



2023

Q4 Report

RAGAT CHAHIYO HOTLINE REPORT

Prepared by: Hamro LifeBank
December, 2023

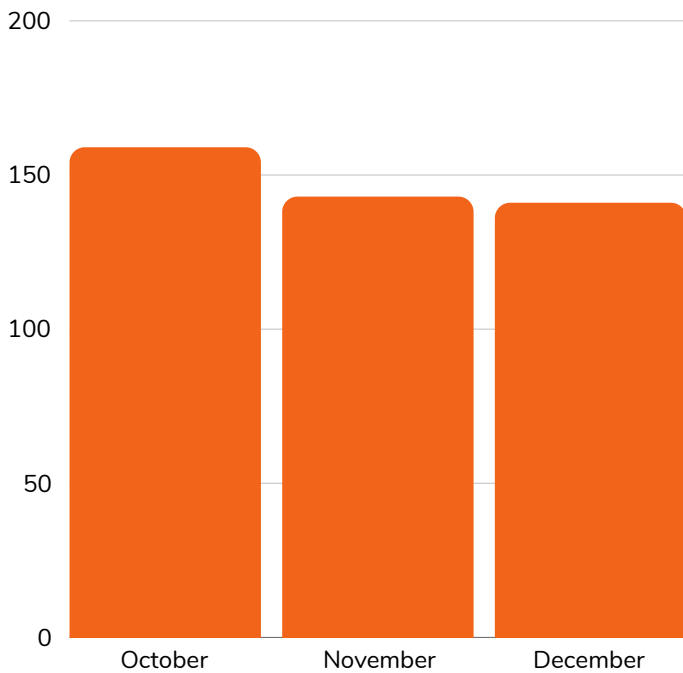
Ragat Chahiyo Hotline Background

Hamro Life Bank (HLB) is a non-profit which aims to minimize patients' stress with digital intervention in the blood banking sector in Nepal. Ragat Chahiyo Hotline, initiated in 2020, enables people to access blood and crucial information, streamlining the management process. In 2020-2021 with support from the American Nepal Medical Foundation (ANMF), HLB's data-centric Blood Information Dispatch System (BIDS) empowers efficient hotline functioning.

Hamro LifeBank tackles the challenging task of blood management during emergencies in Nepal, where demand consistently surpasses donation levels. By synergizing efforts and leveraging the power of the Ragat Chahiyo Hotline, Hamro LifeBank inspires and mobilizes donors, ensuring individuals find blood in critical situations. Through their cohesive approach, they alleviate the stress faced by patient families, delivering timely assistance when it matters most.

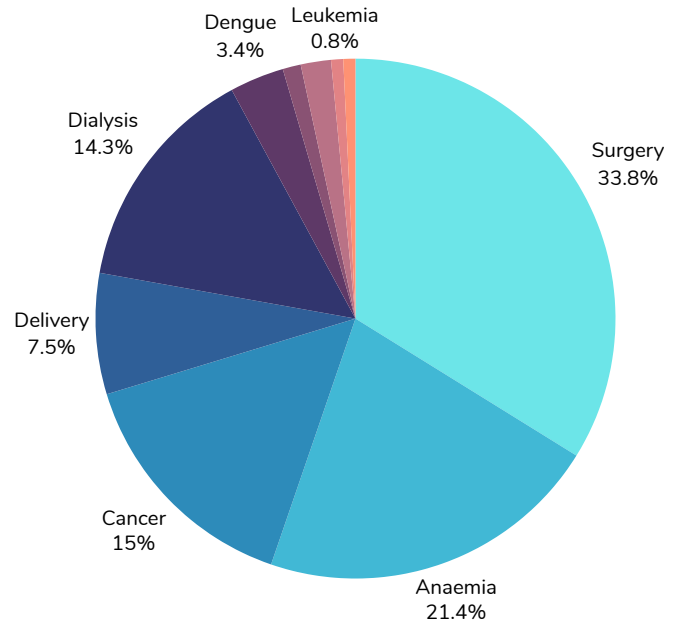
Blood Demand Management

BLOOD REQUEST PATTERN



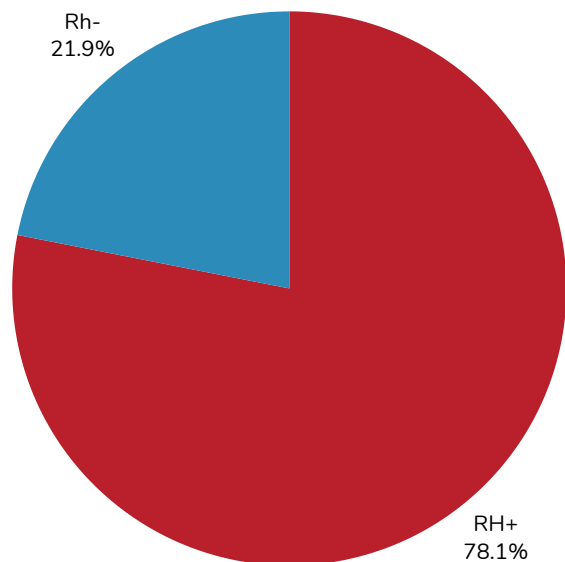
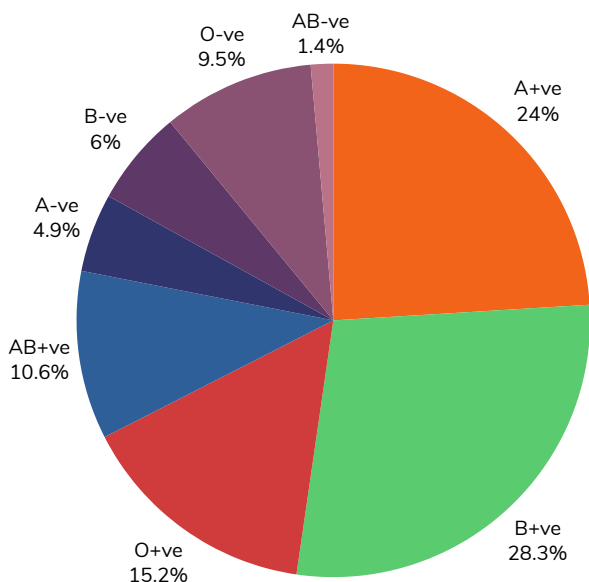
In this blood request pattern, October saw a remarkable surge in the number of blood requests, marking it as the month with the highest demand for life-saving mission.

DIAGNOSIS



In the fourth quarter of 2023, the hotline received a high volume of blood requests. The majority of callers were surgery patients, followed by anemia patients, cancer, dialysis, women in maternity, and others with various diagnoses.

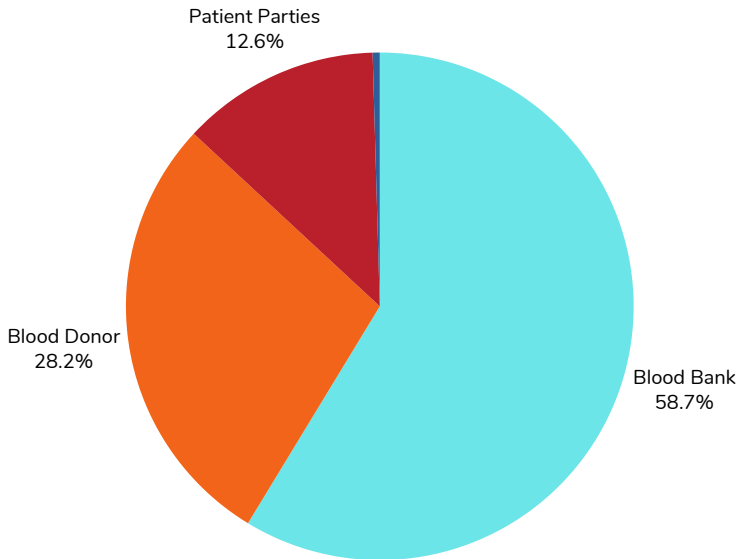
REQUESTED BLOOD TYPE



The demand for blood groups follows a clear pattern, with 78.1% of requests being for Rh+ blood types. Given the higher prevalence of Rh+ individuals, it is natural that the demand for the positive blood group is also higher. Among the different blood types, B+ requests were the highest, followed by A+, O+, AB+, O-, B-, A-, and AB-.

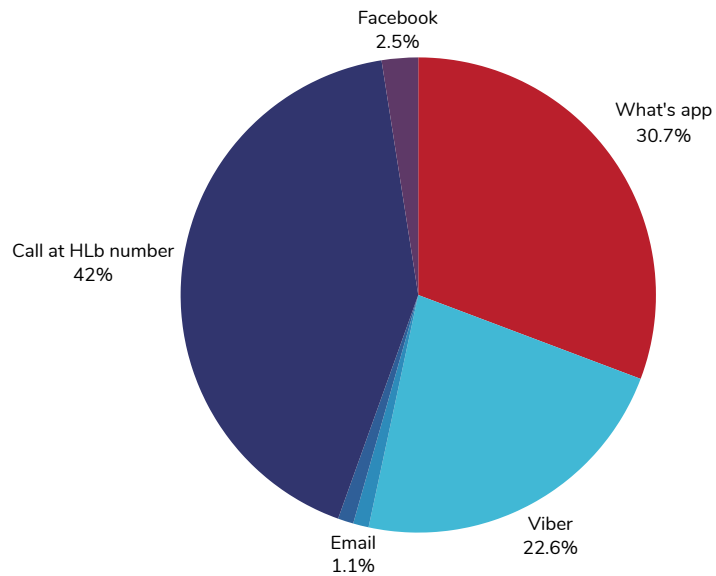
Blood Management

HOW WAS THE BLOOD MANAGED AT THAT TIME?



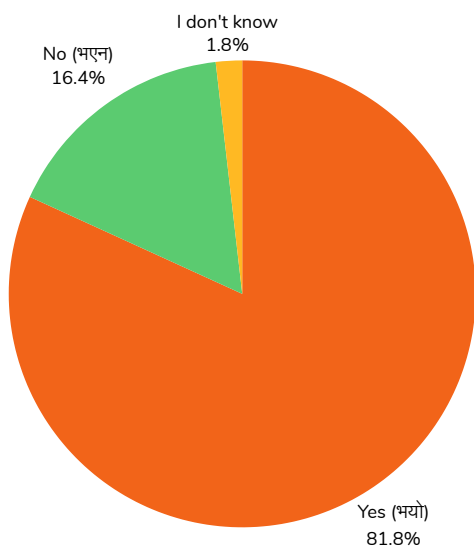
Through effective coordination with blood banks, we were able to fulfill 58.7% of blood demands by calling them directly. For 28.2% of demands, we successfully managed to mobilize donors. Additionally, requestors themselves obtained blood from blood banks (12.6%). Overall, the majority of blood requests are fulfilled through blood banks, enabling us to provide accurate and timely information to patients' families.

HOW DID YOU REACH OUT TO HLB?



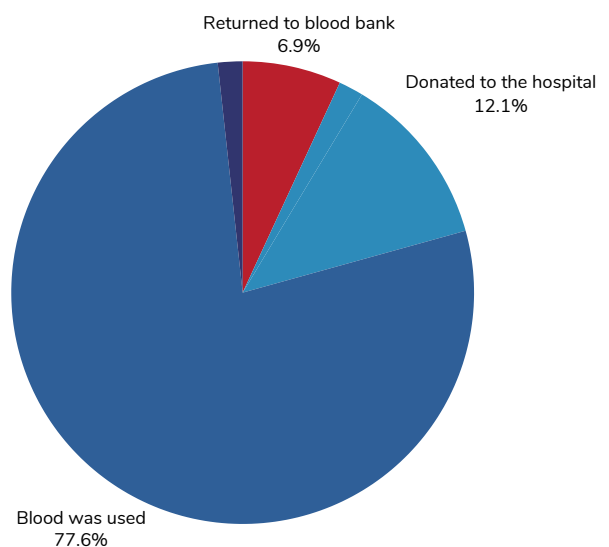
Most of the requesters reached out to the hotline through direct phone calls (42%). 1.1% of people reached out through websites, 22.6% through Viber, 2.5% through Facebook and 30.7% through WhatsApp.

WAS THAT MANAGED BLOOD USED?



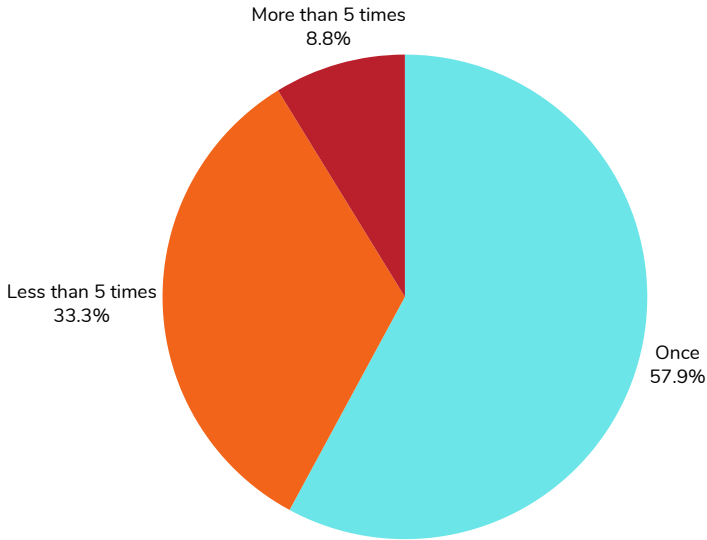
Based on collected feedback from blood requesters, 81.8% of blood requests resulted in actual usage, while 16.4% went unused. Unused blood was often donated to hospitals (11.9%), returned to the blood bank (6.8%), or given to other patients (1.7%). Some families did not inquire about managed blood for personal reasons (1.7%). To improve coordination, establishing direct bloodstock management between blood banks and hospitals could reduce standby blood demands. Further research is needed to understand blood utilization and potential waste in hospitals.

WHAT DID YOU DO WITH THE UNUSED BLOOD?



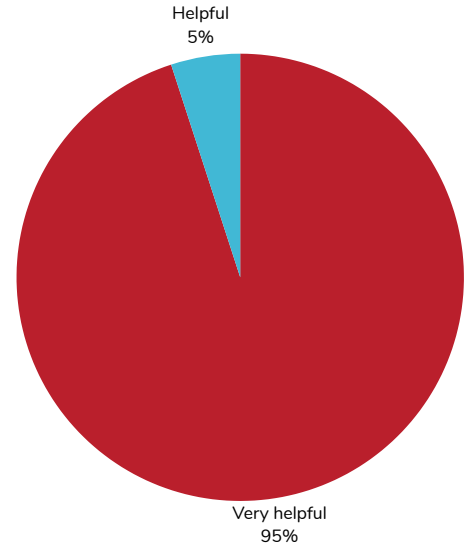
Blood Management

HOW MANY TIMES DID YOU REQUEST BLOOD FROM HLB?



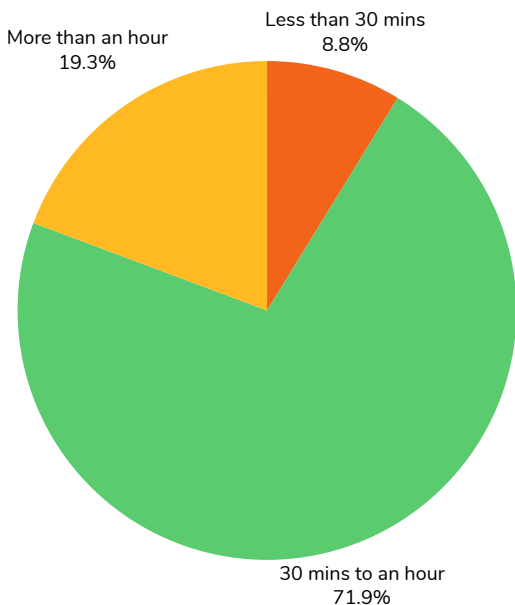
Most people requested blood once (33.3%) followed by less than 5 times (8.8%), and more than 5 times, (57.9%) People who requested once times were mostly patients with cancer, surgery, kidney patients undergoing dialysis treatment, and anemic patients.

HOW HELPFUL WAS HLB DURING BLOOD NEED?



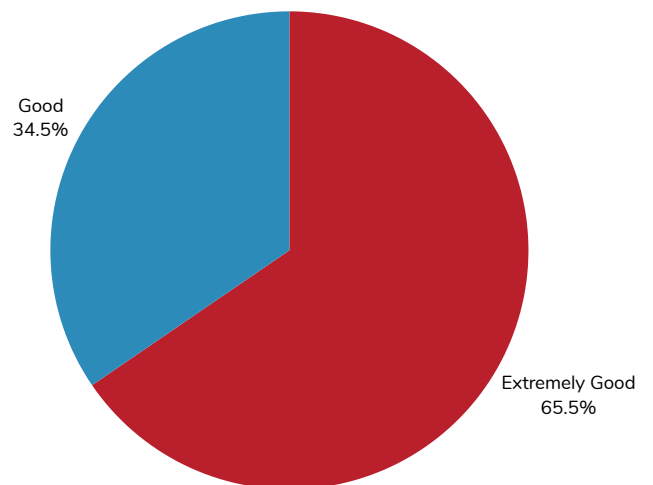
Most of the people were satisfied, (95%) specifically found the hotline very helpful, and (5%) found it helpful during their blood needs. The hotline not only helps people manage blood but also provides blood-related information like donation protocols, event updates, blood bank details, etc. to the requesters, donors, and any interested individual.

HOW MUCH TIME DID IT TAKE TO GET A RESPONSE FROM HLB MOSTLY?



To meet all these requests on time, HLB is giving 24 hrs services. At times when the donor pool is lower than usual, it can take extra time and effort to manage the blood demands. Similarly, finding Rh negative blood donors is more time consuming compared to positive donors as its pool is already smaller.

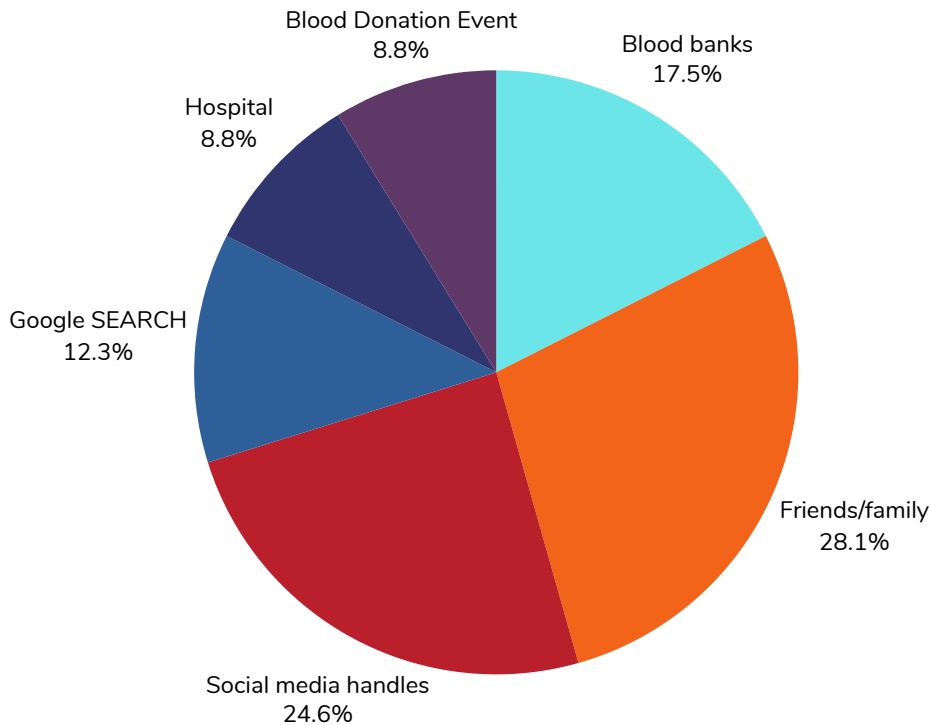
HOW WAS THE RESPONSE FROM THE DONOR?



All the donors managed through the hotline are well-communicated about the condition of the patient and the process of donation. Thus, all donors were good and above while responding to the patient's families. 65.5% of donors responded extremely well, 34.5% of donors responded good

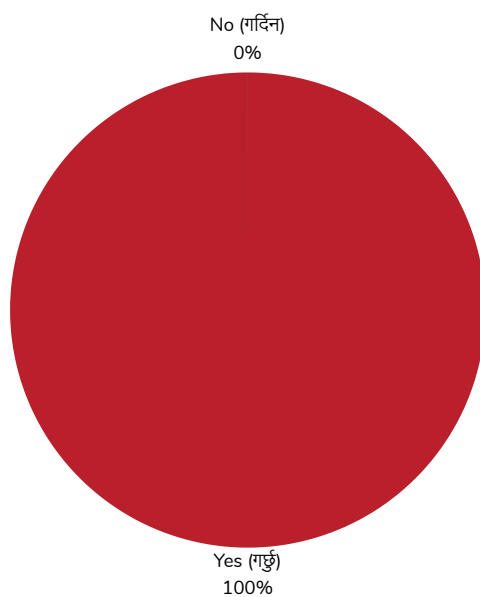
Blood Management

HOW DID YOU KNOW ABOUT HLB?



Most of the requesters knew about the hotline service through Friends and family (28.1%), Social media handles of HLB (24.6%), and by the blood bank referrals (17.5%). HLB has been active on social media platforms including Facebook, Instagram and Twitter to make people aware of the importance of blood donation, share blood stories, blood related facts, upcoming blood donation drives etc. Some hospitals (8.8%) share the hotline number to patient's families to help people find blood. 12.3% knew about us through google search

IN FUTURE, WOULD YOU RECOMMEND HLB TO OTHERS TO MANAGE BLOOD?



The hotline has helped many people in need for blood or blood related information. All of the requesters wanted to recommend the hotline, for they know the pain and stress of finding blood and believe that the hotline might help them reduce the stress they go through.

Testimonials

A 12-year-old child was suffering from anemia, and her family desperately searching for a blood. As an emergency blood donor, I responded immediately, determined to make a difference in this young patient's life. I rushed to the blood bank, eager to contribute to the cause. Looking back on that day, I realized that I didn't just save one life but three. By donating blood, I not only made a difference in the life of the child but also contributed to the well-being of their family, who were going through a challenging time.

Dristi Piya

I sincerely appreciate and am truly thankful from the depths of my heart. The work that this organization is undertaking is incredibly commendable and valuable, especially for individuals like us who come from distant places without relatives or connections in the valley. In the absence of any family connections in the valley to arrange for donors, these compassionate individuals from the organization have become lifesavers. Their selfless efforts are truly remarkable, and words cannot express my gratitude enough.

Sagar Chhetri

Blood donation can be a social service to us but it's far more crucial to the ones who need it. Just 15 minutes of your life can give a new life to someone. So why not? And it is okay to donate blood if you are inked, wait till 3 months, and then you can be the lifesaver.

Rajeev Adhikari

I just wanted to give a huge thanks for the amazing help I got from Hamro Life Bank. I was in a real pinch trying to find a blood pint here in Kathmandu Valley, and none of the big blood banks had any available. In just an hour, you pointed me in the right blood bank, and I found the blood. That kind of lightning-fast support made a world of difference in a really stressful situation.

Andolan Parajuli

Conclusion

Ragat Chahiyo Hotline receives blood demands through various channels and collects necessary details from the patient's family. Availability of the required blood type is checked with the blood banks, and if found, the requestor is notified to collect it. In case of the unavailability of the required blood type in the blood banks, the blood donor search is carried out and the process starts by using the available donor database. Help from other volunteer organizations and groups is also taken when needed. Feedback from requestors is collected to improve the hotline service.

Ragat Chahiyo Hotline provides valuable support to patients' families in need of blood, making their blood management journey more manageable. Our dedicated team, particularly the hotline operators, have been an emotional roller coaster throughout this journey. Handling numerous blood requests and gathering feedback from patients, donors, and stakeholders has been instrumental in our growth and increased efficiency.



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