



Active Altruism: Expanding Our Reach to Connect with More Donors

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Summary

In the world of blood donation, reaching and engaging donors is an ongoing challenge. As demographics shift and consumer behaviors evolve, blood centers must adapt their strategies to maintain a stable supply. Héma-Québec, the organization responsible for managing Quebec's blood supply, offers valuable insights into how data-driven approaches can help expand donor outreach.

The Power of Location Intelligence

At the heart of Héma-Québec's strategy is a sophisticated geolocation analysis. By leveraging both internal and external data, they've developed a method to identify optimal locations for permanent donation centers. This approach goes beyond simple demographics, incorporating lifestyle factors and evolving donor behaviors.

The process involves several key steps:

1. Surveying donors and the general population
2. Conducting internal workshops
3. Identifying potential cities
4. Applying a multicriteria matrix
5. Analyzing internal performance and cannibalization risks

This comprehensive methodology allows Héma-Québec to make informed decisions about where to establish new donation centers, maximizing their reach while minimizing risks.

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Diving Deep into Data

One of the most fascinating aspects of Héma-Québec's approach is the depth of their data analysis. They don't just look at population numbers; they consider a wide range of factors including:

- Donor motivations and habits
- Expectations for the donation experience
- Sustainable development initiatives in potential locations
- Performance of existing collection sites
- Potential cannibalization of current donor bases

By weighting these various criteria, Héma-Québec can create a nuanced picture of each potential location, allowing them to identify the most promising opportunities.

Balancing Expansion and Existing Operations

A critical consideration in any expansion effort is the impact on current operations. Héma-Québec's approach includes a careful analysis of how new centers might affect existing collection sites. This "cannibalization analysis" helps them anticipate and mitigate potential risks, ensuring that expansion efforts truly increase overall donation rates rather than simply shifting donors from one location to another.

The Human Element

While data drives much of this process, Héma-Québec recognizes the importance of human insight. Internal workshops with multidisciplinary teams play a crucial role, allowing them to validate data findings and incorporate valuable first-hand experience into their decision-making process.

Looking to the Future

As Héma-Québec continues to refine its approach, they're exploring new technologies to enhance their outreach efforts. Geofencing, for example, offers the potential to reach target audiences with precision, personalizing the donor experience and driving conversions in relevant moments.



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Conclusion: A Model for Active Altruism

Héma-Québec's data-driven approach to expanding donor reach offers a compelling model for blood centers worldwide. By combining sophisticated data analysis with human insight and a willingness to embrace new technologies, they're charting a course toward increased plasma self-sufficiency and a more stable blood supply.

As we look to the future of blood donation, strategies like these will be crucial in ensuring that life-saving resources are available when and where they're needed most. It's a powerful example of how active altruism – guided by data and driven by compassion – can make a real difference in people's lives.

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