

# Donor Center of Tomorrow (DCOT)

*Transforming the Blood Donation Experience*

*By listening directly to donors and reimagining how centers are designed, staffed, and standardized, we are building a model that prioritizes comfort, innovation, and operational excellence. This forward-looking approach positions DCOT as a benchmark for the blood donation experience.*



**Gulf Coast  
Blood**

## Voice of the Donor

2025 Survey and interview findings from over 200 participants revealed what matters most to donors:

### **Comfort**

-adjustable, ergonomic donation chairs for longer sessions.

### **Relaxation**

-soft lighting, calming music, and natural elements.

### **Wellness**

-massage features, aromatherapy, healthier snacks and beverages.

### **Experience**

-friendlier staff interactions and expanded hours.

### **Safety**

-90%+ already feel secure, driven by attentive staff.

## Standardization Across Centers

To ensure consistency and excellence, every DCOT location follows unified guidelines:

### **Unified Brand Identity**

### **Approval for Visual Elements**

### **Prohibited Personal Items**

### **Standardized Floor Plans**

### **Standardized Furniture and Equipment**

### **Optimized Donor Flow Pathways**

### **Uniform Environmental Guidelines**

### **Consistent Digital Displays and Materials**

**Donor experience is directly tied to donor satisfaction, retention, and loyalty.**

## Key Enhancements Implemented

At DCOT locations, these donor-driven features are already being implemented:

### **AI Avatar Coach, Teagan**

– the first AI avatar in North America's blood collection industry.

– provides donors with clear, accessible information.

– supports employees with training, SOP guidance, role-playing, and competency scoring.

### **Updated Floor Plan**

– redesigned donor centers featuring a combined canteen and lobby area, creating a more open, welcoming space that improves donor flow and enhances the recovery experience.

### **New Concierge Team**

– provides personalized support to donors, ensuring a smooth, high-quality experience from check-in to recovery.

### **Bevi Machine**

– customizable drinks with electrolytes, boosters, bubbles, and seasonal flavors.

### **Aromatherapy**

– curated, spa-like scents to create a calming environment.

### **Massage Chairs for Recovery**

– zero-gravity recline, personalized massage options, phone holder for entertainment.

### **Massage Chairs for Phlebotomy**

– heat therapy, gentle lumbar stretch, and zero-gravity recline during donation.



The Donor Center of Tomorrow is more than an updated design, it's a reimagined model of donor care. Gulf Coast Blood is building stronger donor relationships and shaping the future of the blood collection experience. These enhancements are expected to increase donor frequency, service metrics, and retention rates. And these changes are only the beginning of our commitment to drive change for a better future.