

**World Blood Donor Day 2010**  
**Banc de Sang I Teixits**  
June 16, 2010

**The Dutch Program for Plasma-Self Sufficiency**



Jeroen de Wit

# History of the blood organisation in the Netherlands

- 1925 First donor service in Rotterdam
- 1940 Fractionation established in Amsterdam and Rotterdam
- 1946 CLB set up, mobile blood collection activities
- 1962 Human Blood Act
- 1973 Central Blood Transfusion Commission's plan for 25 blood banks
- 1988 Blood Transfusion Act
- 1998 1) Blood Provision Act
  - 2) Collaboration with CAF
  - 3) A single organization: 22 blood banks and CLB merge into Sanquin
- 2001 From 9 to 4 blood banks
- 2010 From 4 regions to 1 Sanquin Blood Bank

# Blood Provision Act

## Key issues

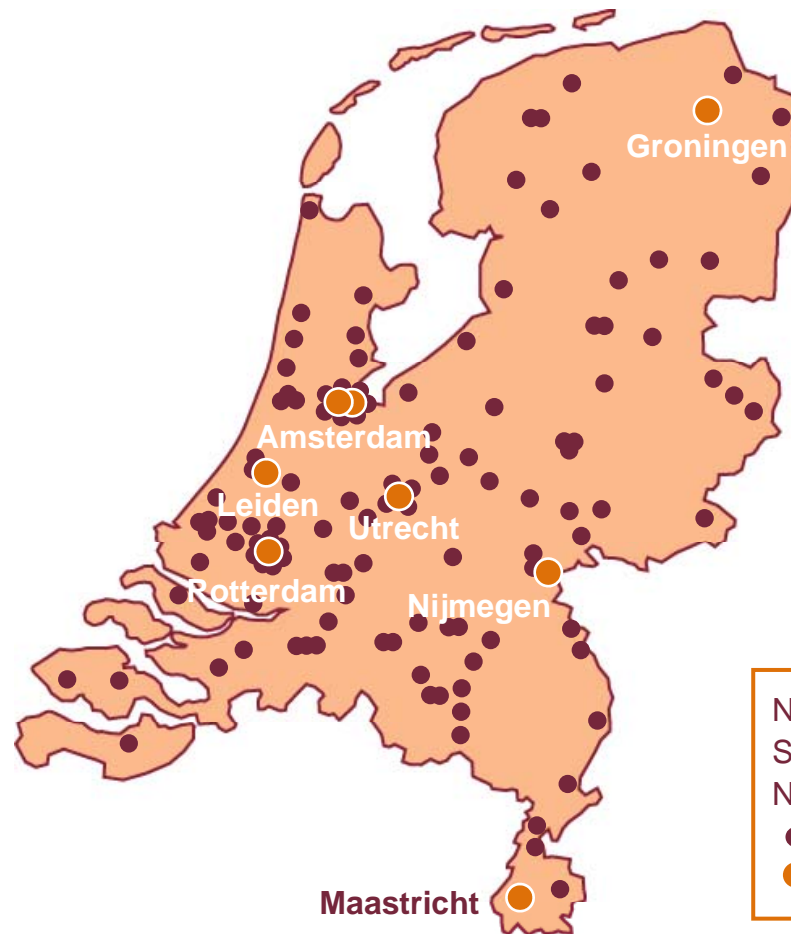
- One single organisation for Blood Banking, Fractionation, Research and Diagnostic Services
- Not for Profit,
- Volunteer Non-Remunerated Donation
- Ministerial plan
- Sanquin policy plan and budget
- Approval of budget and policy plan by the Ministry of Health
- (integral) Nation-wide prices for blood components

# The changes of 1998

## Sanquin:

- From 22 to 9 to 4 blood bank divisions
- Uniform procedures, products, quality
- A single computer system
- Integration with Plasma Products, Diagnostic Services and Research
- Co-ordinated logistics  
(blood bank with the Plasma Products division)
- Coordinated research, from fundamental to applied
- Operational integration with CAF-DCF,

# Blood supply in the Netherlands

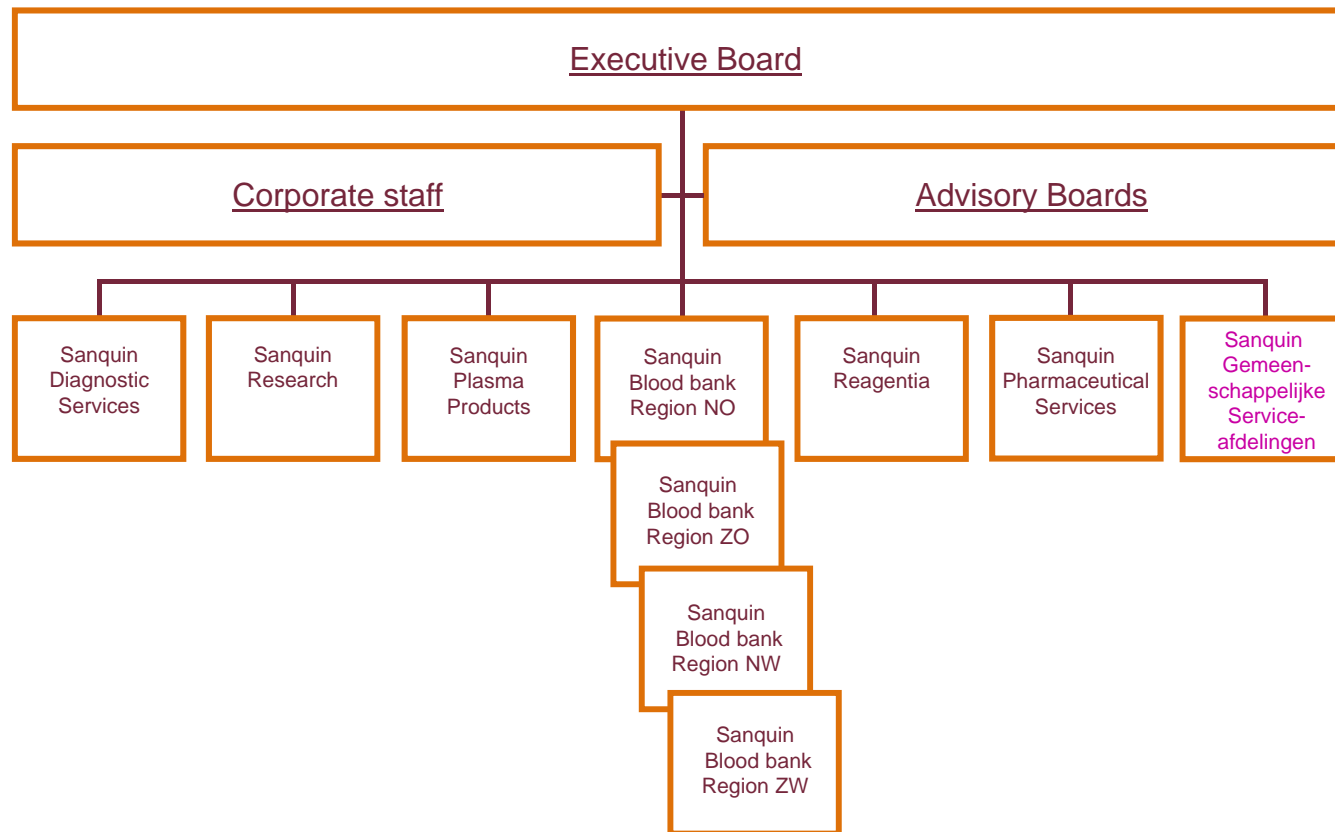


Number of inhabitants:	16,311,700
Surface area:	41,528 km <sup>2</sup>
Number of hospitals:	124
● General:	116
● University:	8

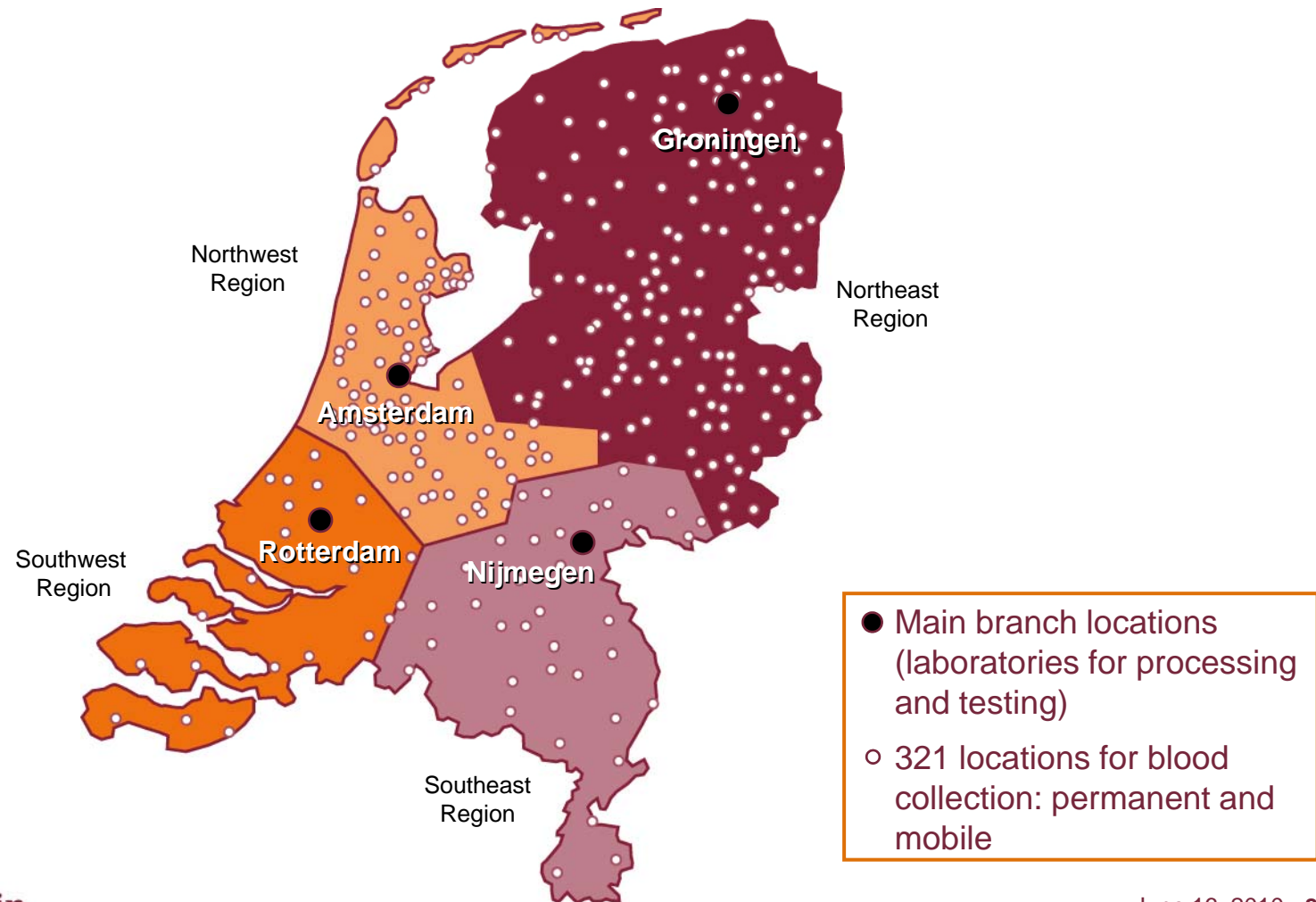
## Blood supply

- Total number of donors: 404.987
- Number of staff: 2.807 (1.984 fte)
- Donor recruitment, blood collection, testing, component processing, storage
- Supply of cellular blood components and plasma for transfusion to hospitals
- Preparation of pharmaceutical products from plasma
- Diagnostic and pharmaceutical services
- Clinical consulting services to foreign blood organisations
- Research and training

# The Sanquin organisation

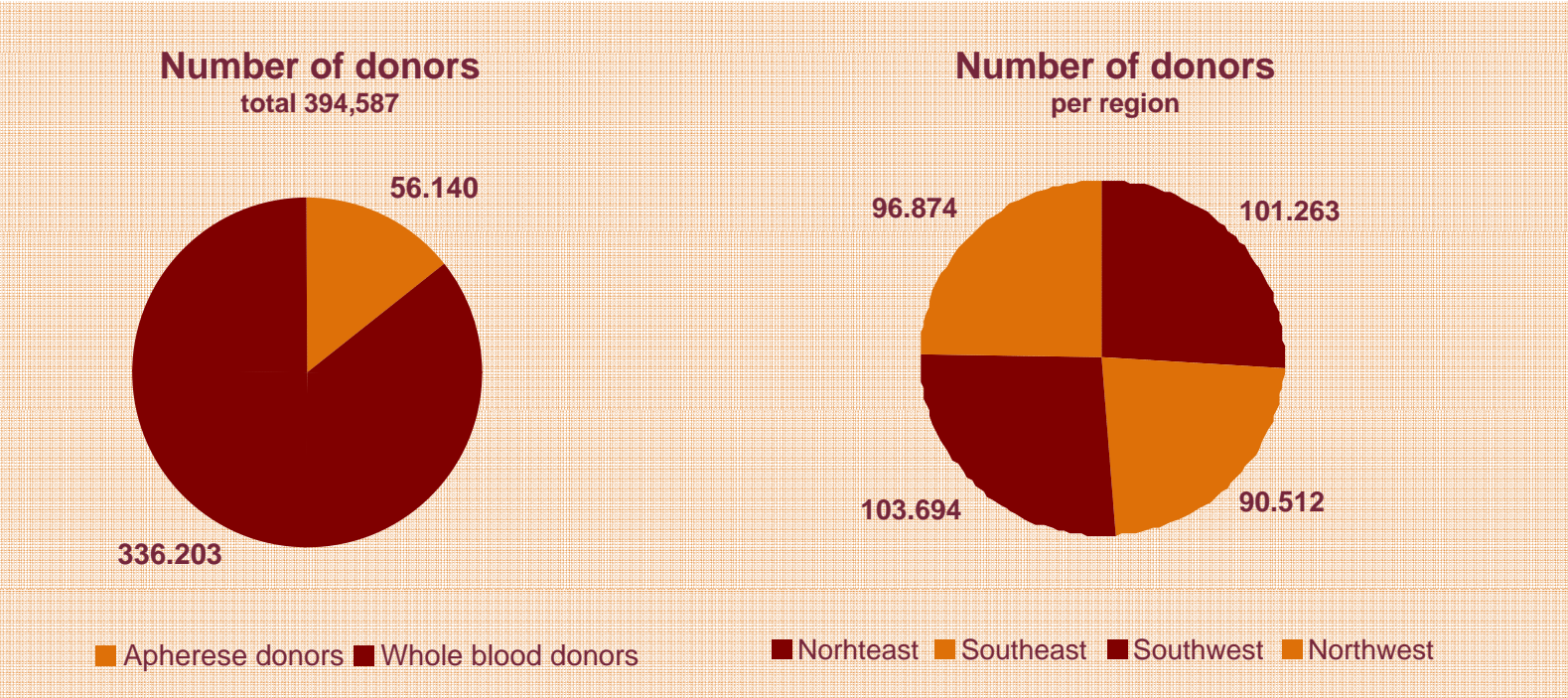


## Blood Bank divisions (2)



# Blood Bank divisions

## Key data\*



\* Based on figures 2008



## Donorpanel December 31, 2009

Donors 01-01-2009:	394.587
New donors 2009:	46.805
Returning donors:	15.122
Stopped donors 2009:	51.527
Donors 31-12-2009:	404.987

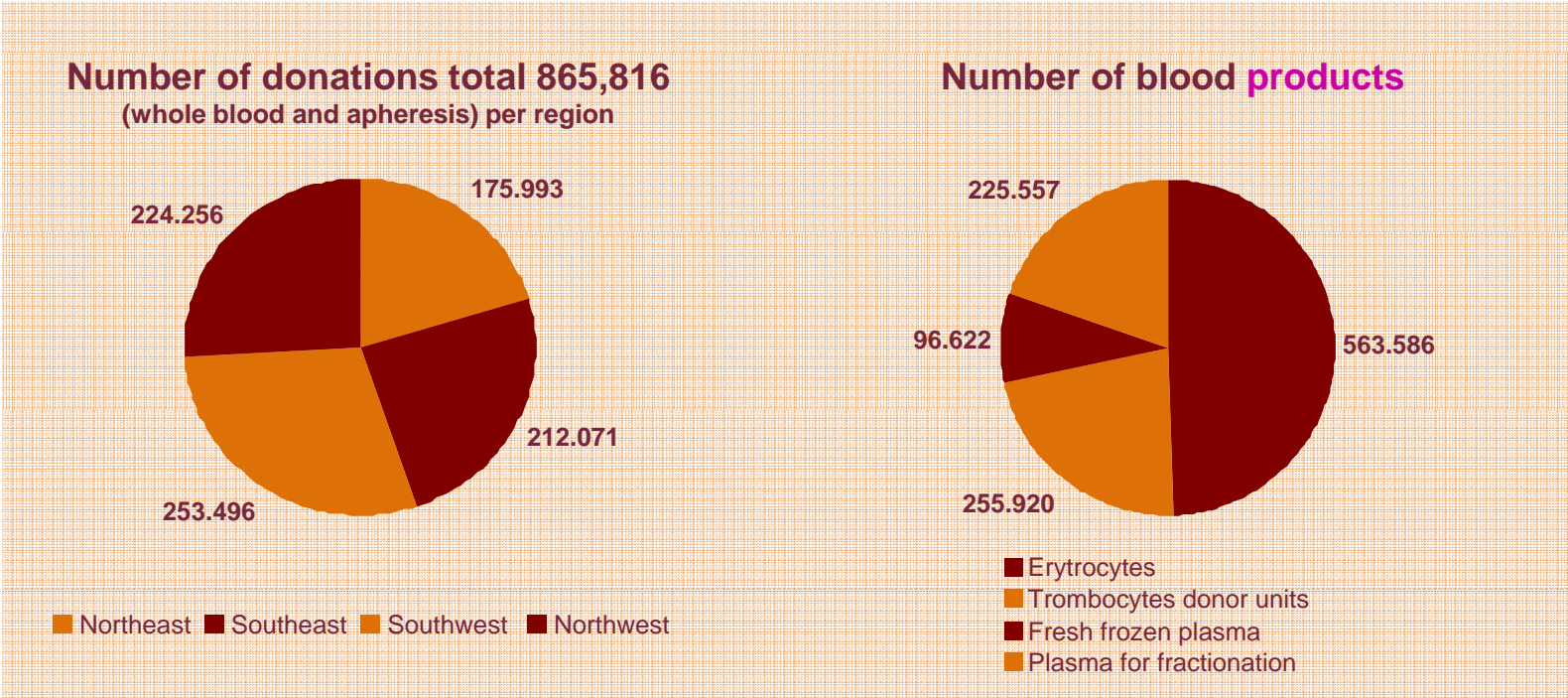
Net growth of donor population 2009: + 2,6%

## Dutch donor population

- About 4% of the population at the age of 18 to 70 year
- 85% Whole blood donors, 15% plasma donors
- Whole blood donors give an average of 1,7 times an year, plasma donors 5 times a year
- The average number of male donors is almost equal to the amount of female donors
- Turnover 10 - 15% per year

# Blood Bank divisions

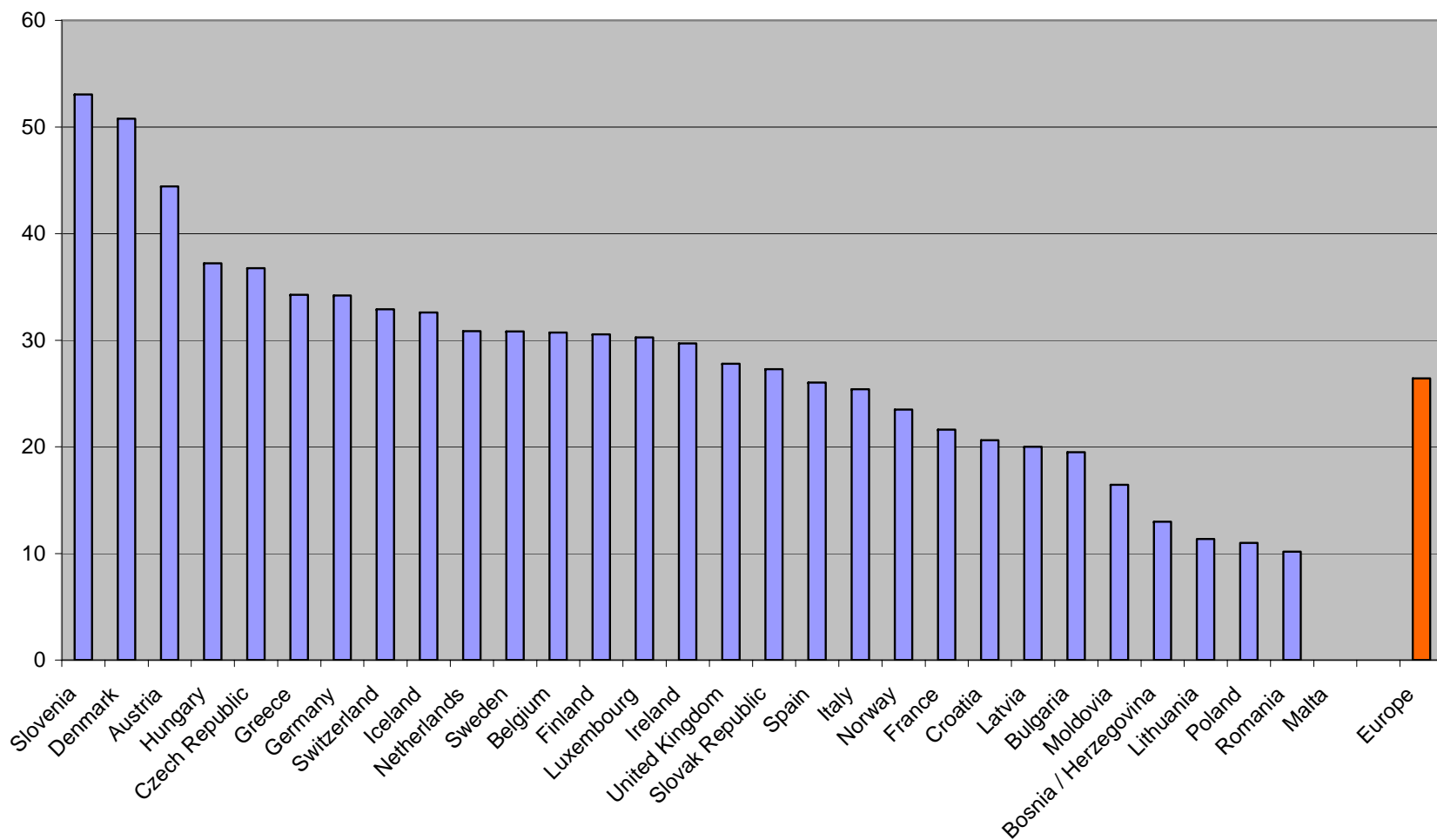
## Key data\* (2)



\* Based on figures 2008



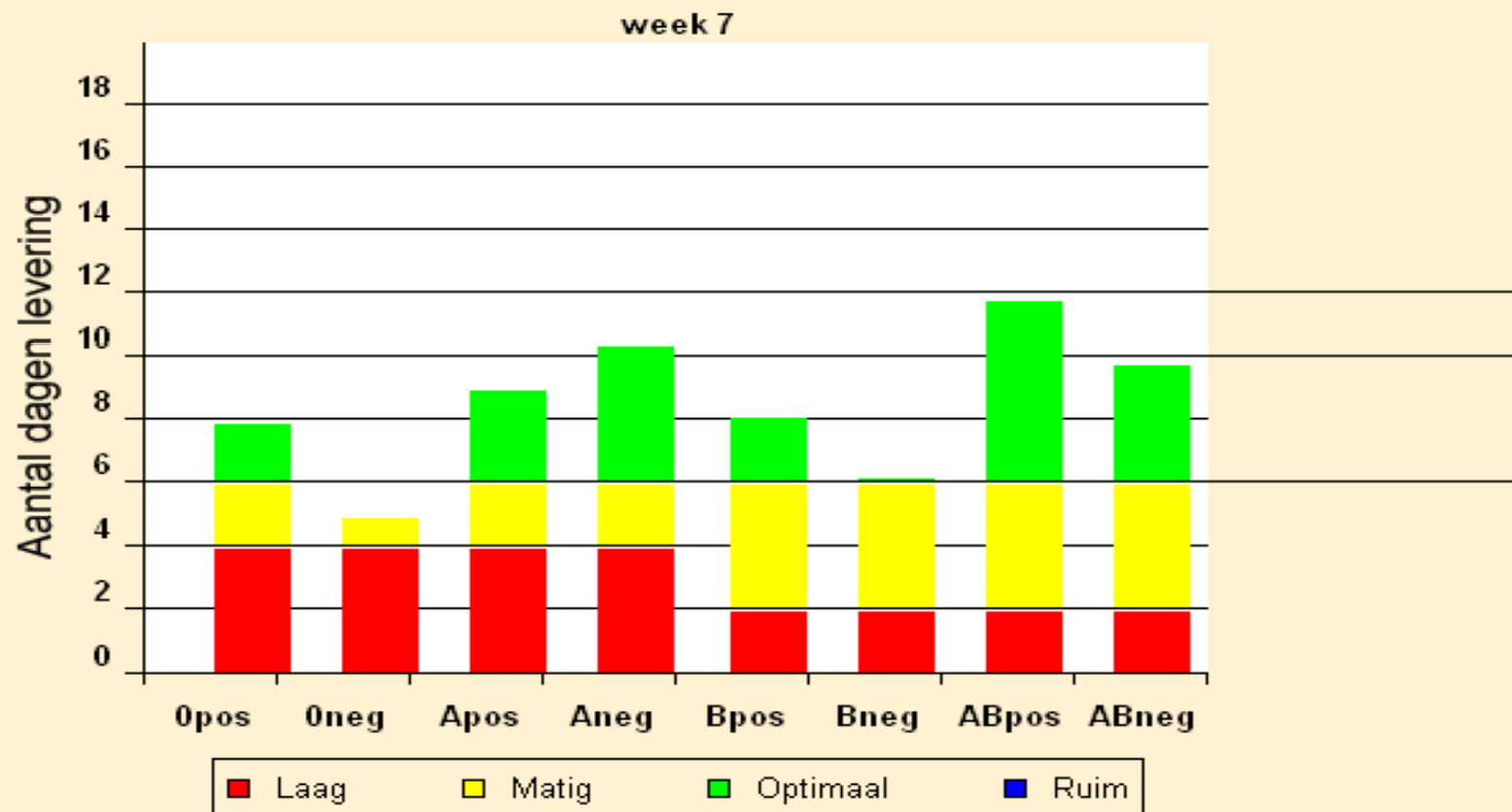
## # Donors / 1000 inhabitants



## Number of donations

	2009	2010
Whole blood	1,7	1,7
Plasma P	4,8	4,9
Specific plasma	5,7	5,6
Anti-D plasma	5,9	7,5
Q-plasma	6,4	7.1

## Voorraad erythrocytenconcentraten bij Sanquin



# Fixed site



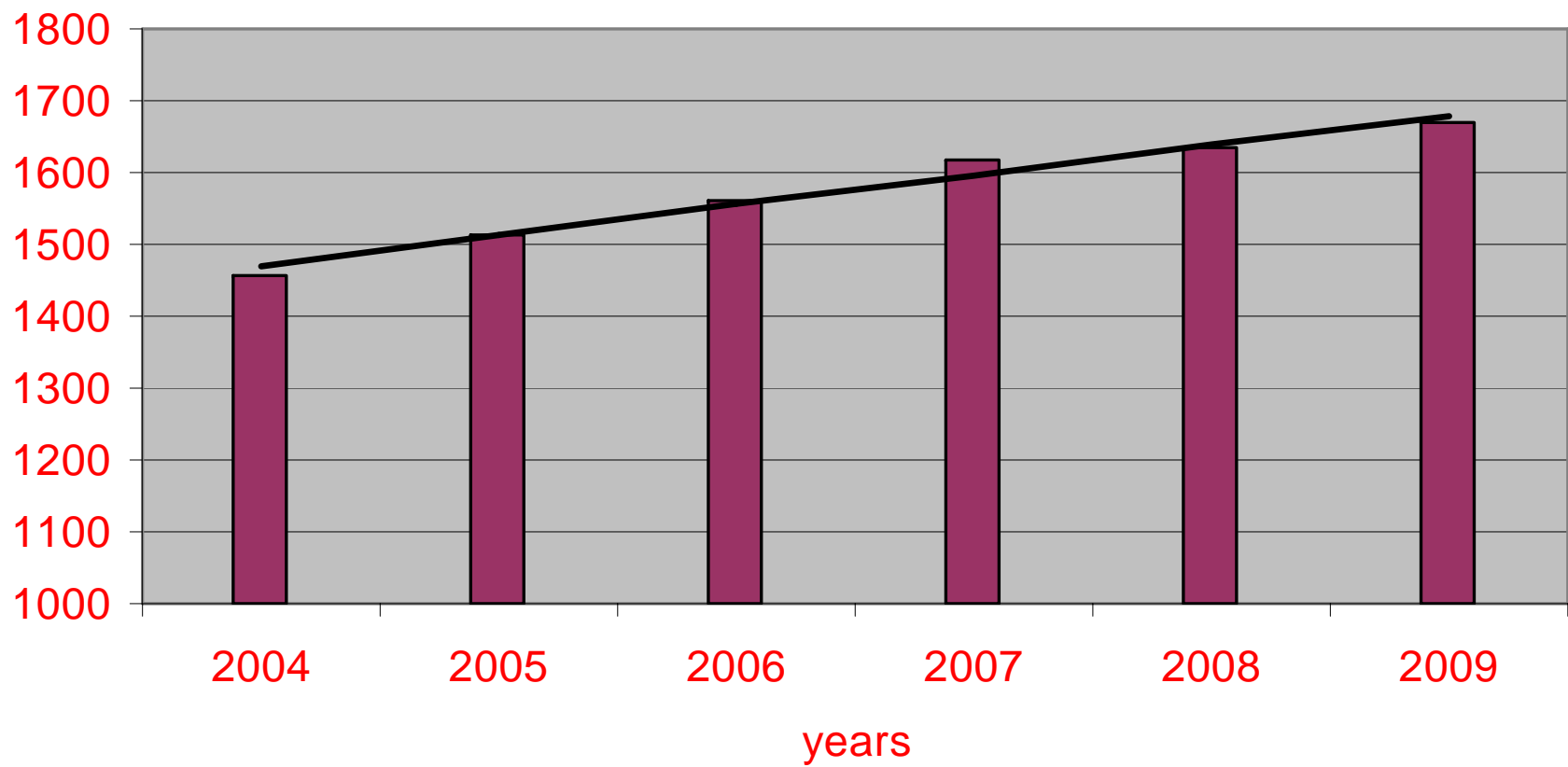
# Mobile site, Terschelling



## The Mobile Vehicle Site (MAL)



## Inspanningseenheden per FTE



# Leaflet



**ONDERTUSSEN  
REDT HAAR BLOED  
HET LEVEN VAN EEN  
KANKERPATIËNT**

Bloed geeft zieken en gevonden weer kans op een gezond en gelukkig leven. Daarom is het zo belangrijk dat bloed altijd en voor iedereen beschikbaar is. In Nederland zorgt Sanquin hiervoor. Samen met vrijwillige bloeddonors. Meer over bloed en bloeddonorschap vindt u op [www.sanquin.nl](http://www.sanquin.nl).

**Bloed is leven**



SANQUIN\_154x152 kankerpatiënt.indd 1

21-01-2009 15:52:30



June 16, 2010 20

# Donor recruitment campagne 2010

## Posters



# Examples of communications

**WIJ ZOEKEN NIEUWE BLOEDDONORS. HELP JE MEE?**

**Zo kun je helpen.**

**Deze vragen hebben de mensen om je heen.**

[www.ikgeefbloed.nl](http://www.ikgeefbloed.nl)

**Sanquin**

**Helpt u mee?**

**Als jou iets overkomt, verwacht je toch ook dat je bloed krijgt?**

**Word ook bloeddonor, je bent nodig.**

**Sanquin** Bloed is leven

**Sanquin**

**Bedankt voor uw aanmelding als bloeddonor!**

**Welkom bij Sanquin**  
Informatie voor donoren

**Sanquin** Bloed is leven

**ALS JOU IETS OVERKOMT, VERWACHT JE TOCH OOK DAT JE BLOED KRIJGT?**

**Word nu bloeddonor, je bent nodig. Meld je aan op [www.ikgeefbloed.nl](http://www.ikgeefbloed.nl)**

**Sanquin** Bloed is leven

**ALS JOU IETS OVERKOMT, VERWACHT JE TOCH OOK DAT JE BLOED KRIJGT?**

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**Sanquin** Bloed is leven



**BEDANKT.**

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**Sanquin** Bloed is leven

# Donor recruitment

## Prognosis Donor recruitment 2009

Instrument	New donors	%	costs per donor
1. Website	15000	35	
2. Direct Dial	11000	25	€ 18,00
3. Donor recruits donor	5000	12	€ 7,00
4. Direct mail campaigns	3500	8	€ 30,00
5. Student recruiters	2000	5	€ 3,00
6. Cooperation with police	500	1	
7. Waiting chambers	500	1	€ 66,00
8. World Blood donor Day	500	1	
9. Regional Activities	5000	12	€ 16,50

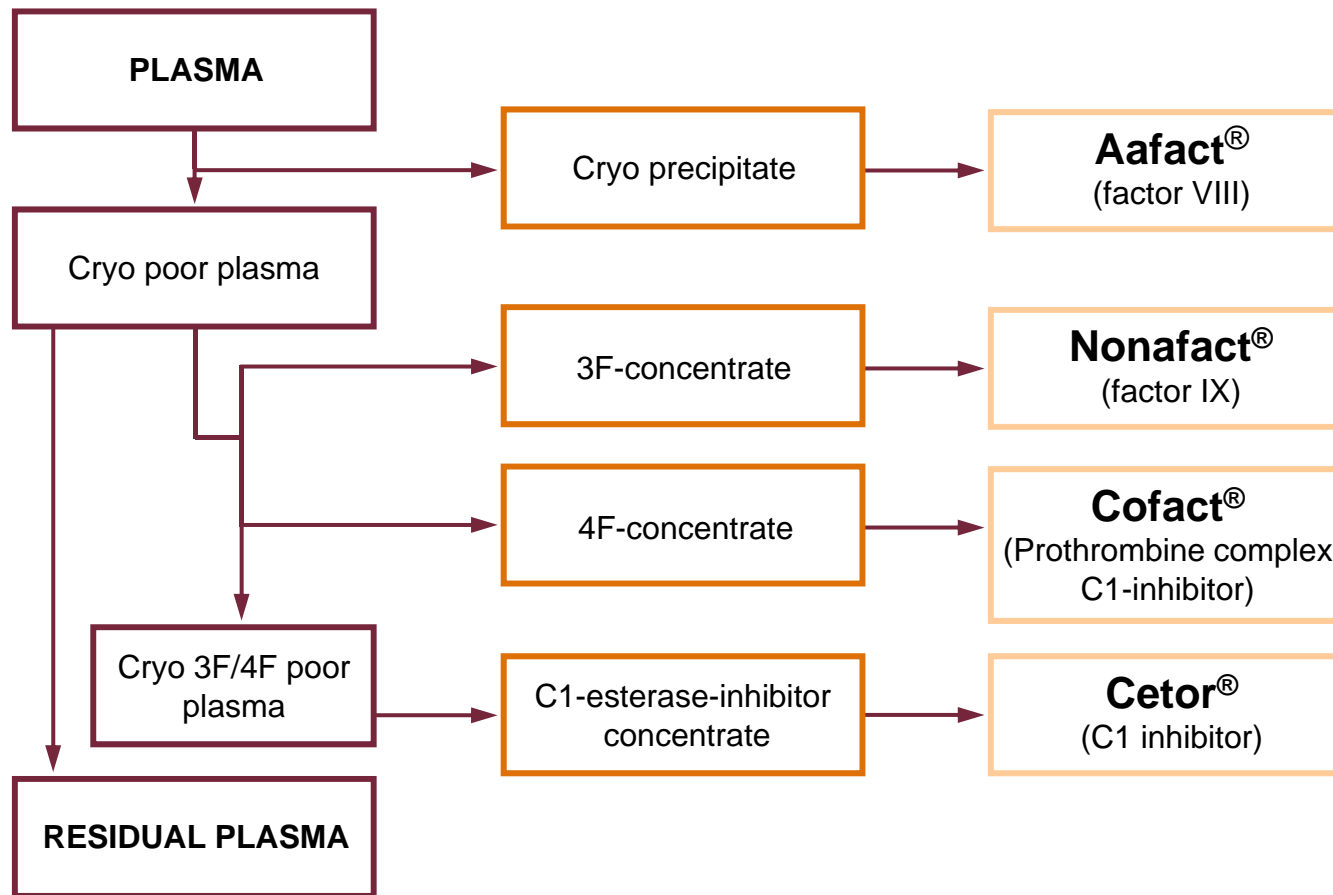
# Sanquin Plasma products

**Responsible jointly with CAF-DCF for the production of plasma products from Dutch (310,000 litres) and Belgian (200,000 litres) plasma for the Dutch and Belgian market.**

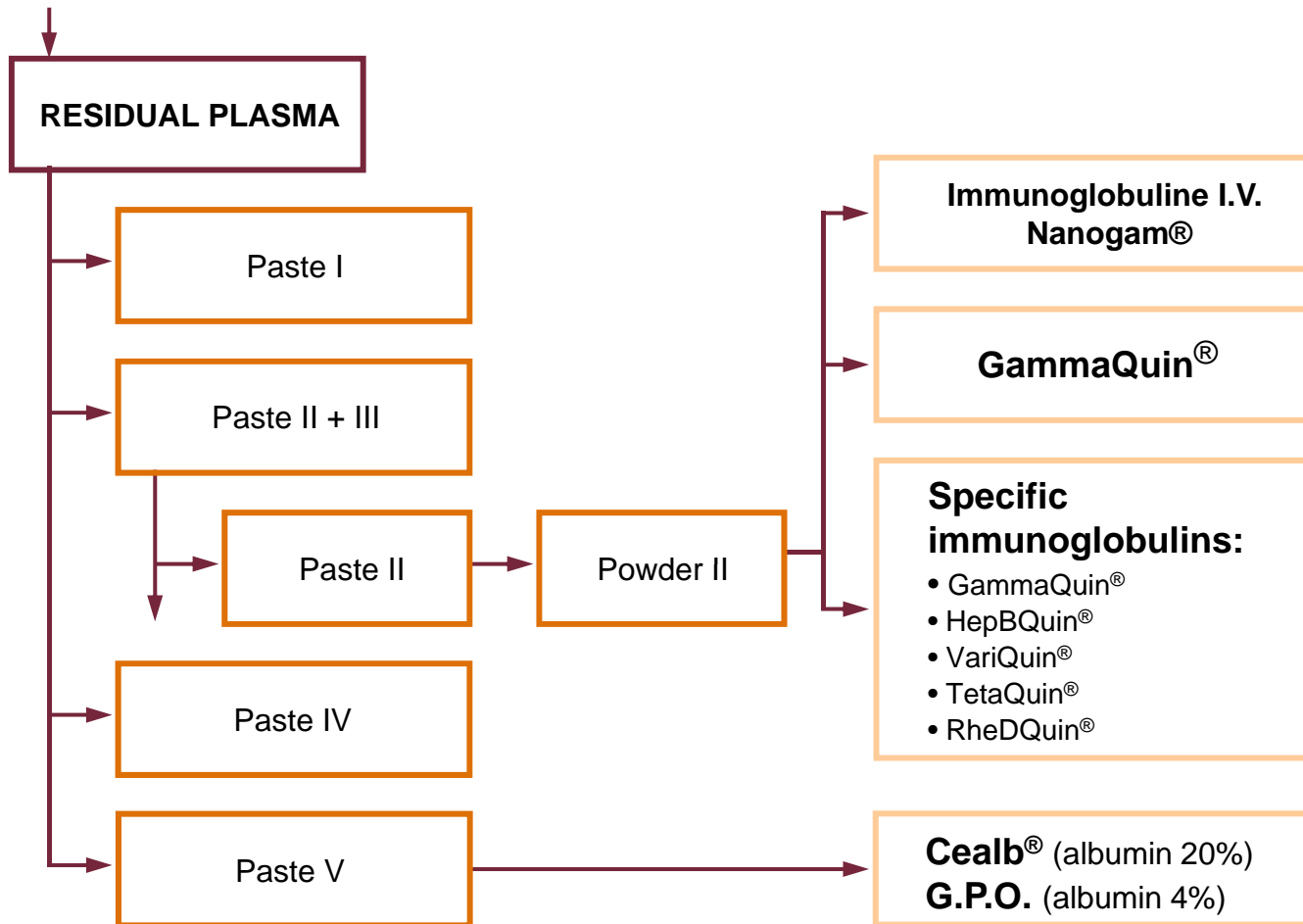
CAF:

- Central Fractionation Department of the Belgian Red Cross
- Sanquin/CAF-DCF integrated management team
- Production facilities in Amsterdam and Brussels (CAF-DCF)

# Plasma fractionation process (1)



## Plasma fractionation process (2)



## Self Sufficiency for plasma

- Apheresis plasma is used for transfusion as Quarantine plasma
- Male only since 2008 (prevention TRALI)
- 100% of whole blood plasma is recovered and used for fractionation
- The plasmapheresis program is adapted to the total plasma need for fractionation

## Self sufficiency for plasma

Calculation of plasma needed for fractionation

On the basis of most needed plasma product

In Dutch hospitals

In open competitive (medicines) market

On basis of real sales

Future: on the basis of total need to comply with reciprocity and European self sufficiency

Surplus products are exported to contribute to optimal use of plasma and cost efficiency

## International references

- EU Directive 2002 /98/ EC
- WHO statement on Availability, safety and quality of blood products
- Council of Europe definition of Volunteer Non-Remunerated Blood Donor
- Dublin “Consensus” statement

**Thank you for your attention**



## Key figures\* (1)

### Turnover in €1000

Blood banks	158.765
Plasma products	138.888
Diagnostic services	16.990
Research	7.677

## Key figures\* (2)

### Balance in €1000

Fixed assets	126.504
Current assets	205.853
Equity capital	201.083
Provisions	10.159
Long-term debts	29.791
Short-term debts	80.490

# Domaine

14 Partners



Co-financiering door EC - EAHC



Board of advice, inc **EBA** *European Blood Alliance*

Project Management Team



# Targets **Domaine**

## 1. **Gathering facts about**

- Donor recruitment & retention strategies
- Donor population characteristics
- Attendance rates
- Deferral procedures, rates and reasons

## 2. **Developing criteria for “Good Donor Management”**

## 3. **Disseminate knowledge**

## Deliverables Domaine

- 1. Criteria for “Good Donor Management”**
- 2. Reports and scientific articles**
- 3. Training programme for Donor Managers**