

LifeStream partnered with **Branch** to create a targeted program to convert whole blood donors over to trying apheresis donation for the first time. Apheresis is a more involved donation process: Blood is drawn from the donor's arm and the components are separated. Only the component being donated is collected while the remaining components are safely returned to the donor. The whole process takes twice as much time and requires coming into a center to do it. Customer Base Size (2 year sample): 85,000

Program Components

- Donor Base Analysis: Statistical, Demographic and Market Penetration.
- Consumer Data Append: 3rd Party Consumer data record append, analysis and review
- Customer Feedback: Measure motivation, keyword and messaging effectiveness/perceptions, barriers to donating and generational (Boomer to Millennial) messaging review
- Materials Development: New marketing materials incorporating Voice of Customer feedback and keywords and value proposition
- Staff Training: Training customer contact staff on project, messaging and conversion strategy
- Project Management: Overall project management of all components and timelines
- Time from Database Creation to Initial Calling: 45 Days

Impact/Results

Expanded Apheresis Donor Base

Estimated New Donors: 165 Actual New Donors: **350+**

Increase in Total Unique Apheresis Donors (annual): **10+%**

Increase in Total New Platelet Donors (annual): **30%**

Appointment Show Rate: 63%

Initial Donor Rebook Rate (of donors who show): **25%**

Increased 'Upsell' and Contact Efficiency

Phone Contact Conversion Rate: **28% (of Right Party Connects)** (Industry Standard: <10%)

Right Party Connect Rate: **24+%**

Estimated Annual Unit Gain: **1300+** Additional Platelet Units (**\$500,000+** additional revenue) in Year 1

Project Net ROI: **10+ X Project Cost**