

A GLOBULE at Centre Laval: The advantages

More options

GLOBULE Blood Donor Centres propose to the donors to undertake certain types of donations which are not currently available through mobile blood drive. In fact, in the GLOBULE Blood Donor Centre, it is possible to donate platelets using the apheresis devices, a technology that retains only the platelets and returns the other blood components to the donor. Platelet donors can make this specialized type of donation every 14 days, while the interval for regular blood donation is 56 days. In this way, GLOBULE is complementary to mobile blood drives, which represent 87% of our blood collection.

Accessible

Open 7 days a week, the GLOBULE Blood Donor Centre is easy to reach. Located in Centre Laval, minutes from the Laurentian Autoroute (highway 15) and the intersection of Saint-Martin and Le Corbusier Boulevards, it is easily accessible by car or public transportation. The centre is also within walking distance of the Montmorency metro station.

Pleasant

The décor and personalized customer service at GLOBULE Blood Donor Centres make giving blood a pleasant experience. Donors are invited to relax in an atmosphere that feels more like a boutique than a donation centre.

Easy

A blood donor centre makes it easy for donors to plan donations; they can make appointments at the time that suit them best. This way, it is easier to share good health more often: 6 times a year for whole blood donation or up to 26 times per year in the case of platelet donation by apheresis!



The GLOBULE Blood Donor Centre In Brief

THE GLOBULE CONCEPT

Over the ten past years, hospitals centres' demand for blood products has recorded an average increase of more than 3% annually. In this context, Héma-Québec has to develop strategies to:

- provide hospitals with sufficient quantities of blood products when they are needed
- increase the total volume of blood donations in metropolitan areas and densely populated regions
- improve the blood donation's access
- attract the next generation of donors
- increase the number of donors and the frequency of blood donation

In order to meet blood donors' needs and to offer them better adapted services, Héma-Québec begins in 2001 to set up, in area where the population concentration is higher, GLOBULE Blood Donor Centres in shopping malls benefiting from important patronage 7 days a week.

To blend in with the commercial environment, the Blood Donors Centres have a boutique-like look with a visual identity program associated with the GLOBULE banner. In compliance with marketing principles, the new interior design and modern furnishing allow donors to live a better experience in a better environment.

HISTORY OF GLOBULE CENTRES

In October 2001, Héma-Québec introduced a new concept for blood donor centres under the GLOBULE banner. The first centre to open its doors was located at Place Versailles in Montréal and it is still in operation today.

In November 2003, Héma-Québec opened a second GLOBULE Blood Donor Centre, this time in the Québec region, in the Laurier Québec shopping centre.

Finally, on December 15th, a third GLOBULE Blood Donor Centre opened its doors at Centre Laval, to become the first centre located on Montréal's North Shore.

GLOBULE Centres welcome an average of 350 blood donors per week.

CONCLUSIVE RESULTS

Over the last year, GLOBULE Blood Donor Centres have:

- attracted a younger clientele: donors between 18 and 29 years of age visit GLOBULE centres on average 11% more than they visit mobile blood drives.
- constituted an effective strategy for plasma and platelets donations: 64% of donations made in GLOBULE centres are platelets and plasma donations.
- resulted in a spontaneous donation by more than 20% of donor clientele.