

<b>NHS BLOOD AND TRANSPLANT</b>
---------------------------------

**28 MAY 2015**

**CHIEF EXECUTIVE'S REPORT**

**HIGHLIGHTS**

- Budget position has started the year generally well with most areas on or exceeding plan. Concern that debt levels are higher than plan with a number of hospitals not paying on time.
- Blood stock levels and stock mix remain very strong. Donor satisfaction at very high levels and complaints dropped significantly. OTIF at 96% improved from recent months but proving difficult to substantially improve.
- Organ Donors numbers started the year significantly behind plan, albeit input measures around SNOD attendance et al on track.
- DTS services behind income plan but offset by lower cost of sales. Cord blood issuance remains below plan with only 2 of the planned issues in April.
- IT stabilisation activity performing well with the number of P1 incidents decreasing and those that are occurring being dealt with faster.
- Manchester and Bristol eye banks have been taken on, with a number of issues in Bristol now having being resolved. Stock of donated corneas now the highest ever.
- Numbers of Health and Safety incidents ahead of 'plan', and sickness levels improving.
- New ODR has gone live and been well received. Some minor data management issues being resolved.
- New Nottingham Donor Centre opened.
- Emerging picture on Hepatitis E and Pathogen Inactivation being managed
- Welcomed £3m funding to support our work in stem cells through our partnership with Anthony Nolan
- Continued shift of blood donor activity online with over 1 million transactions completed via the website delivering efficiencies and improving satisfaction. Positive work with vlogger, Charlie McDonnell.
- Positive media coverage of a unique organ donation story resulting in 50% increase in ODR registrations.
- A successful leadership event to aimed at fostering a faster moving organisation responsible to donor and customer needs and opportunities to do more for the wider NHS.

**STAKEHOLDER ENGAGEMENT**

We welcomed Scottish Public Health Minister Maureen Watt to our Board meeting in Edinburgh on 26 March. We also visited the National Memorial for Organ and Tissue Donors at the Botanical Gardens and heard from clinical colleagues and a recipient about the difference that organ donation makes on people's lives.

The Stem Cell Oversight Committee's refreshed strategy and the Regenerative Medicine Expert Group reports were published in March. I presented the strategy at the Stem Cell Transplantation All Party Parliamentary Group at the Houses of Parliament. The strategy also

had the backing of George Freeman MP, Life Sciences Minister who announced £3 million in additional funding as the strategy was launched.

Since my last report we have responded to five pieces of Department of Health correspondence and five pieces of MP correspondence covering a range of subject areas. We did not receive any requests to contribute to Parliamentary Questions (PQs). We also responded to thirty-three Freedom of Information requests.

Government Business has been restricted due to the General Election pre-election period which was in place from the end of March until early May. We will now be focusing on working closely with the new Government and building relationships with Members of the new Parliament.

## **PROMOTING DONATION**

### **Blood**

April has been a good start of the year for collections with a delivery of 104% of business plan. Blood mix continues to perform well with all groups above five days and stocks of O negative increasing even further to be 12.47% of all collections.

Website registrations continue to rise and currently stand at just over 650,000 with 120,000 downloads of the mobile app. Over 1 million donor transactions have been successfully completed through the improved website which allows donors to make and change appointments online. The next stage of the website development is underway with the aim to deliver increased functionality by the end of September.

Preparations are now underway for this year's National Blood Week (June 8-15<sup>th</sup>) and campaigns to ensure we maintain our blood stocks up to and during the Rugby World Cup running from end August to mid October.

We are proud of our donor communication initiatives and pleased to have been shortlisted in six categories for the 2015 Public Sector communication awards in July.

### **Easter campaign – Easter bunnies thank donors**



In the run up to Easter young patients who have had their lives saved or improved thanks to blood or platelet donors went along to their local sessions to give Easter goodies to donors. The visits were promoted in the local media to remind blood and platelet donors of the importance of donating during the Easter period.

### **You Tube star encourages new donors to come forward**

You Tube star Charlie McDonnell (charlieissocoollike @coolike) joined blood donors for a special Saturday session at Edgware donor centre on Saturday 25<sup>th</sup> April.



Charlie, who has 2.4 million YouTube subscribers and 692,000 Twitter followers, shared a video of his own blood donation and asked people to sign up for the special Saturday session at Edgware. The film attracted over 100,000 views within 24 hours of launching on April 20<sup>th</sup> and to date there have been more than 170,000 views. On the first day the video went live we saw a 10% increase in new donor registrations compared to the previous week.

The Edgware session was a great success with a high number of first-time donors (76% compared to 6% for the five previous days) the majority of whom came from our target 17-25 age group. There were also a high number of walks-ins and bookings on the day with people inspired to come along thanks to Charlie's tweets that morning.

## **Organs**

### **Teddy's legacy**

In April, we worked with the parents of Teddy Houlston to promote his donation as the UK's youngest ever solid organ donor. Teddy was born with anencephaly a year ago and sadly died 100 minutes after he was born. Throughout the pregnancy, his parents were determined for some good to come out of his short life and they worked hard to break down barriers so he could potentially donate his organs. When Teddy died, he was able to donate his kidneys and heart valves with his kidneys transplanted into an adult.

We sought and got approval to work with the family to tell their story on the anniversary of Teddy's birth and donation which fell during the pre election period. We then worked closely with the health editor at The Daily Mirror to promote Teddy's donation. They ran the story as an exclusive with a front page piece and two double-page features. The extensive and sensitive reporting prompted a significant number of interview requests. These were handled by the family, our clinical lead for organ donation, the specialist nurse in organ donation and the neonatologist and palliative care consultant in Cardiff – where the family live. The family were interviewed on This Morning and for all the national news TV programmes.

The day after the story appeared in the media, The Daily Mirror ran a second front page story launching an organ donation campaign of their own asking readers to sign up in Teddy's memory. On the Saturday, the Daily Mail featured the family on the front page with a feature interview inside the paper.

More than 300 media clippings appeared about Teddy's donation in print, online and on TV. 58% of them clippings carried the message that his parents hope Teddy's story will inspire others to donate and 42% of the articles carried the message that donation can help with the grief process.

Teddy's story prompted thousands of people to go online to join the Organ Donor Register. In the five days after the story first came out over 15,000 people applied to join the Organ Donor Register – around 50% higher than the same period last year when around 10,500 people applied to join the Register. The story also generated a lot of discussion about organ donation on twitter #TeddysStory. His story shows the importance of real life stories in the media and the role they play in prompting people to join the Organ Donor Register and to discuss donation with their relatives. We are extremely grateful to Teddy's family for sharing their son's story.

### **Use of higher risk organs**

We provided an article to the National Kidney Federation about the processes transplant units follow to assess kidney patients for transplant, the transplant consent process and the

use of higher risk organs. The article has been published on the National Kidney Federation website.

## **Heart from donor after circulatory death**

At the end of March Papworth Hospital announced to the UK media that they had successfully carried out a heart transplant from a non-heart beating donor after years of research.

While the initial heart transplants in the 1960s were from non-heart beating donors, this type of donation for heart transplants didn't take place for many years as hearts were used instead from donors after brain stem death. Experts at Papworth and elsewhere have been working hard for a long time to find ways to predict whether hearts from such donors will work after transplant and to introduce programmes using novel technologies to successfully transplant hearts from non-heart beating donors.

The story was widely and positively reported and we dealt with a number of media enquiries about what this means for the future of heart transplantation.

## **MEDIA ENGAGEMENT**

In March and April we handled 107 media enquiries about blood, organ and stem cell donation and our work. Our proactive efforts to secure articles in the media about donation together with our responses to journalist enquiries and articles generated by individuals, hospitals and other organisations resulted in:

- 370 mentions of blood donation in the English and North Wales print media and national broadcast media:
  - Advertising value equivalent of £1,206,446 and a circulation of 168,268,226
  - 72.5% of these mentions were favourable, 21% neutral and 6.5% negative.
  - 36% of the articles provided details of how to sign up as a blood donor and 12% of articles carried the message that we need new donors
- 895 mentions of organ donation across the UK print media and national broadcast media:
  - Advertising value equivalent of £7,682,197 and a circulation of 878,493,049
  - 77.5% of pieces were positive, 21.5% neutral and 1% negative.
  - 14% of the articles carried the join the ODR message, 4% encouraged people to discuss their decision with loved ones. 8% gave details of how to sign up.

## **INTERNAL ENGAGEMENT**

Our annual Leadership Conference took place on 28<sup>th</sup> April. The focus of the event was to identify ways we can become a faster moving and more responsive organisation. All teams were represented and attendees will be feeding back their reflections to their individual teams. The key outcomes of the conference were for attendees to explore new ways of working, develop their personal leadership skills and to identify cultural or situational blockers to change and suggest ways to resolve them.

We launched *Connect to a Region* earlier this year to improve senior leader visibility in the organisation. Since then NHSBT Directors and their Senior Management Teams have been visiting different regions and engaging with colleagues from all directorates across our sites.

Since the initiative launched in January, over 60 visits have taken place across the organisation and a number of Directors have taken away specific actions as a result.

Over the next two months we will promote the new Strategic Plan 2015-20 through a series of Director Roadshows. These events help employees understand how the strategy relates to them in their everyday work as helps our people set meaningful objectives for the year ahead.

**May 2015**