

# Increased Population Engagement, Enhanced Patient Experience and Safe Blood Donations Through Strategic Partnerships and Targeted Media Campaigns

## Dubai Health Authority, Dubai, United Arab Emirates

Access to safe blood and reliable blood products is crucial to for optimal health outcomes.<sup>1</sup> Blood and blood products such as red cells, platelets and plasma are essential for many serious medical conditions/procedures including surgeries, cancer treatment, chronic illnesses, and traumatic injuries.<sup>2</sup> These products are only made available through live donation and have a short expiration following donation – red blood cells must be used within 42 days or less and platelets must be used within just 5 days.<sup>2</sup> There is a serious need for increased blood donations across the globe and while donation rates are increasing overall<sup>1</sup>, it is estimated that only about 3% of age-eligible people donate blood yearly.<sup>2</sup> Further, developed and developing countries have an interest in increasing the number of young blood donors aged 17-25, the age group with the most potential lifetime donations left.

In 2015, the Dubai Health Authority (DHA) received approximately 36,000 donations, a rate that was unlikely to meet demand and would therefore affect patient outcomes, resource management and costs. An integrated clinical care team involving the DHA Management team, Dubai Blood Donation Center, Public Relations, Marketing, Communications and Brand sought to create the donor generation of tomorrow using a media strategy which leverages the **BE THE 1** marketing campaign which specifically focuses on attracting new donors, particularly in the younger population. Since launch, the availability of blood products has increased significantly, due to a 37% increase in overall donations, reduced healthcare costs and enhanced physician satisfaction with resource availability.



PATIENT



CLINICIAN



HOSPITAL  
ADMINISTRATION



PAYOR



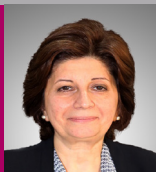
Dubai Health Authority became the first **BE THE 1** brand ambassador in the Middle East.

**BE THE 1™** is a global movement lead by Abbott in partnership with Cristiano Ronaldo to speak to younger generations in a new way, uniting a global recruitment program into a social movement. The program targets millions of users to engage with potential donors by leveraging social media and global ambassadors to inspire and motivate the younger generations to donate blood and plasma.

**WEBSITE:** [www.BeThe1Donor.com](http://www.BeThe1Donor.com)

**FACEBOOK:** [www.Facebook.com/BeThe1Donor](https://www.Facebook.com/BeThe1Donor)

## KEY PARTNERS / STAKEHOLDERS



**May Yassin Raouf**  
M.B.Ch.B, MSc, MD

Head & Medical Director  
Dubai Blood Donation Center,  
Pathology & Genetics Department



**HE. Mr. Humaid Al Qatami**

Director General  
Dubai Health Authority



**Sawsan Trabously**

Media Advisor,  
Director General Office  
Dubai Health Authority



**Ranjita Sharma**  
M.B.B.S, MD

Head of Medical Care Unit  
Dubai Blood Donation Center

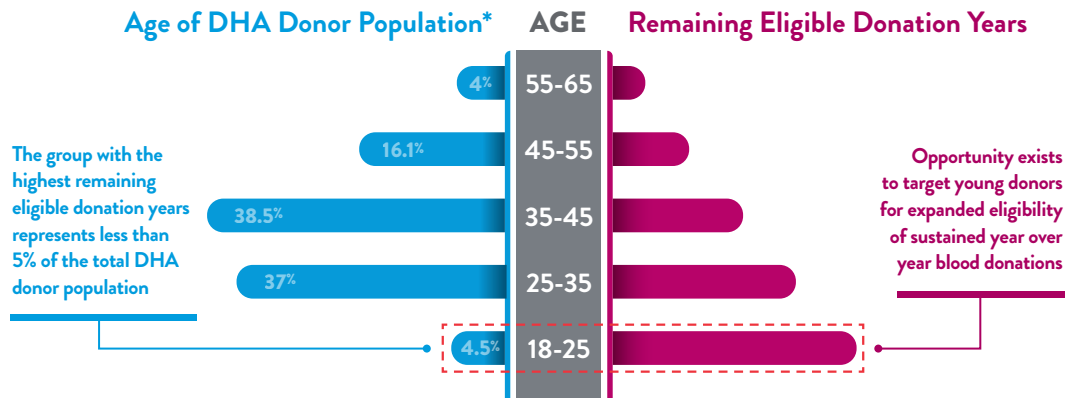
# SITUATION ANALYSIS

- Most people do not donate blood
  - >60% of age-eligible do not donate
  - <10% do not do it annually
- Blood expires at a faster rate than people can re-donate
  - Expiration for red blood cells is 42 days
  - Expiration for platelets is 5 days<sup>2</sup>
- A safe and adequate blood supply is critical for the safety and health of the world's population<sup>3</sup>

# INCREASED POPULATION ENGAGEMENT, ENHANCED PATIENT EXPERIENCE AND SAFE BLOOD DONATIONS THROUGH STRATEGIC PARTNERSHIPS AND TARGETED MEDIA CAMPAIGNS

## DISCOVERY

The age-capped limit for donating blood in Dubai is 65 years, with young donors having substantially more eligible years for donation than the elderly. Increasing the total donor population, increasing the frequency at which donors give, and decreasing the median age of the donor population can each substantially contribute to the available blood supply.



\*DHA (Dubai Health Authority)

## HYPOTHESIS

Media directed marketing strategies can increase the blood supply by attracting new donors. High profile role models can be an inspiration to young potential donors. Strategic application of the **BE THE 1** campaign featuring Cristiano Ronaldo will attract the young donor population in DHA.

“We wanted to encourage the young generation to become blood donor because we look at them as the future donors, once they donate on a regular basis this will be their habits, so with **BE THE 1** we ensure to have a sustainable blood donation system in the country”

– May Yassin Raouf, M.B.Ch.B, MSc, MD, Head & Medical Director, Dubai Blood Donation Center, Pathology & Genetics Department



### THE POWER OF CRISTIANO RONALDO

World's most popular athlete

Most recognized social media icon

>300 million followers across social media



## PARTNERS

Collaboration with multiple departments across the Dubai Health Authority (DHA) was instrumental program discovery and implementation. Key Partners included the DHA Management team, Dubai Blood Donation Center, and Corporate Communications & Marketing department at the Dubai Health Authority.

- Strategic Responsibilities for Brand reputation was lead by the executive team
- Execution of the **BE THE 1** campaign was lead by blood bank and marketing
- Safe blood collection, screening and production was lead by the blood bank
- Blood bank also measured donation metrics

## BIOMARKERS

Screening Assays for Safe Blood and Plasma Supply:<sup>1</sup>

- HIV Ag/Ab
- HBsAg
- Anti-HCV
- Anti-HBc
- HTLV-1/2
- Syphilis

# INCREASED POPULATION ENGAGEMENT, ENHANCED PATIENT EXPERIENCE AND SAFE BLOOD DONATIONS THROUGH STRATEGIC PARTNERSHIPS AND TARGETED MEDIA CAMPAIGNS

## SUCCESS FACTORS

### EXECUTION

DHA created and executed a comprehensive cross-media activation plan, ensuring high visibility through TV, radio, newspaper, social media, outdoor advertising and PR actions with a true impact on donor recruitment.



#### Representative tactics included:

- Branding throughout community transportation platforms including road signs, billboards, taxis, buses, bus stops, and metro stations
- Widespread external branding at press conferences, hospitals, libraries, banks, and research centers
- Portal and promotional branding with self-stands and roll-ups, mobile wraps, donation buses, stress balls, and t-shirts
- Educational sessions and forums for public awareness

- Maximizing blood donations helps ensure a continuous lifelong vital supply of blood products
- Media strategies leveraging the **BE THE 1** marketing campaign can play an essential role in attracting new donors, particularly in the younger population
- Accurate blood and blood components screening is critical to ensure a safe supply and risk mitigation of Transfusion Transmitted Infectious Disease

### PROOF OF VALUE

DHA has become the first **BE THE 1** brand Ambassador in the Middle East with unsurpassed success since the care program began in April 2016.







YOU  
COULD  
SAVE  
A LIFE

BE  
THE



# SPOTLIGHT ON STAKEHOLDER SUCCESS

 <p><b>PATIENT</b></p>	<p><b>INCREASED POPULATION ENGAGEMENT</b></p>	<p>37% increase in blood donations from the previous 12 months across all blood products (whole blood, plasma, red blood cells and platelets)</p> <p>&gt;20,000 total blood donations since campaign launch of which 43% were new donors</p> <p>9.5% increase in donors aged 18-21, increasing the total number of potential donations per person across DHA donor population</p>
	<p><b>INCREASED PATIENT SAFETY</b></p>	<p>Availability of rare blood types* and blood types required in urgent situations increased by 2.8%.</p>
 <p><b>CLINICIAN</b></p>	<p><b>INCREASED SATISFACTION</b></p>	<p>14% overall improvement in supply and demand with 11 out of 12 months showing a 6%-24% improvement in reserve supply.</p> <p>“There is nothing more upsetting then not having the right blood for the right patient. Ensuring blood supply, particularly for trauma patients, arms me with the ability to deliver care with excellence.”</p> <p>– <i>Asma Al Olama, MD, Consultant Hematologist, Dubai Hospital, Dubai Health Authority</i></p>
 <p><b>HOSPITAL ADMINISTRATION</b></p>	<p><b>STRONG REPUTATION</b></p>	<p>Received personal recognition from Cristiano Ronaldo on social media (Facebook), as well as a signed DHA T-shirt. Cristiano Ronaldo is the most recognized social media personality on the planet, with over 300 million followers cross social media.</p> <p>“We pride ourselves in having a premier, safe and sustainable blood supply in Dubai.”</p> <p>– <i>May Yassin Raouf, M.B.Ch.B, MSc, MD, Head &amp; Medical Director, Dubai Blood Donation Center, Pathology &amp; Genetics Department</i></p>
	<p><b>RESOURCE OPTIMIZATION</b></p>	<p>In specialized centres, reduced gap in supply by 8.9%, thus meeting requests for blood in 99.2% of requests versus 90.3%.</p>
 <p><b>PAYOR</b></p>	<p><b>LOWER HEALTHCARE COSTS</b></p>	<p>“The immediate availability of any blood type at any time enables immediate treatment with reduced adverse outcomes, mitigating downstream procedures and associated costs.”</p> <p>– <i>Asma Al Neyadi, Head of Laboratory, Dubai Blood Donation Center</i></p>
	<p><b>RISK MITIGATION</b></p>	<p>4.4% of newly screened blood donors are diagnosed with undetected disease burden, enabling treatment and reduced likelihood of transmission.</p>

\*Rare blood types include AB<sup>-</sup>, B<sup>-</sup> and O<sup>-4</sup>

1. <https://www.who.int/news-room/fact-sheets/detail/blood-safety-and-availability>. Accessed April 04, 2019
2. <https://www.redcrossblood.org/donate-blood/how-to-donate/how-blood-donations-help/blood-needs-blood-supply.html>. Accessed April 04, 2019
3. <http://www.aabb.org/tm/Pages/bloodfaq.aspx>. Accessed April 04, 2019
4. <https://www.disabled-world.com/calculators-charts/blood-chart.php>. Accessed April 04, 2019

BeThe1 is a trademark of Abbott Laboratories in various jurisdictions.  
All non-Abbott trademarks are property of their respective owners.

ADD-00066284A