

Glossary of Terms for Blood Donor Professionals



Donors Defined

Blood Donor- Unique individuals who have registered to donate blood.

Active Donor- Blood donor who has donated at least one time within the last 2 years.

First Time Donor- Blood donor who gave blood for the first time with your organization (includes all procedure types).

Lapsed Donor- The blood donor's last donation was more than 2 years ago but less than 5 years ago.

Super Lapsed Donor- The blood donor's last donation was more than 5 years ago.

Retention/Return Rate- Percentage of blood donors in one year who also donated the previous year.

Donor Frequency- Total number of donations in a year / total number of active donors in the annual donor base.

Show Rate- Percentage of donors who had an appointment and kept their appointment to donate.



Donation Outcome

Registrations- The number of individuals who present to donate blood. The word "presentation" is often used to describe a registration.

Donations- A specific individual attempts to give blood. This may include a donation registration, an attempted donation procedure, and/or a successful donation procedure.

Procedures- Any attempted donation, regardless of whether or not it was completed (needle in arm).

Products- Results from a blood donation, which may include red blood cells, platelets, plasma, or cryoprecipitate.

Successful donation- All procedures that collected at least one product

Deferred- A donor is temporarily or permanently unable to donate.

Quantity Not Sufficient (QNS)- Quantity Not Sufficient (QNS) describes a failed phlebotomy procedure that did not yield a unit of blood or components that met the minimum volume requirements.

Procedure Split Rate- The components collected in a single procedure are divided by the procedure.



Donation Outcomes

Procedure Conversion Rate- Conversion rates are calculated by dividing the total number of procedures that convert to a non-whole blood procedure by the total number of procedures for that data set. The rate is displayed as a percentage.

Donation conversion- Converting a donor from one procedure type to another procedure type before the procedure begins

Automation rate/conversion rate/gain- The rate of donors collected/sum of products collected.

Eligible- A donor is able to give blood that day based on the donor history questionnaire and pre-donation mini-physical.

Donor left- The donor registered but then left before the donation process began.

Donation Type

Whole Blood- A whole blood donation is the most common and traditional form of blood donation. In this process, the donor gives all components of their blood together, which includes red blood cells, white blood cells, platelets, and plasma.

Double Red Cell- A double red blood cell donation is a type of blood donation where the donor gives only red blood cells while other components, such as plasma and platelets, are returned to the donor's body. This procedure is done through a process called apheresis.

Apheresis- Apheresis is a medical procedure that involves separating and collecting specific components of blood while returning the rest to the body. These would be non-whole blood procedures collected on an automated platform.

Blood Components- Blood products manufactured from a unit of whole blood, in addition to the core red blood cell product, include, but are not limited to, plasma, platelets, and cryoprecipitate.

Therapeutic Donation- A medical procedure that a donor's physician orders to treat the donor for a condition as a patient. The donor is considered a patient, and the procedure is considered a patient service.

Donation Type

Concurrent Product- A blood product that is collected in addition to the targeted product type of the procedure. It is a component that is produced at the bedside via an apheresis procedure, as opposed to a component that is produced in the component manufacturing laboratory post-procedure.

Directed Donation- A directed blood donation is a type of blood donation in which the donor gives blood specifically for a particular patient, rather than for general use. This donation is intended for a person with a specific medical need, and the blood is reserved exclusively for that individual.

Autologous Donation- An autologous blood donation is when a patient donates their own blood in advance, ordered by a physician, typically for use during a future medical procedure or surgery.

Operational Term

Fixed Site- A permanent, stationary donation center location with regular hours of operation that is managed and staffed by the blood center and registered with the FDA.

In-center blood drive- A sponsored blood drive at a fixed site.

Mobile Blood Drive- A blood drive event held at a location outside a blood center's facility, often sponsored by a third-party entity in the community and/or coordinated by a community volunteer.

Bloodmobile/Bus/Coach- A vehicle that is set up to function as a self-contained blood drive unit where staff can perform donor registration, screening, and donation procedures with volunteer donors inside the vehicle.

Blood Drive Coordinator/Chairperson- A volunteer from the community who agrees to host and coordinate a blood drive event, either at a mobile location or at a blood center fixed site.

Inside setup blood drive- A type of mobile blood drive event that takes place within the facility of a host sponsor group's location.

Operational Term

Group Frequency- Annual frequency of unique blood drives.

Field Recruiter/Territory Representative/Account Rep- A blood center staff member who is responsible for business-to-business recruitment of blood drive host groups or blood drive sponsor groups.

Dash Rate- A calculation that evaluates productive units of blood collected divided by the hours of a blood drive or donor center event (not including setup/teardown or travel) divided by the number of staff assigned to the collection operation event.

Projection Accuracy- Percentage of Procedures performed as compared to the number of Procedures projected to be performed.

Cost Per Unit (CPU)- Cost per unit is a calculation that involves the sum of selected fixed and/or variable costs divided by the product(s), or outcomes of a donation.

Recruitment Term

ROI- ROI stands for return on investment. It measures the money your organization spent against the revenue generated by the effort.

Click Through Rate- A click-through rate (CTR) is the ratio of clicks to impressions on a mobile advertising campaign. CTRs are calculated by dividing the number of clicks on a mobile advertising campaign by the overall impressions and then expressing the resultant figure as a percentage.

Calls per hour- The number of calls a call center makes per hour.

Rescheduling/Rebooking- Rebooking is the process of scheduling an additional follow-up appointment at the time of a current donation prior to the donor's next eligibility.

Right Party Contact- The right party contact occurs when the intended audience of a contact outreach receives the outreach. For telephone communication this occurs when the donor being contacted answers the phone.

Recruitment Term

Impressions- An impression is when a user sees an advertisement. In practice, an impression occurs any time a user opens an app or website, and an advertisement is visible.

Cost Per Click- Cost per click (CPC) measures the average cost an advertiser pays for each click on their ad by a user.