



# 2024 QUATER 1 REPORT

Ragat Chahiyo Hotline

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March, 2024

HAMRO LIFEBANK

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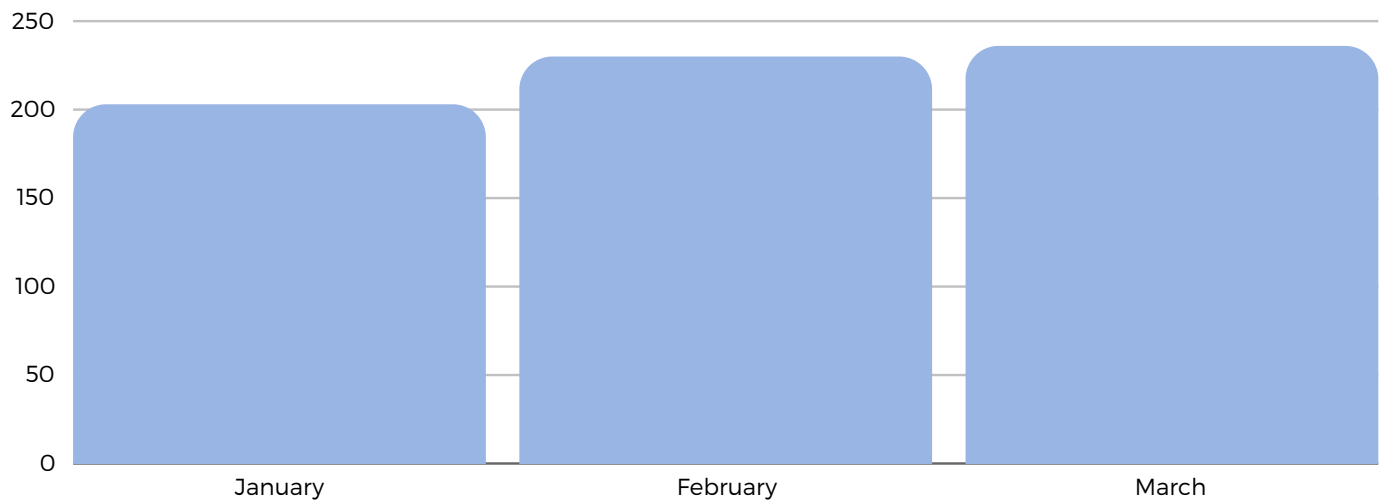
## RAGAT CHAHIYO HOTLINE - BACKGROUND

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.

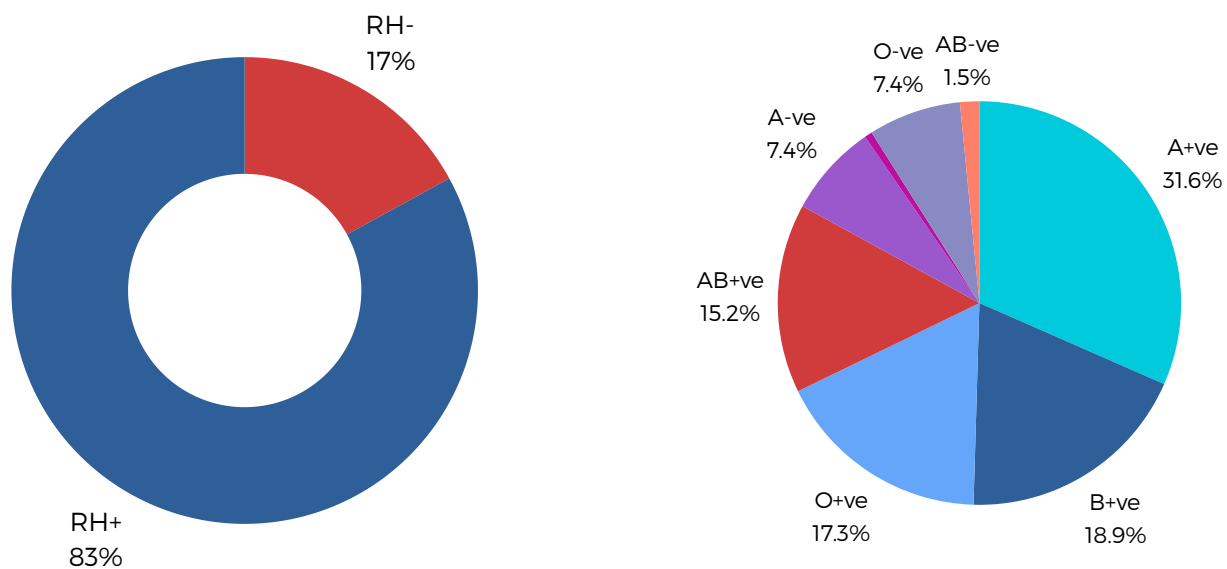
# BLOOD DEMAND MANAGEMENT

## Blood Request Pattern



In March, 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 allow 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.

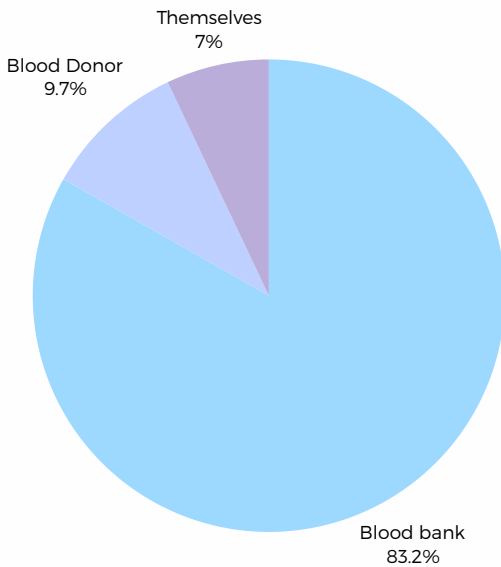
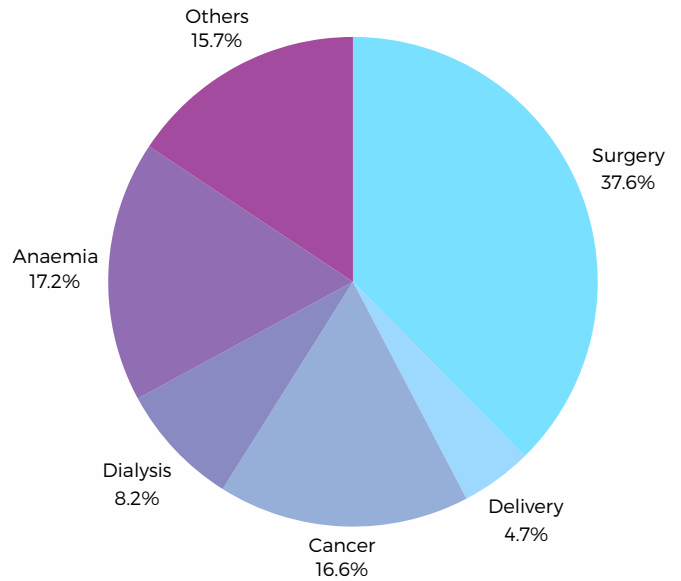
## Requested Blood Type



The demand for blood groups follows a clear pattern, with 83% 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, A+ requests were the highest, followed by B+, O+, AB+, A-, O-, AB-, and B-.

## Diagnosis

In the First quarter of 2024, the hotline received a high volume of blood requests. The majority of callers were for surgery patients, followed by cancer patients, anemia patients, dialysis patients, women in maternity, and others with various diagnoses.

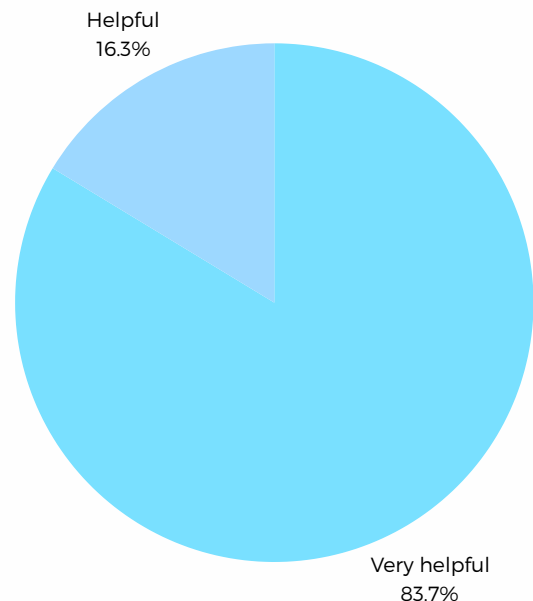


## How was the blood managed at that time?

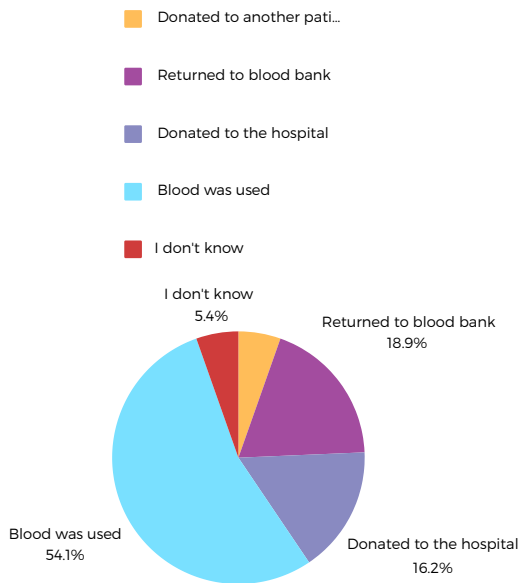
Our Blood Information Dispatch System securely manages our donor database, ensuring efficient access to bloodstock information when needed. Through effective coordination with blood banks, we were able to fulfill 83.2% of blood demands by calling them directly. For 9.7% of demands, we successfully managed to mobilize donors. Additionally, requestors themselves obtained blood from blood banks (7%). 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?

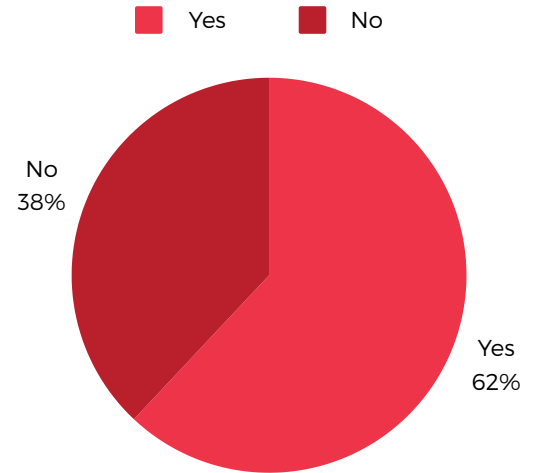
Most of the people are satisfied, 83.7% to be specific found the hotline very helpful during the blood needs. The hotline not only helps people manage blood but also provides blood-related information like donation protocols, event updates, blood bank details, etc. to the requesters, donors, and any interested individual.



## What did you do with the unused blood?

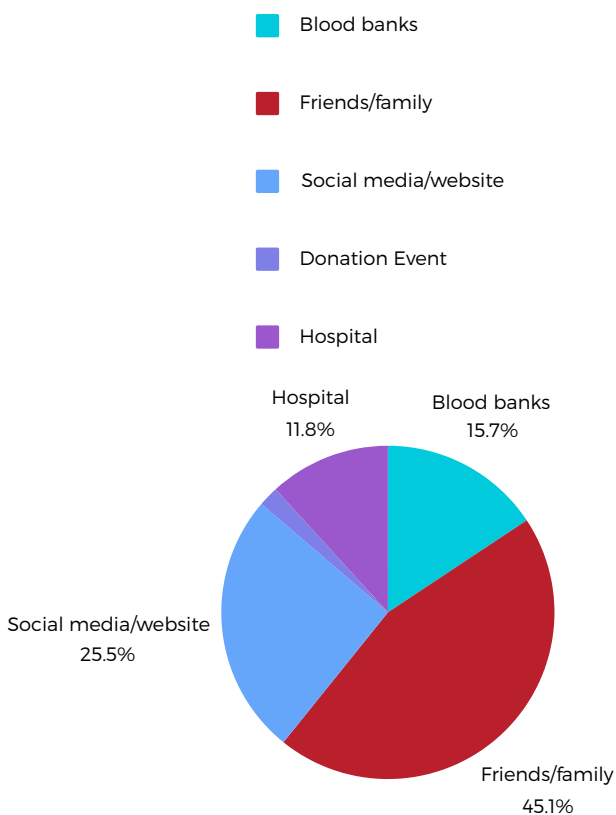


## Blood Usage, Was that Blood used?



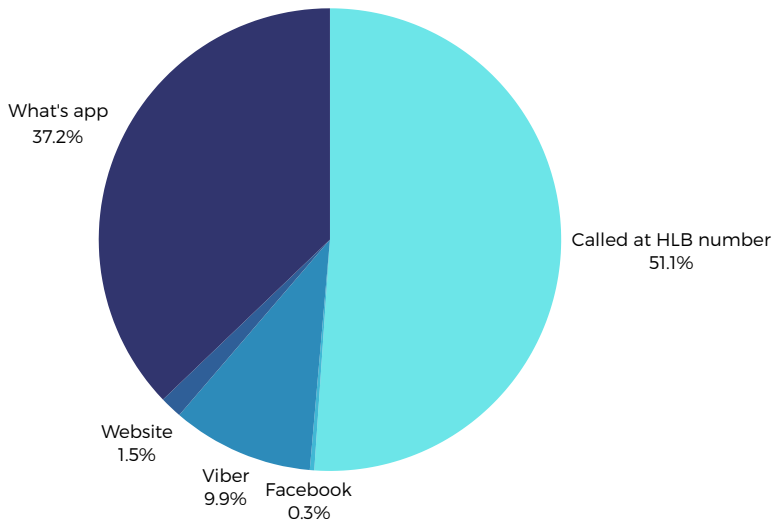
Based on collected feedback from blood requesters, 62% of blood requests resulted in actual usage, while 38% went unused. Unused blood was often donated to hospitals (18.2%), returned to the blood bank (21.2%), or given to other patients (5.7%). Some families did not inquire about managed blood for personal reasons (5.4%). 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?



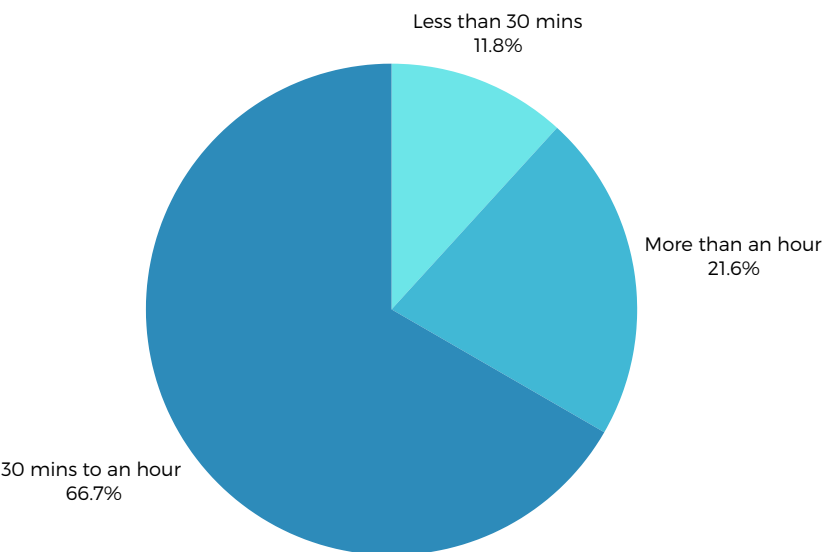
Most of the requesters knew about the hotline service through their social media handles of HLB (25.5%), friends and family (45.1%), and by hospital referrals (11.8%). HLB has been active on social media platforms including Facebook, Instagram and Twitter to make people aware of the importance of blood donation, share blood stories, blood-related facts, upcoming blood donation drives, etc. Some blood banks (15.7%) share the hotline number to patient's families to help people find blood. 2% knew about us through blood donation events.

## How did you reach out to HLB mostly?

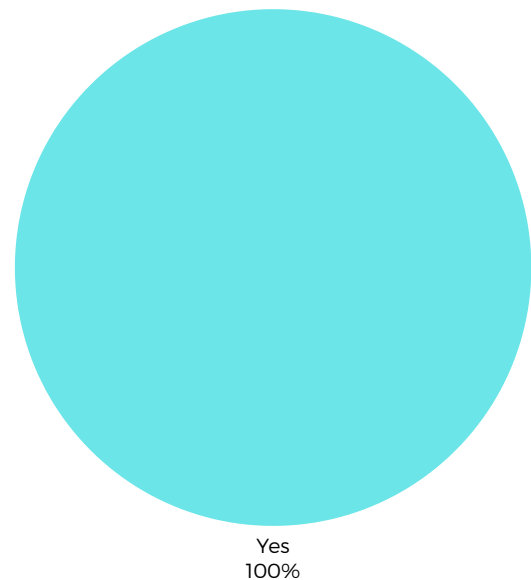


Most of the requesters reached out to the hotline through direct phone calls (51.1%). 0.3% of people reached out through Facebook messages, 1.5% through websites, 4.4%, 37.2% through WhatsApp and 9.9% through Viber.

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

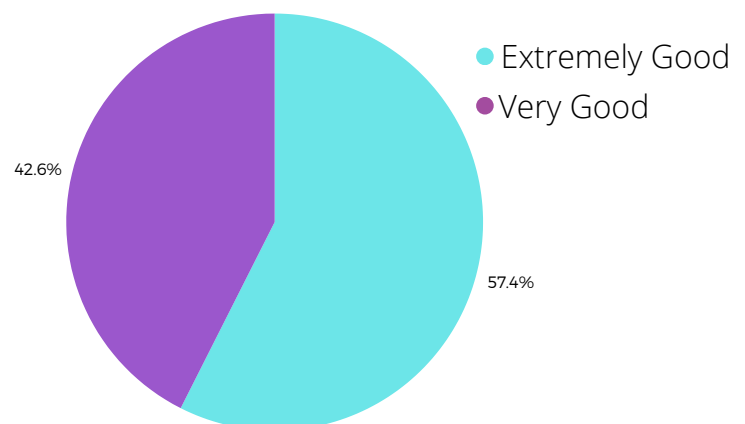


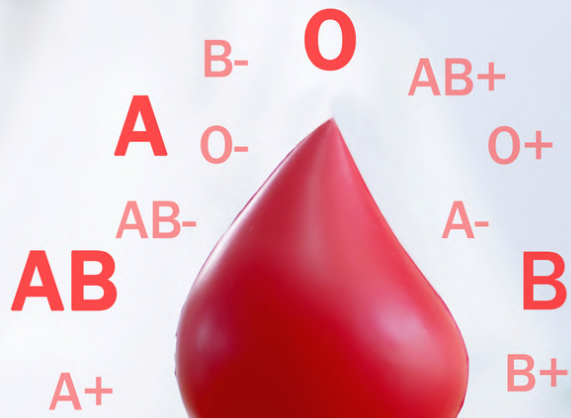
## In future, would you recommend HLB to others to manage blood?



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 communicated about the patient's condition and donation process. Feedback shows that 57.4% responded extremely well, and 42.6% responded very well to the families of patients in need.

## How was the response from the donor?





# Hamro LifeBank Stats

Quater 1, Impact Number

**670+**

Blood Request  
Demand

**1100+**

Live Impact

**4**

Smart blood  
donation event  
conducted

**553**

Blood Managed  
from blood bank

**69**

Blood Managed  
from Blood Donor

**47**

Blood Managed  
from Themselves



# TESTIMONIAL



## **Bijaya Shreshta, Patient Story**

Thank you so much, HLB, for managing the blood. Around two weeks ago, I faced difficulties in finding blood for a patient with an O-negative blood group. At that time, we were uncertain about where to look for the blood. Fortunately, I came across HLB on Facebook and contacted them. They efficiently guided me through the process of requesting and obtaining the necessary blood within 30 minutes. I am grateful for your help during this critical time.

## **Sailendra Dongol, Donor Story**

In the journey of saving lives through blood donation, I've contributed 46 times, always ready to lend a helping hand in emergencies. Each donation not only brought hope but also renewed life. I wanted to emphasize that heroes don't require capes; sometimes, all it takes is a simple act of kindness and a willingness to help.

## **Dinesh Bhandari, Patient Story**

I am deeply grateful for the outstanding support provided by Hamro Life. Thanks to their swift responses and exceptional service, my patients is improving day by day. Their quick assistance and invaluable resources have played a crucial role in this progress, and their dedication shines through in every interaction. Hamro Life truly makes a difference, and I cannot thank them enough.

## **Sabindra Maharjan, Blood bank staff Story**

Sabindra Maharjan, the Blood Bank in-charge at Grande International Hospital, is also a blood donor himself. His belief is: "Blood donation is important because it saves lives by providing vital transfusions for surgeries, emergencies, and medical conditions. It also supports research, improves community health, and fosters solidarity." This highlights the importance of motivation in encouraging people to donate blood, emphasizing that each donation has the potential to make a life-saving difference.



# 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