a mobile calendar strategy that eliminated blood drives with a cost that exceeded a specific threshold and enabled the region to make up the lost production through strategic use of automation.

Henry describes the solution Haemonetics provided:

“ By using tools from the IMPACT Program we can now look at blood drives, blood drive size and historical blood types, and gain visibility into where we should or shouldn't take machines. Additionally, the Haemonetics support team has helped us to more strategically pick where we send devices, which has increased our double-red cell rate by about 3-4 percent in the period of time that we have been measuring. We've been able to improve the blood type distribution in our inventory to better serve the people who count on us.”

Result

By using the Haemonetics tools, United Blood Services Rocky Mountain was able to actively plan drives by looking at the historical cost per procedure. After they put the tools into place to enable cost aware calendar management practices, they were able to plan drives that reflected the specific cost range they wanted to target.

Through active management of the calendar, and by utilizing the opportunities and strategies identified by Haemonetics, United Blood Services Rocky Mountain was able to bring its per-procedure cost down by 10 percent which represents a six-month reduction of approximately \$70,000. Through an assessment of automated technology deployment practices, the center was able to gain visibility into underutilized equipment and capitalize on its investment in automation, decreasing the number of devices that were left idle by more than 50 percent.

Additionally, United Blood Services Rocky Mountain was able to increase its 2RBC collection goals through analysis, recommendations and support from Haemonetics. The center was also able to increase the percentage of mobile drives with automation by more than 8 percent through opportunities identified by Haemonetics. Overall, United Blood Services Rocky Mountain has been satisfied with the IMPACT Program.

Future

United Blood Services Rocky Mountain was able to move to a leadership ranking within the system with some key metrics as a direct result of participating with the IMPACT Program. United Blood Services Rocky Mountain plans to continue to work with Haemonetics on the key initiatives set up through this program and hopes to continue to see improvement with its initiatives and further cost savings. Henry highlights the benefits of working with the Haemonetics team:

“ I have been very impressed with the Haemonetics customer service. In my opinion, the biggest value throughout this process was having the knowledgeable group of individuals from Haemonetics to work with on a relatively routine basis to not only help us get the data but also to understand the outcome of the data. That was the jewel of the entire program.”