

**NHSBT Board**  
28 July 2016

**Chief Executive's Board Report**

**1. Status – Public**

**2. Executive Summary**

This paper summarises key communications activity and highlights other issues of performance and risk.

**3. Action Requested**

**The Board is asked to:**

Note the report.

**4. Communications Activity Since Last Board Meeting**

**4.1 Internal**

This years' Director Roadshows were well attended and provided an opportunity for Directors to engage colleagues with priorities for the year ahead and to answer questions from colleagues across the organisation.

The evaluation so far has been positive with over 85% of respondents saying they agree that NHSBT has a clear vision for the future. This year we expanded the programme to visit evening shift workers and we will be running sessions with mobile blood donation teams who were unable to get to their local Centre. The Roadshows complement our *Connect to a Region* initiative to improve senior leader visibility in the organisation.

Following the EU Referendum result we have joined the wider NHS campaign to ensure that non UK Nationals, either colleagues or donors, feel valued. There have not been any reported incidents of inappropriate behaviour.

**5. Promoting Donation**

**5.1. Stakeholder Event**

We welcomed a wide range of stakeholders including charities, faith groups and representatives from the UK health departments to our annual stakeholder event on 28 June. The event focussed on how best to engage effectively with black, Asian and minority ethnic communities including the vital role that stakeholders play in engaging with these communities directly.

Initial feedback has shown that the relevance of the event scored highly and we were joined by four passionate speakers who shared examples of the work they are doing to engage with communities at a local level.

Follow up work is aimed at ensuring stakeholders feel listened to and valued, whilst at the same time ensuring they hear the message about cost effective use of public money.

## 5.2. Blood Donation

### Digital

In June overall website traffic increased slightly for blood month on month, with a particular increase in organic traffic. New registrations showed a 10% uplift compared to the previous month, partially due to a much stronger conversion rate.

Registration conversion rates continued to increase significantly. The desktop registration conversion rate was close to 30%. Appointment bookings showed a slight decline month on month although the monthly number has stayed consistent over the past 4 months.

On World Blood Donor Day (14<sup>th</sup> June) we promoted our new text message service that sees donors receive a text telling them which hospital has used their blood. The introduction of this service received significant positive press coverage, including on Sky News, Mirror, LBC, Independent I, The Times, and in a number of large regional daily papers, and was an opportunity to reiterate the importance of blood donors.

## 5.3. Organ donation

### “Waste or Save” campaign



Our digitally led promotional campaign “Waste or Save”, focused on younger (18-35) audiences launched on 11 July. It features a series of animated characters highlighting the patient need for key organs and encourages people to join the register. The campaign runs until 24 July.

<https://www.organdonation.nhs.uk/news-and-campaigns/waste-or-save/>

Planning for Organ Donation Week (5-11 September) continues with the team attending regional collaboratives across the UK to involve colleagues in the development of our approach.

## **Digital**

Month on month traffic for June was down by 8%, the main contributor has been the reduction in paid activity as other key channels remained stable. However with the launch of 'Waste or Save' we expect to see it rise again.

Conversion rates however were the strongest they have been for many months. Organic and referral traffic in particular converted at a higher rate than previous months.

### **5.4. Media activity**

During the first quarter of the year we handled 51 media enquiries about blood donation/transfusion, 90 about organ donation / transplantation and 4 about areas of our work within DTS.

We proactively generated 101 pieces about organ donation/transplantation in the media this quarter. 97% of these were positive with the remaining neutral in tone.

We proactively generated 203 pieces of media coverage about blood donation in the media this quarter. 99% of these were positive.

We are pleased that there is increasing press interest in the shortage of organs from Black, Asian and Minority Ethnic (BAME) communities, but this remains a challenging area for us to gain traction with journalists.

## **6. Performance and Management**

### **6.1. Operations**

Overall blood stock levels remain good, but concerns remain about the overuse of universal components. A range of operational measures are in place. However the key issue appears to be that whilst the amount of O neg and A neg platelets collected has gone up in real terms against a background of falling overall demand, it is clear that hospitals are calling for an increasing % of universal components. The lack of blood from BAME donors is also a factor, with universal components being substituted.

The issue has recently been raised with the National Commissioning Group. Although there was support in principle for differential pricing as a tool to control demand this will not be straightforward to implement. The detail would be worked up over the latter half of this calendar year with potential implementation in 2016/17.

Sales in DTS are +6% YTD in comparison to 2015/16 with increases in sales in most areas. Cord blood and stem cell unit sales are behind plan but performance is improving.

ODT started the year with better performance than this time last year. Strong % consent rates are balanced by fewer potential donors, leading to a budget surplus. The DRT platform went live and is working well. This is the first of a number of applications which make up our platform approach to IT renewal. A demonstration of the platform is on the board agenda.

Work on the major transformation projects continues, details of progress for CSM and ODT Hub are elsewhere in the agenda. The desktop licence deal has been closed and we are mobilising for delivery over the next year.

## **7. Activity in the next period**

- The Triennial Review is expected to be published shortly, but recent ministerial changes and impending recess mean the exact date has not been set at the time of writing.
- Secure new site for Bradford Donor Centre and continue to secure a new site for the Leicester Donor Centre, following 2 year lease extension.
- Launch a major global blood donation promotion campaign.
- Continue budget planning for short and long term.