

NHSBT Board
January 28 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 Highlights

- 'The Wait' Organ Donation campaign during winter with high levels of digital response and a globally successful Tinder partnership.
- Strong response to our employee survey highlighting improvements in key areas identified in the 2014 survey – but more to be done.
- A new blood website with refreshed content launched on the Content Management System.

5. Promoting Donation

Organ donation

5.1. Winter organ donation campaign – The Wait

On 20 November we launched a campaign across England to encourage people to join the NHS Organ Donor Register. The campaign, which runs to 31 January, draws attention to what life is like waiting for a transplant and encourages people that now is the *#TimeToSign* the Register.

Activity focused on sharing real stories and facts and information with media and direct through social media:



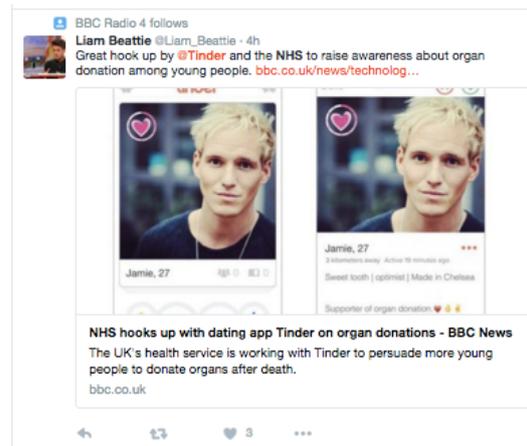
We filmed Simon Howell who has been waiting for a kidney transplant at home and screened the 14hr film at Vue Piccadilly cinema. The story was run by ITV News and generated over 30 national print media stories in The Sun, Telegraph, Financial Times, Metro, Times.



In December we joined forces with Tinder, the world's most popular app for meeting new people, to promote organ donation to young people.

Made in Chelsea's Jamie Laing, Olympic Gold Medallist Jade Jones MBE and *Emmerdale's* Gemma Oaten all agreed to have profiles on Tinder with 'The Wait' logo.

The activity generated 4,059 sign ups directly through the link.



5.2 Educational material

In November we launched a new Education Resources pack for schools <https://www.organdonation.nhs.uk/about-donation/educational-resources/>. We worked closely with teachers, stakeholders and colleagues to equip secondary school teachers in England with the tools to educate and engage students about organ donation, empowering the younger generation to openly discuss organ donation with their family and friends.

Blood donation

5.3 Stock maintenance over winter

We ran a 'ten reasons why we need blood donors over the winter' campaign to encourage existing donors to keep their appointments and keep donating during the festive period. We drew attention to the fact that the demand for life saving blood and platelets continues 365 days a year despite any bad weather and our busy schedules.

Messages were shared through direct donor communication, digital channels, social media and media activity.

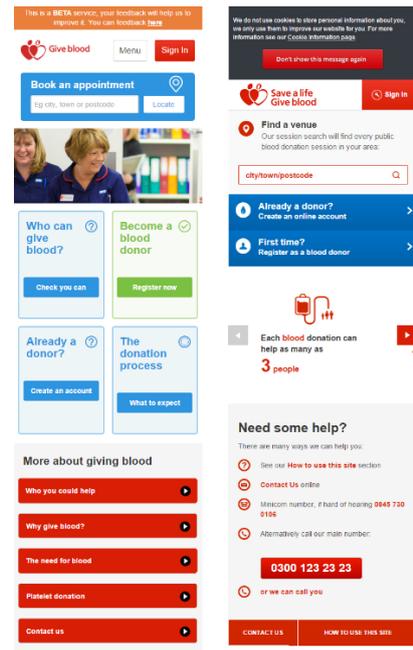
Initial results from this campaign are very positive. Appointment cancellations through the portal were at the lowest levels for several years over the festive period. Blood stocks were strong throughout the period and the mix of blood groups was also strong - with O Negative standing at 2 days' higher stock than the same period last year.

5.4 New **blood.co.uk**

The changes have been made in response to research and feedback from our donors, prospective donors and colleagues. Key benefits include a better user experience on mobiles and tablets, a clearer home page and a simplified structure for visitors to the site. The website has also been migrated to our content management system in line with the digital business enabler project.

The result is a website that will better serve the needs of its users and is easier to manage.

Pre-launch testing showed an increase on new user sign ups of 4.41% and appointment bookings of 9.15%.



6. Performance and Management

- 6.1 During this period blood stock levels have been generally good with stock levels exceeding 38,000 units. Collections over the Christmas and New Year period went to plan and we have delivered a small stock build to reinforce our position prior to the move of the server rooms in February. There was minor disruption due to flooding but this was handled really well by the teams on the ground.
- 6.2 Introduction of HeV tested components is expected to be complete by the end of February.
- 6.3 85% of Hospitals rated us 9/10 or better, our best ever customer satisfaction result. Whilst this is a sample survey it does show a strong direction of travel. The strongest area was the performance of our drivers who received particular praise.
- 6.4 DTS sales income remains below plan with the main issue being lack of cord and stem cell sales. However during January there has been a marked increase but this is insufficient to recover the loss position.
- 6.5 Organ donation levels in the period have remained strong and we are now less than 15 donors behind target. Consent rates amongst donors from Black and Asian communities reached 54% in December, up from the more typical level of 30%. Small numbers mean this should not be seen as a trend but is worthy of note.
- 6.6 Work on perfusing donated DCD hearts has continued and since the 1st December, when the final service evaluation protocol was agreed,

there has been one further proceeding DCD Heart donor. The lower activity since the start of the evaluation is a direct result of a lack of donor opportunities. To date 14 retrievals have taken place, of which 13 recipients are alive. There has been a 100% consent rate for DCD Heart donors when a donor is identified and the family approached. Discussions are still ongoing with Transmedics; if negotiations fail, a total of 22 DCD hearts will be evaluated, but this could increase if supported by Transmedics.

- 6.7 We remain on track to move the IT server rooms during February. Early equipment moves have been completed and our contractor is performing well.
- 6.8 There has been a general improvement in change project performance. Reviews are taking place across the programmes to ensure that resource contention does not compromise our ability to deliver the portfolio of activity currently under way. Use of the scaled Agile Framework and a Release train approach are enabling clear visibility of requirements and setting out activity choices more clearly. IT Platform selection is nearly complete.
- 6.9 Budget planning is on track and we are not at this point aware of any significant changes in budget allocations following the recent Spending Review.

7. Activity in the next period

- Finalise IT platform selection and commence build activity for ODT Hub and Core Systems Modernisation (replacing Pulse)
- Agree direction for new Desktop
- Move the Server rooms
- Manage the winter period without disruption
- Produce budget for 2016/17
- Triennial Review will be published in February / March.

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