

2025 QUATER 2 REPORT

Ragat Chahiyo Hotline

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HAMRO LIFEBANK

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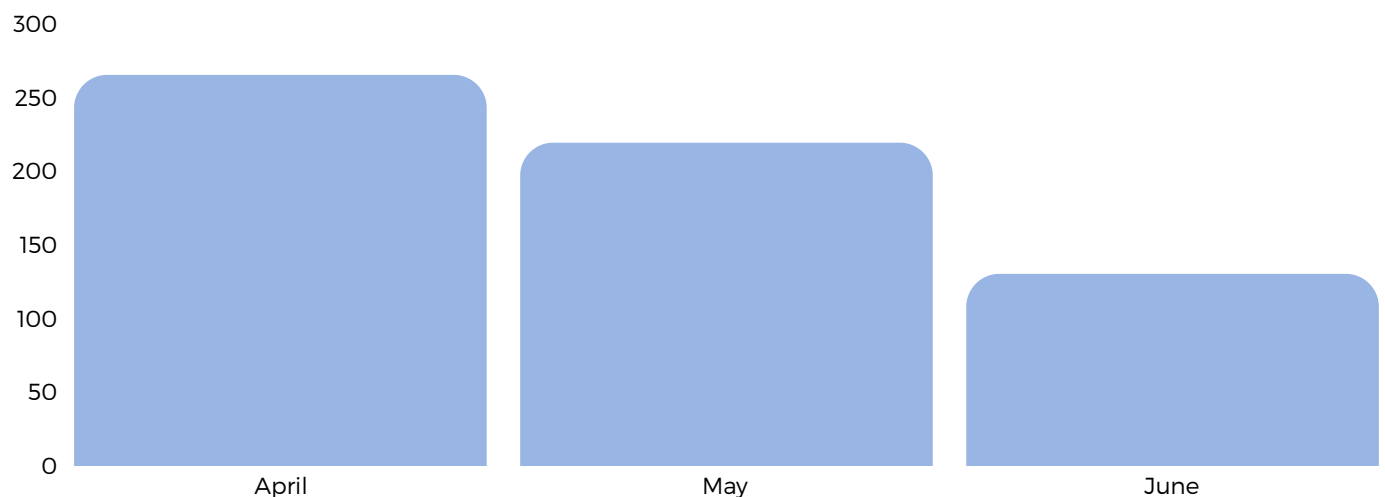
RAGAT CHAHIYO HOTLINE - BACKGROUND

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.

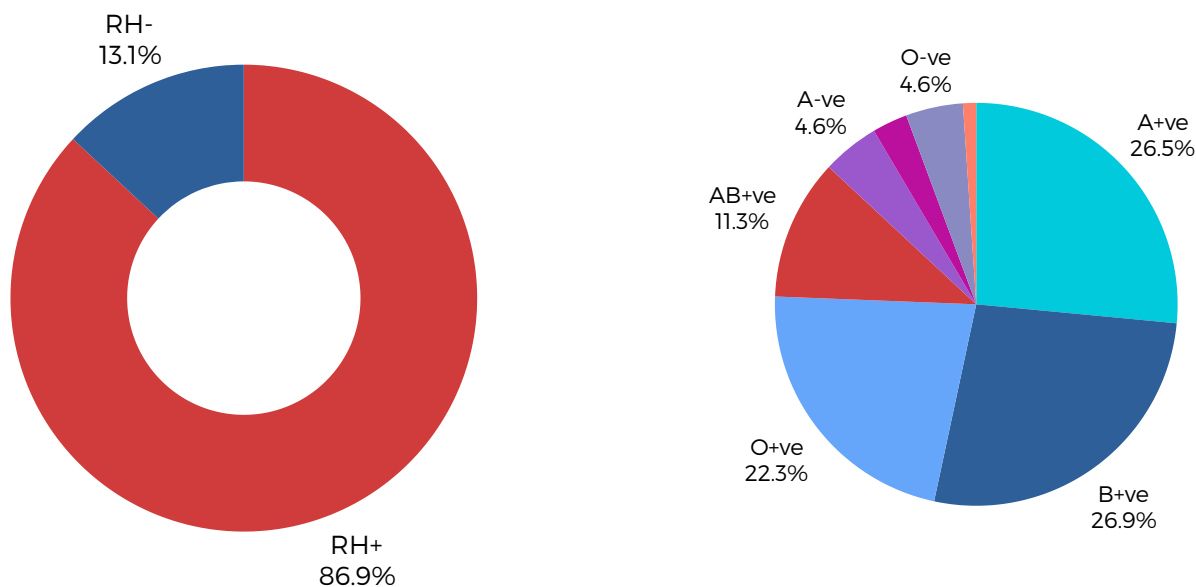
BLOOD DEMAND MANAGEMENT

Blood Request Pattern



In April, we experienced the highest volume of blood requests, but our blood banks successfully fulfilled most of them. Recent blood donation camps have significantly replenished the stock levels and allowed us to meet a larger portion of the requests through our Ragat Chahiyo hotline. This achievement demonstrates our effective collective efforts in ensuring a steady and ample blood supply for those in need.

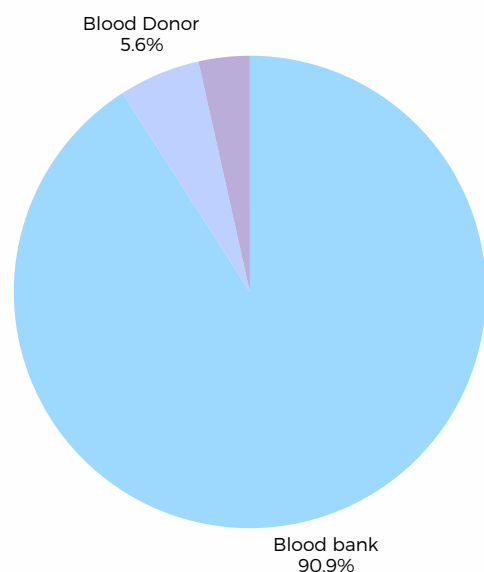
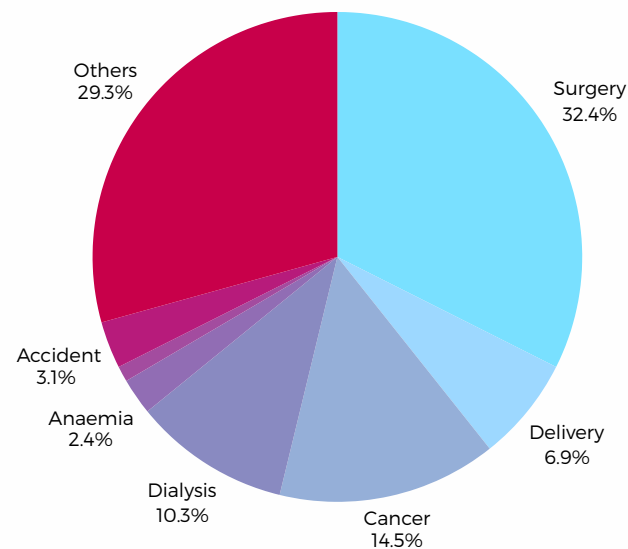
Requested Blood Type



The demand for blood groups follows a clear pattern, with 86.9% 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+, A-, O-, B-, and AB-.

Diagnosis

In the second quarter of 2025, the hotline received a high volume of blood requests. The majority of callers were for surgery patients, followed by cancer patients, dialysis patients, delivery patients, anemia patients, accident patients, and others with various diagnoses.

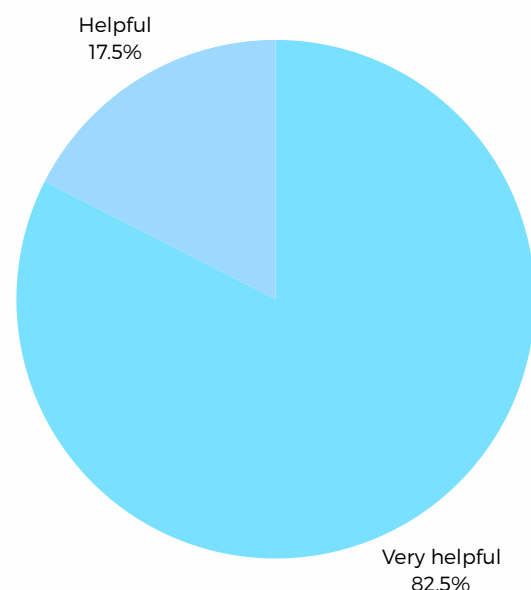


How was the blood managed at that time?

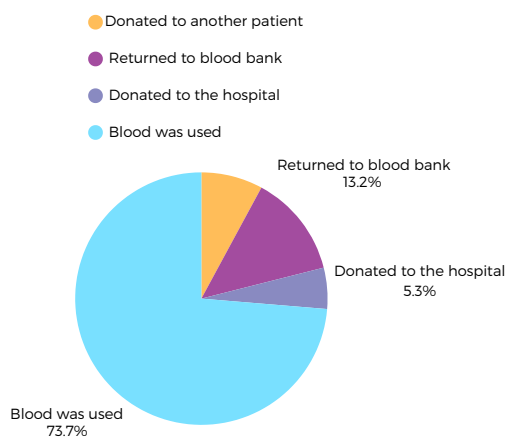
Our Blood Information Dispatch System securely manages our donor database, ensuring efficient access to bloodstock information when needed. Through effective coordination with blood banks, we were able to fulfill 90.9% of blood demands by calling them directly. For 5.6% of demands, we successfully managed to mobilize donors. Additionally, requestors themselves obtained blood from blood banks (3.5%). Overall, the majority of blood requests are fulfilled through blood banks, enabling us to provide accurate and timely information to patients' families.

How help was HLB during blood need?

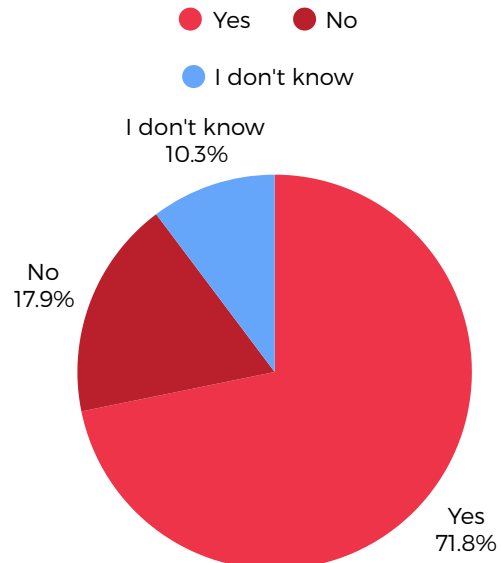
Most of the people are satisfied, 82.5% to be specific, found the hotline very helpful during the blood needs. The hotline not only helps people manage blood but also provides blood-related information like donation protocols, event updates, blood bank details, etc., to the requesters, donors, and any interested individuals.



What did you do with the unused blood?

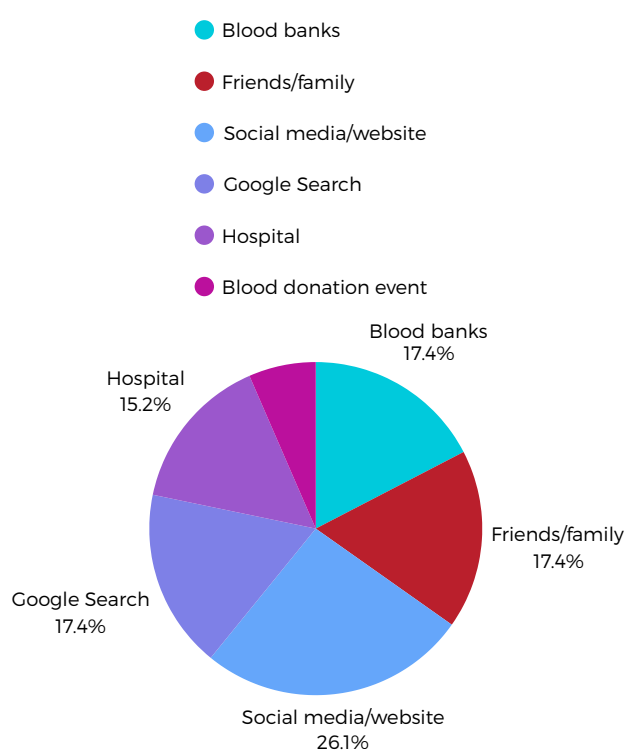


Blood Usage, Was that Blood used?



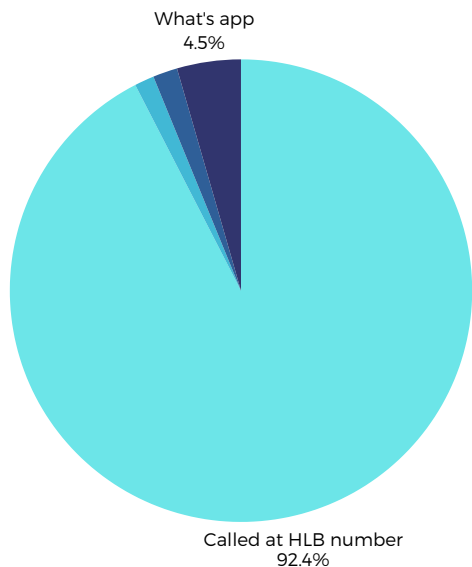
Based on collected feedback from blood requesters, 73.7% of blood requests resulted in actual usage, while 17.9% went unused. Unused blood was often donated to hospitals (5.3%), returned to the blood bank (13.2%), or given to other patients (7.9%). Some families did not inquire about managed blood for personal reasons (10.3%). 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.

How did you know about Hamro LifeBank?



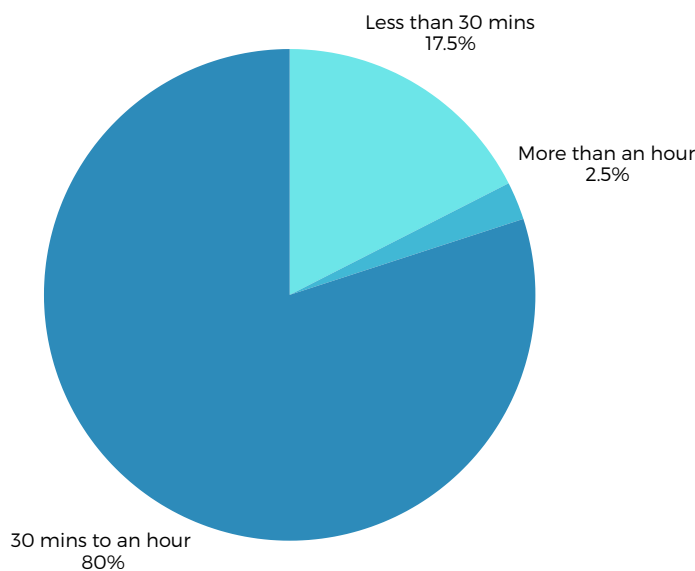
Most of the requesters knew about the hotline service through their social media handles of HLB (26.1%), friends and family (17.4%), and by hospital referrals (15.2%). HLB has been active on social media platforms including Facebook, Instagram, and Twitter to make people aware of the importance of blood donation, share blood stories, blood-related facts, upcoming blood donation drives, etc. Some blood banks (17.4%) share the hotline number with patients' families to help people find blood, and some patient families(17.4%) find the hotline number through a Google search. 6.5% knew about us through blood donation events.

How did you reach out to HLB mostly?

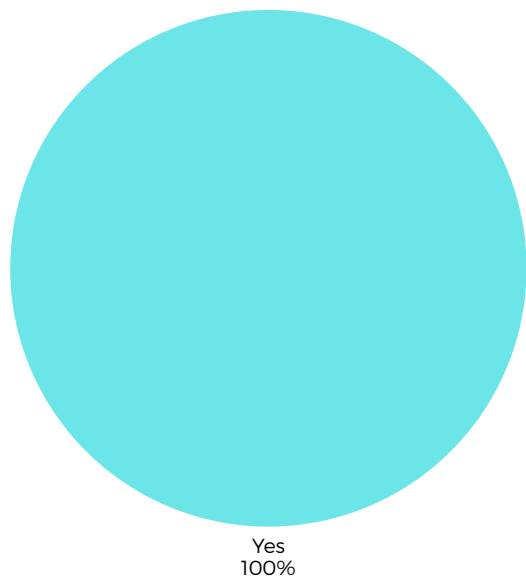


Most of the requesters reached out to the hotline through direct phone calls (92.4%). 1.4% of people reached out through Facebook messages, 1.7% through websites, and 4.5% through WhatsApp.

How much time did it take to get a response from HLB mostly?

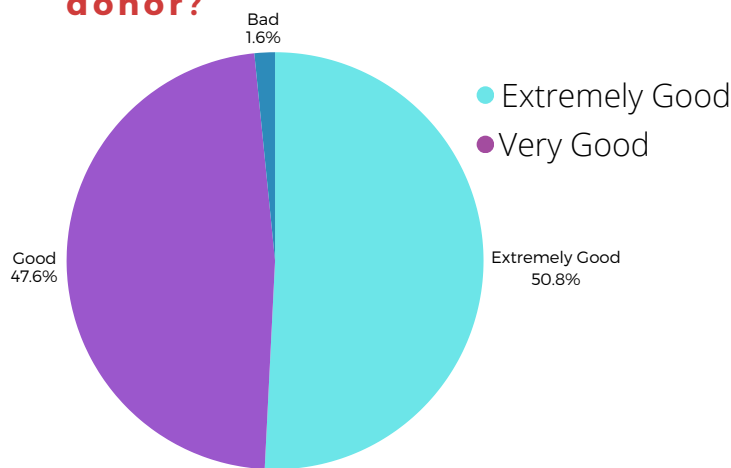


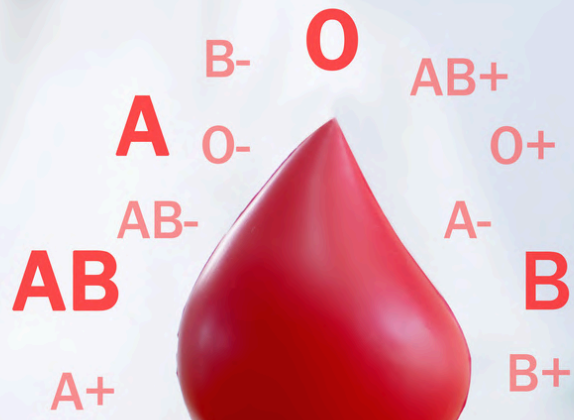
In future, would you recommend HLB to others to manage blood?



An overwhelming majority of requesters (100%) express their willingness to recommend the hotline, recognizing its potential to alleviate the pain and stress associated with finding blood. Donors managed through the hotline are effectively informed about the patient's condition and the donation process. Feedback shows that 50.8% responded extremely well, 47.69% responded very well, and 1.6% responded bad to the families of patients in need.

How was the response from the donor?





Hamro LifeBank Stats

Quater 2, Impact Number

630+

Blood Request
Demand

1100+

Live Impact

4

Smart blood
donation event
conducted

560

Blood Managed
from blood bank

34

Blood Managed
from Blood Donor

20

Blood Managed
from Themselves

TESTIMONIAL



Arun Magar, Patient feedback

I'd like to share a moment when I couldn't find blood in time of need. Luckily, I found Hamro Life Bank's number through Google, and the hospital also recommended them. It was really helpful. After I contacted the Hamro Lifebank, they arranged the blood I needed in no time.

I'm truly grateful for their quick support.

Sushil Malla, Donor story

My motivation & inspiration have always been my dad. He used to be a regular blood donor until he had to stop due to medical reasons. Watching him donate with dedication inspired me to start donating too. That motivation still stays with me every time I give blood.

Barsha Chaudel, Patient feedback

I had an amazing experience with Hamro Life Bank. The team was incredibly kind, soft-spoken, and genuinely compassionate. Their prompt response and willingness to help made a huge difference during my emergency. I deeply appreciate their dedication and support—it was truly a lifesaver. Thank you, HLB, for going above and beyond!

Arjun Shrestha, Donor Story

My first blood donation experience was fulfilling and smooth. I was a little nervous at first, but the medical staff was very supportive and made me feel comfortable. The process was quick, and afterward, I felt proud knowing that my donation could help save lives. I'll definitely do it again!

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. All processes are supported by the BIDS system, developed with the help of ANMF, which tracks requests and maintains donor and patient information.

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 on 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.

*Thank
★ you ★*