

GLOBULE BLOOD DONOR CENTRES

With a 5% yearly increase in hospital demand, Héma-Québec must develop blood collection methods that allow:

- insurance of daily total blood volume and aphaeresis donations
- increase of the total collection volume in metropolitan areas or with high population density
- improvement of accessibility at service centres.

Experience

With the objective of increasing the number of new donors, increasing the frequency of blood donations, having younger donors and maintaining commitment from blood drive organizing partners, Héma-Québec proposes a Positive Blood Donation Experience (PBDE) approach.

This concept is based on a retail application known as “positive purchasing experience”. It improves the conditioning of blood donors, partners and Héma-Québec staff. Among the marketing mix, service locations must become closer to donors and be attractive to encourage people to give.

The deployment strategy aims simultaneously at three aspects:

- merchandising, ambiance design, stimuli management, communication and brand image
- functionality or improvement of the blood donation process and value- added management
- customer service and donor contact point management.

Objectives and implementation orientations:

- enhance points of service
- modernize installations and equipment
- improve service (first factor for donor loyalty)
- increase productivity (efficiency)
- conform to sanitary and security requirements related to the activity sector
- attract impulsive donors



GLOBULE Concept

To respond to the needs of blood donors and offer them improved service, Héma-Québec is establishing GLOBULE centres in shopping malls that benefit from strong patronage 7 days a week.

To blend in with the commercial environment, the blood donor centres have a boutique-like look with a visual identity program associated with the GLOBULE banner. Conforming to marketing principles, the new interior design and modern furnishings allow donors to live a better experience in a better environment.

Background

Based on the positive experience approach to blood donation, which consists in improving the conditioning of blood donors and through its boutique concept, Héma-Québec introduced a new concept of permanent blood donation centres under the GLOBULE banner in October 2001. The objective was to offer better service to blood donors 7 days a week in a more accessible location and in a modern and user-friendly environment.

The first centre was located in Place Versailles in Montreal. The centre has an average of 375 donors a week.

Shortly thereafter, a second GLOBULE was opened in Héma-Québec's Montreal facilities, on Côte-Vertu Boulevard in the Saint Laurent borough.

On November 3 of this year, Héma-Québec opened a third GLOBULE Centre in Place Laurier in Quebec City.

In 2005, we plan to open a fourth centre, the third one in the Montreal metropolitan area.



Context

As well as the development of GLOBULE centres ensures some stability in recruiting blood donors, its efficiency is strictly linked to its brand awareness. However, considering that the majority of Héma-Québec's marketing budget is dedicated to blood donation awareness, the investment allocated to the promotion of GLOBULE centres is relatively limited.

Globule Communication-Marketing Objectives

- clearly position the banner as a very interesting alternative in the blood donation process
- make the network known
- make the advantages known
- increase the number of donors and frequency of blood donations.

Conclusive Results

After two years of operation of the GLOBULE centre at Place Versailles, we note a significant increase of some profiles:

- 8% increase in youth from 18 to 29 years old
- 7% more women
- 8% more new donors
- annual average donation frequency increased from 1.58 to 1.76.
- 30% of donations are spontaneous and impulsive acts
- 24% of donations take place on Saturdays and Sundays

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