

The supply of plasma-derived medicinal products in the future of Europe

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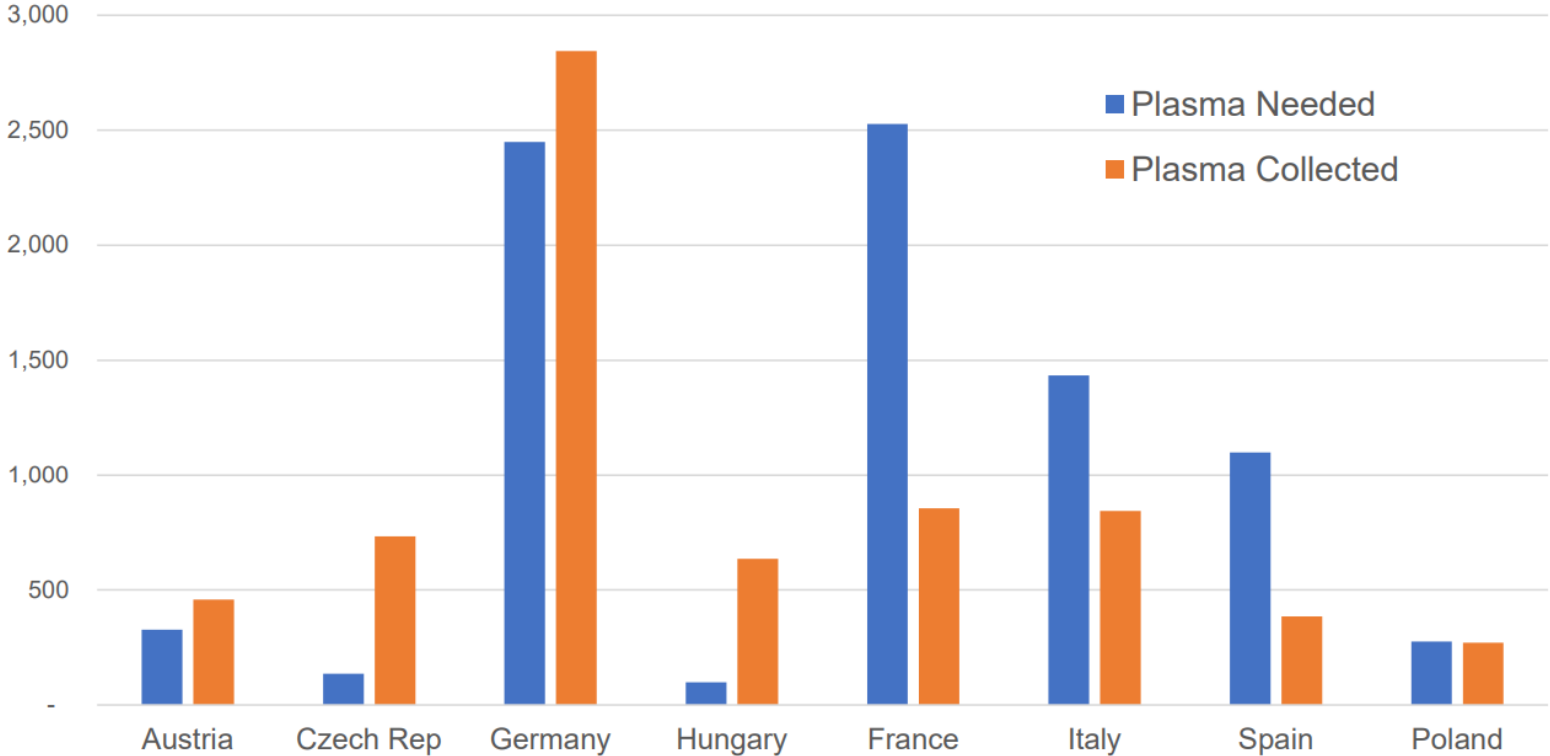
Ministero della Salute

Donor retention and recruitment strategies

Prof. Dr. Michel Clement

University of Hamburg

Estimated Plasma Needed to meet Patients' IG Needs and Plasma Collected in Selected European countries in 2020 (Liters x 1000)



Source: Marketing Research Bureau. (2023). *Data & Analysis of Immunoglobulin Supply and Plasma Requirements in Europe 2010-2021*. Available at https://marketingresearchbureau.com/wp-content/uploads/2023/05/MRB_EU_SOHO_Figures-2023.pdf [7th February 2024]

To address the challenge of plasma shortages in Europe, WP2 focuses on incentive strategies for donor retention and recruitment.

Research Question

- Which incentives are given in different countries after plasma donation?
- What is the effect of incentives on plasma donation intention?

Objectives & Methods

Deliverable 2.1

Overview of plasma donor recruitment and retention strategies

Method: Desk research & validation via expert interviews

Deliverable 2.2

Assessing identified practices regarding efficiency and identifying novel practices

Method: Online survey with 200 plasma and/or 200 blood donors and 200 non-donors in AUT, F, GER, NL

Transfer plan

Developing a recommendation and transfer plan

Method: Online experiment in AUT, F, GER, NL (n=800 each)

Incentives used by different Blood Establishments

Method: Desk research & validation via expert interviews

Country	MARKET ATTRIBUTES			INCENTIVES ¹											
	Centralized plasma collection model	Organization type			Rung 6	Rung 5	Rung 4 Rung 5	Rung 4 Rung 5	Rung 2 Rung 4	Rung 4	Rung 3	Rung 3 Rung 5	Rung 2	Rung 2	Rung 2
		Profit	Government	Non-profit	Cash payment [amount in €] ²	Vouchers [amount in €] ²	Lottery [amount in €] ²	Gifts [amount in €] ²	Health check	Loyalty program	Travel compensation	Time off work	Snacks	Entertainment	Recognition
EU countries															
Austria	No	x		x	30-35				x ^b	x			x	x	
Belgium	Yes			x	-	2.50		1	x ^a	x	x		x		
Czechia	No	x		x	30	x		x	x ^a	x			x	x	
Denmark	Yes		x	x	-			x	4-160				x		
Estonia	Yes		x		-	5-10		x	2	x ^b			x		
France	Yes		x		-			x	x ^a		x		x	x	x
Germany	No	x	x	x	up to 45	10	up to 100	5-20	x ^b	x	x		x		
Hungary ⁴	No	x			13-26	x	x		x	x			x	x	
Italy	No		x	x	-	0-20		0-5	x ^b	x			x		x
Latvia	Yes		x		17				x ^a			x ^c	x	x	
Lithuania ⁴	Yes		x		12				x	x					x
Luxembourg ⁴	Yes			x	-				x				x		
The Netherlands	Yes			x	-			x	x ^a	x	x		x		
Poland	Yes		x						x	x	x		x ^d	x	x
Portugal	No		x	x									x		
Slovakia	No	x	x		-			x					x		
Slovenia	Yes		x		-								x		
Spain	No		x		-			1	x ^b	x			x		x
Sweden	No			x	10-15	max. 10	x	max. 10					x		
Non-EU countries in Europe															
North Macedonia ³	Yes		x		-				x	x			x ^c	x	
Norway	No		x					x					x		
Switzerland	Yes			x	-			x					x		
UK: England	Yes		x						x	x			x	x	x

Summary of results of Deliverable 2.1

Validated countries



- Our dataset contains information of 44 countries, 26 of which have a currently active plasma donation program in place.

Non-monetary incentives



- Providing pre-donation health examinations as well as post-donation snacks is commonly used in most countries (18/23 out of 26 countries)
- Small gifts are given out in 14 countries – ranging from coffee mugs, keychains and reflectors to chocolate and wine

Monetary incentives



- Cash incentives are used in 7 (out of 27) EU countries
- The average amount for cash payments ranges from 10 to 35 Euros

Methods used for Deliverable 2.2

Number of Incentives used in AUT, GER, F, NL

Incentives	Austria	Germany	France	Netherlands
Money	x	x		
Referral program		x		x
Coupons		x		
Lottery		x		
Gifts		x	x	x
Health checks	x	x		
Loyalty program	x	x		x
Travel compensation		x	x	x
Time off				
Snacks	x	x	x	x
SUM	4	9	3	5

METHODS

- In each country, the sample consists of
 - 200 non-donors
 - 200 blood donors
 - 200 plasma donors¹
- Survey covers 5 categories
 - donation intentions,
 - donation history,
 - evaluation of incentives,
 - donor motives,
 - sociodemographic factors
- We evaluate 15 incentives regarding their effectiveness

¹ In this study, individuals were considered plasma donors if they had donated plasma at least once in their lifetime. It is worth noting that many plasma donors also donate blood.

Incentive Preferences

Method: Online survey with 200 plasma and/or 200 blood donors and 200 non-donors in AUT, F, GER, NL.

Top ranks for motivating to donate plasma.

AUSTRIA & GERMANY

Non-donors	Blood donors	Plasma donors
1. Money	1. Money	1. Money
2. Health checks (AT)/ Paid day-off (DE)	2. Health checks (AT)/ Paid day-off (DE)	2. Health checks (AT)/ Paid day-off (DE)
3. Paid day-off (AT)/ Health checks (DE)	3. Paid day-off (AT)/ Health checks (DE)	3. Paid day-off (AT)/ Health checks (DE)

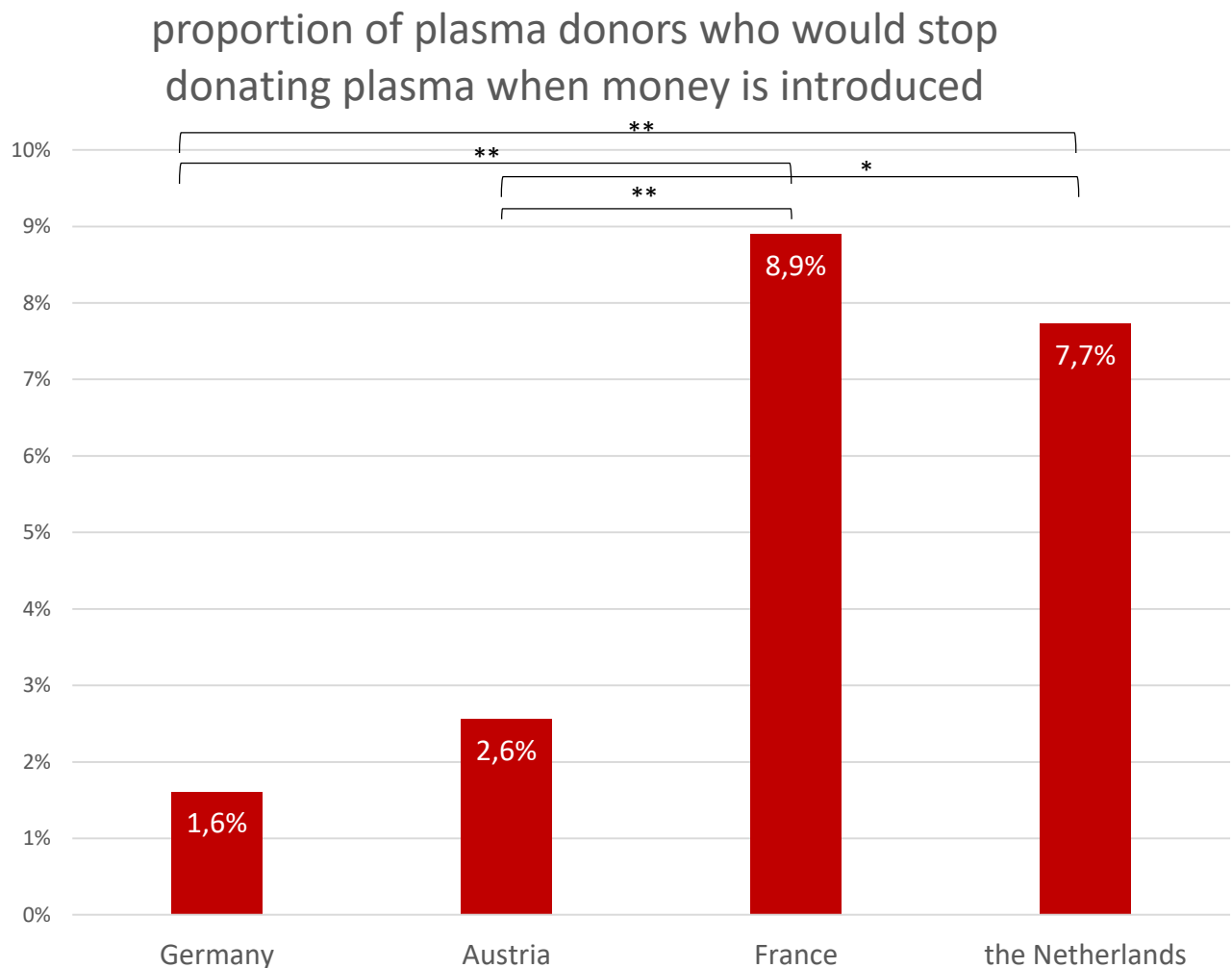
FRANCE

Non-donors	Blood donors	Plasma donors
1. Health checks	1. Health checks	1. No need for incentives
2. Reimbursement of travel costs	2. Reimbursement of travel costs	2. Snacks
3. Paid day-off	3. Paid day-off	3. Health checks

THE NETHERLANDS

Non-donors	Blood donors	Plasma donors
1. Money	1. Health checks	1. Health checks
2. Reimbursement of travel costs	2. Reimbursement of travel costs	2. Recognition/ Thank you
3. Health checks	3. Money	3. No need for incentives

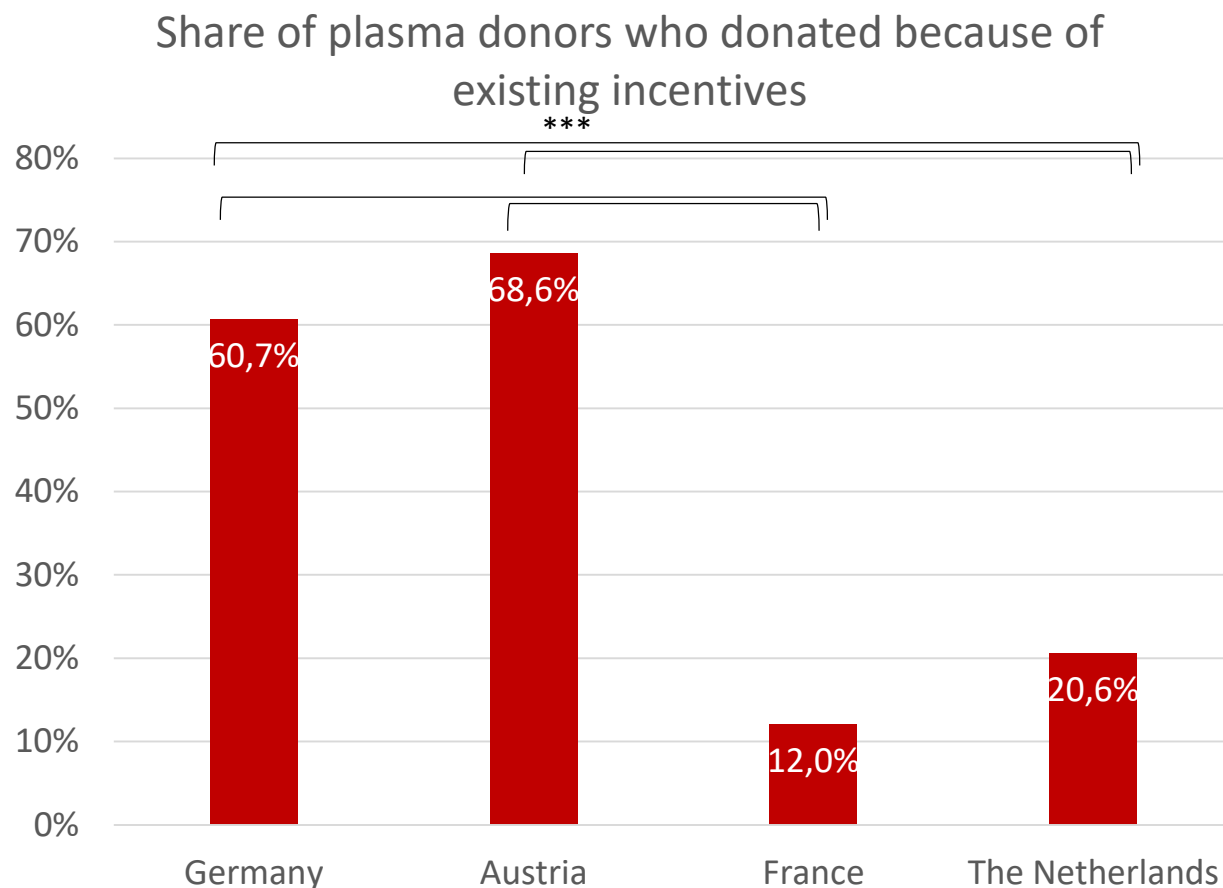
Individuals from non-remunerated countries are more likely to stop donating plasma when money is given after plasma donation.



Interpretation

- Individuals from France and from the Netherlands are more likely to stop donating plasma when money is introduced compared to individuals from Germany and Austria

More than 60% of plasma donors in Germany and in Austria donate plasma because of existing incentives.



Interpretation

- Plasma donors from Germany and Austria are significantly more likely to donate plasma due to existing incentives compared to donors from France and the Netherlands.

Thank you!

Elena Koch, Antonia Leiß, Besarta Veseli, Johannes Jensen, Marloes Spekman, Eva-Maria Merz, Edlira Shehu, Jean-Baptiste Thibert, Antoine Beurel-Trehan, Marion Leblond, Martin Oesterer, Philipp Kluge, Donata Forioso, Michel Clement

