

# Consulting Services

Enabling blood centers to  
optimize blood management  
programs



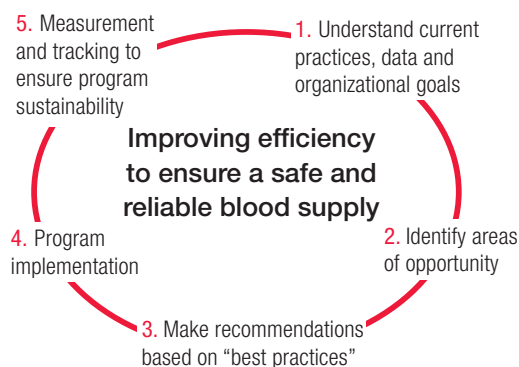
# Our Consulting Services can streamline your operations and help you collect the right products in the most efficient way



We understand that blood centers face many challenges today. On the demand side, your hospital customers, who increasingly view blood as a commodity and must manage within tightening budgets, have imposed price reductions on you as their supplier. On the supply side, you are trying to reduce your internal costs by collecting blood products as efficiently and cost-effectively as possible. With all of these challenges, it is important to focus on collection that is closely aligned with the particular demands of your hospital constituents that also fits within your cost structure. At the same time, you must continue to nurture and retain your existing donor base while continuing to attract new donors

## Our approach to blood management

Through the IMPACT® Program, Haemonetics helps blood centers improve their collection programs to better align with hospital demand. We partner with your organization to *understand* your objectives, *examine* your data, compare it to “best practices,” and recommend ways to help you to achieve your goals, increase efficiency, and improve the experience of your donors.



# We are uniquely positioned to help your blood center succeed

Haemonetics business design analysts are experts in creating programs tailored to your specific needs and challenges. They have extensive knowledge of the blood collection industry and have been trained in Lean and Six Sigma structured problem-solving methodologies aimed at process improvement.

Our business analysts are ready to help you align your collection program with the changing needs of your customers, and improve your operational efficiency while containing your costs through the following programs:

- Collection Program Optimization
- Production and Cost Optimization
- Mobile Set-up Modeling
- Lean and Six Sigma Process Improvement
- Recruitment System Design and Education

## Collection Program Optimization: Maximize the value of every collection

To make every collection count, you need to fully leverage your collection programs. This means that you must be positioned to adapt quickly by aligning your collection strategies to the continually evolving demands of your customers. It also means that you must find ways to utilize your automated equipment to optimize the return on your investment and meet your blood collection goals.

We use our unique *Six Elements of Automation* program to evaluate and improve your collections. Using this unique methodology, our business analysts will partner with you to demonstrate new ways to design, implement, and monitor an automated collection program that will:

- Define the key business metrics for your organization
- Compare your blood center's program against industry best practices
- Identify the donor groups with the best automation potential
- Develop practices that will fine-tune your goal and resource planning

### The Six Elements of Automation

Our business design analysts work closely with you to design a collections program that addresses six key criteria:

- Donor conversion
- Market penetration
- Resource utilization
- Staffing
- Scheduling
- Efficiency

# Mobile Set-up Modeling: Make every drive a success



Your mobile blood drives are critical to your collection goals, which is why they need to run like clockwork. To ensure their success, you must be able to efficiently move donors through the process, minimize errors, effectively set-up and utilize resources and maximize collections.

We take a systematic approach to analyze the efficiency and cost-effectiveness of your mobile drives. Our proprietary tools enable us to take an objective, data driven view of your entire mobile operation. We incorporate process modeling to help you improve efficiency and reach collection goals by recommending optimal:

- Staffing
- Equipment placement
- Donor flow
- Bed arrangement
- Scheduling

# Production and Cost Optimization Services: Remain efficient in a fast-changing market

Adjusting your collection strategies can help reduce your costs. To do this, you need to leverage your resources to collect the right blood products of the right type by focusing on collections that are closely aligned with the demands of your customers. By better understanding drive costs and focusing your drive strategy on the areas with the most opportunity, you can cut costs, optimize your resources, and increase collection of the most needed blood types.

Using data-driven analysis, we can help you maximize collection of high-demand blood components, scale down expensive mobile drives, and improve visibility and understanding of cost per unit collected (CPUC). Improved visibility of these factors will enable you to make decisions that will help decrease costs, improve efficiency, and maintain donor group relationships. In short, our analysts can help you move from the three R's – collecting the Right product, at the Right time, from the Right donor – to the five R's – collecting the Right product of the Right blood type, at the Right time, from the Right donor, at the Right cost.

“The data from this program is really powerful, because it allows you to drill down to a blood collection event, mobile drive by mobile drive. And having that ability, and the technical and consultative services from Haemonetics, has really allowed us to impact our costs significantly.”

*Stacy Sime, President and CEO,  
LifeServe Blood Center*

## **A cost-effective mobile program serving a large rural area**

In 2010, budgetary constraints and rising mobile drive costs – coupled with an expanded geographical territory – combined to create some very tough challenges for LifeServe Blood Center of Des Moines, Iowa.

Through a Production and Cost Optimization engagement, Haemonetics business analysts came up with three ways to reduce LifeServe's mobile collection costs:

- Decrease frequency of drives projecting collection of fewer than 30 units
- Re-evaluate drives requiring more than 90 minutes (each way) of travel time
- Evaluate staging sites

By decreasing the frequency of selected mobile drives, LifeServe projects to save \$1.5 million between last year and what they forecast to collect in the coming year.

# Lean and Six Sigma Process Improvement Services: Boost your efficiency and lower your costs

By optimizing all of your resources you can save time and money. We have established ways for you to standardize your processes to improve every step, from recruitment, to collection, to component production, to processing, to delivery and can identify solutions that produce tangible cost-saving results.

Our trained business analysts use structured problem-solving methodologies such as Lean and Six Sigma to make an objective evaluation of your entire set-up and devise new ways to improve work-flow, increase capacity, reduce cycle and wait times, standardize work, reduce errors, develop better staffing plans, and enhance overall center efficiency.

## Lean

Lean is a systematic approach that is both based on data and customer-focused. It can help you to:

- Identify wasteful and/or inefficient processes
- Implement measurable process improvements
- Standardize processes that reduce waste and non-value-added steps
- Deliver more value while conserving resources

## Six Sigma

Six Sigma is a structured problem-solving methodology used to identify key factors that will:

- Decrease waste and defects
- Increase process efficiency
- Improve donor satisfaction



# Recruitment System Design and Education: Attract and retain loyal donors and enthusiastic sponsors

Partnering with strategically targeted sponsors can help you acquire the most productive donors with the blood types that are in greatest demand. We know that targeting donors who have exactly the types of blood products that are most needed in your community, can be difficult. Added to this is the fact that the general population is aging and it is often challenging to find willing young and healthy blood donors.

We know that it's easier and less costly to maintain relationships with existing donors than to attract new ones, and we can demonstrate proven ways to keep your donors coming back. Haemonetics offers a broad array of recruitment training programs that can help you align your collections with the needs of your hospital customers:

- Donor conversion training
- Account management training
- Tele-recruitment training
- Call list generation
- Education programs
- Hemosphere® recruitment and scheduling software and eDonor® donor recruitment software training



## Attracting youthful blood donors

Haemonetics helped Pittsburgh's Central Blood Bank (CBB) launch Automation Nation™, a program designed to encourage young people to donate blood through automated methods and to help make automation the preferred donation technique. CBB's donor conversion rate climbed from 14 percent to 19 percent in only four months, and these incremental units represented an estimated \$200,000 in additional revenue for the blood center.

To learn more about how we can partner with you to help you reach your goals, contact your Haemonetics sales consultant

## About Haemonetics

Haemonetics is *THE* Blood Management Company. Our comprehensive portfolio of devices, information management and consulting services offers blood management solutions for each facet of the blood supply chain. We believe that through proper blood management, our products and services allow customers to prevent a transfusion for the patient who doesn't need one and provide the right blood product, at the right time, in the right dose to the right patient who does.



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