

Hero Swap: The Search for a Superhero:

A Superhero's origin story and how the Be The Match Staff shepherds a donor to transplant.

November 10, 2018



Our Mission...

- ✓ Learn About a Superhero “Origin Story”
- ✓ Learn the Roles Be The Match Team Members Play In A Donor Story
- ✓ Play a Game!



Objectives

- ✓ Identify the differences between Donor Management and Community Engagement Teams
- ✓ Present Donor Journey to Create a Seamless Experience for Prospective Donors from Recruitment to Donation
- ✓ Develop New Ways to Create Effective Communication Strategies Across Centers
- ✓ Foster Continuity of Donor Communication and Care



Disclosures

The following faculty and planning committee staff have no financial disclosures:

Name	Institution	Role	Disclosure
Aimee Haskew	NMDP/Be The Match	Panel Speaker	None
Mindy Weismer	NMDP/Be The Match	Content Provider	None
Samuel Hillhouse	GenCure	Panel Speaker	None
Victoria Weber	NMDP/Be The Match	Panel Speaker	None
Wendy Hearn	NMDP/Be The Match	Nurse Planner	None
Dan Gariepy	NMDP/Be The Match	Panel Speaker/Co-Leader	None
Parag Maski	NMDP/Be The Match	Panel Speaker/Co-Leader	None

Introductions & Roles

- **Team Members:**
 - Aimee Haskew
 - Samuel Hillhouse
 - Victoria Weber
 - Mindy Weismer
- **Co-Session Leaders:**
 - Dan Gariepy
 - Parag Maski
- **Nurse Planner:**
 - Wendy Hearn: Nurse Coordinator, Be the Match



Kahoot!



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Community Engagement:

The Beginning of the Hero's Origin Story

Aimee Haskew & Samuel Hillhouse



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Community Engagement:

How Does Community Engagement Find Sponsors to
Host Registration Events?



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Community Engagement:

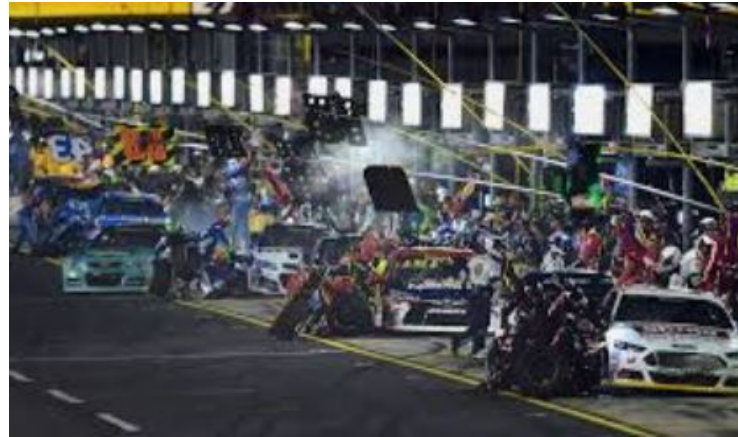
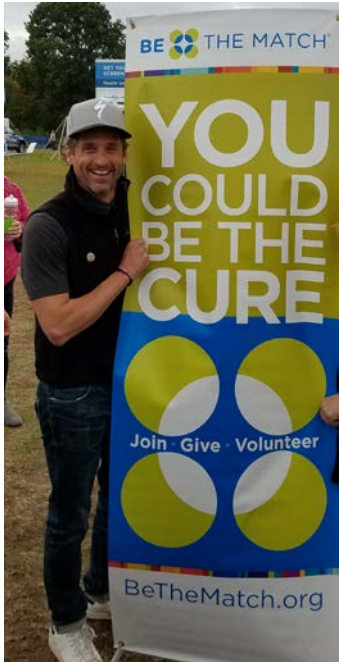
How Do We Quantify Sponsors & Registration Events?



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What do Registry events look like?



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Community Engagement:

What Happens at Registration Events?



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Community Engagement:

What are Registry Event Takeaways?



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Community Engagement:

What are the FAQs Community Engagement gets at Registration?



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Member/Donor Lifecycle



Recruitment

- Online
- Live drives



Retention

- Registry communications



Preliminary Search

- Just in time
- High potential matches



Additional Testing

- DR
- HR
- CT



Workup

- IS
- Consent
- HHSQ
- PE
- Filgrastim /Auto Unit



Donation

- Marrow
- PBSC
- Cord Blood

Retention

- ✓ Monthly E-Newsletter
- ✓ Anniversary Communications
- ✓ Targeted Communications
- ✓ Primary channel is email, but Be the Match is exploring various communication channels

Donor Contact Team

- ✓ File hits your desk– What now?
- ✓ What tools do you use to assist your work?
- ✓ What kind of information are you providing to a donor?
- ✓ What “next steps” are you preparing the donor for?

Preliminary Search

- ✓ Transplant Center window shopping
- ✓ Algorithm identifies best donors
- ✓ Educate donor
- ✓ Confirm Commitment
- ✓ Discuss preliminary barriers and health
- ✓ Prepare donor for potential next steps



Dear «Donor_First_Name»,

When you joined Be The Match Registry® you did so knowing one day you may help save a life.

You are a possible match for a patient considering a life-saving marrow transplant.

Currently, the patient's doctor is trying to determine treatment options as quickly as possible. Although the patient's search is in the early stages, you may be the patient's chance for a cure.

Please contact us as soon as possible. It will take 10-15 minutes to discuss your interest, medical history, and answer any questions you have.

- Phone: 1-877-581-6918
- Web: [BeTheMatch.org/response](https://www.BetheMatch.org/response)

Patients depend on the list of potential donors. It is important we hear from you, even if you are no longer interested in donating marrow. If not interested, we can remove you from future patient searches.

By contacting us quickly, we are able to provide the patient's doctor with a list of potential donors who are ready and able to move forward with donation if needed.

Thank you,

A handwritten signature in black ink that reads "Doug Neis".

Doug Neis, Supervisor, Member Campaigns
Be The Match®
1-877-581-6918
BTMPrelimSearchTeam@NMDP.ORG

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P.S. You can learn more about your role by visiting [BeTheMatch.org/InTheKnow](https://www.BetheMatch.org/InTheKnow) and choosing Preliminary Search.

Donor Center # «DC_Number»
Donor Record # «Donor_Center_Record_Number»



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Donor Contact/Additional Testing



- ✓ Locate
- ✓ Educate
- ✓ Health history evaluation
 - ✓ Suitable and Eligible
- ✓ Consent
- ✓ Sample Collection
- ✓ Resolution Communication

Call Back Unit

- ✓ Hard to Locate Donors
- ✓ Multiple Search Tools
- ✓ Operated and Contracted Donor Centers



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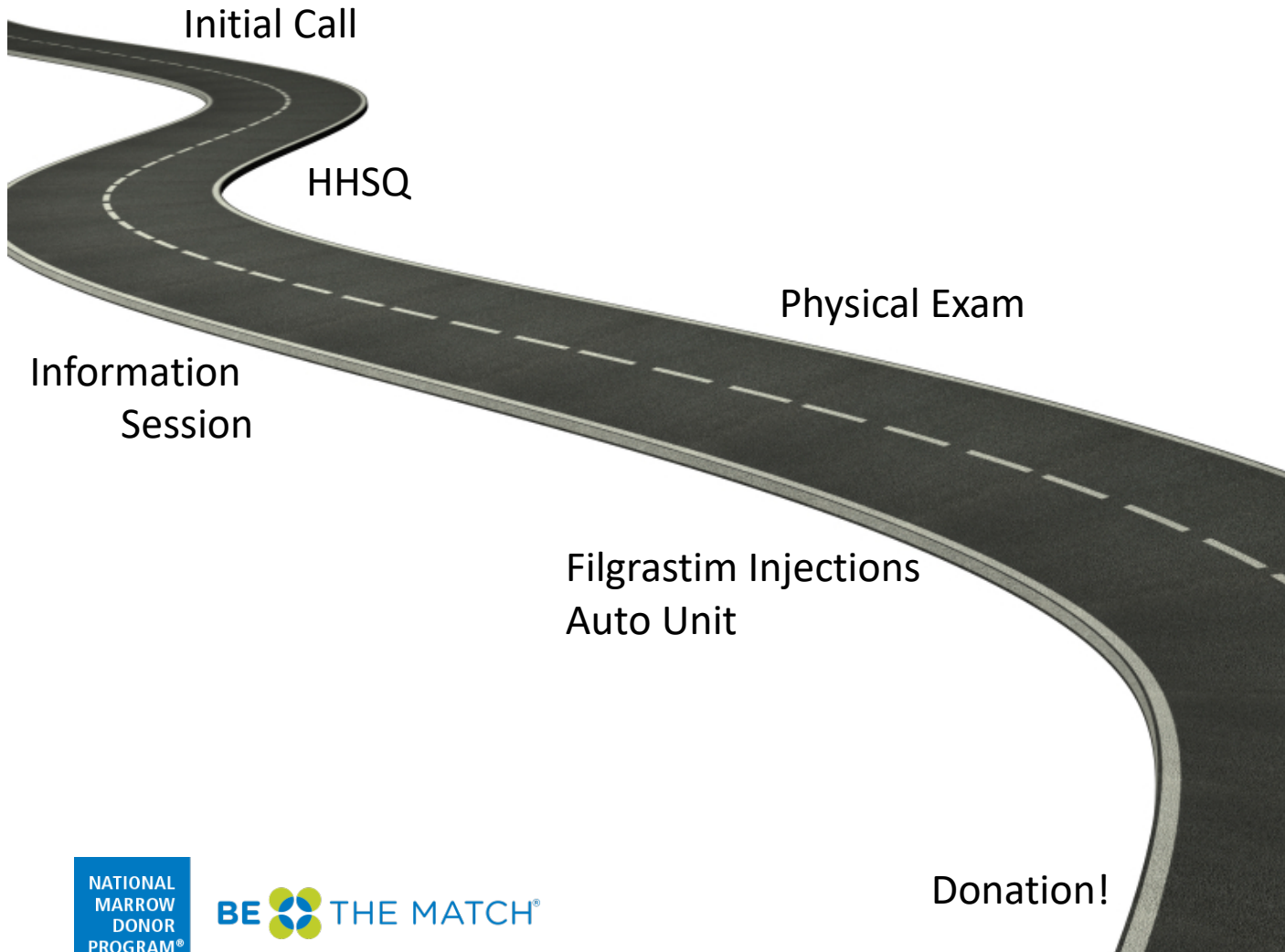
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Work Up - The Initial Call: Setting the Stage



Re-Educate on the requested product
(PBSC/Marrow)

Health History Screening Questionnaire
(HHSQ) ~ 30 min

Information Session ~ 1 hour

Physical Exam ~ *2-4 hours

Filgrastim/Autologous Unit/ Pre-Op

Appt. ~ *15-30 min

Donation ~*4-6 hours

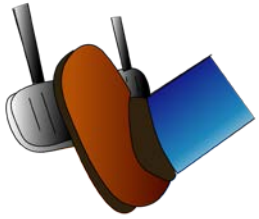
** Dependent on donor and
Apheresis/Collection Center



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Work Up - Building Rapport



Pump the BRAKES!

“You are asking me to do what?!”

Building rapport and establishing trust with the donor.

Remembering that our donors are human.

- What is the donor's day-to-day Routine?
- Does the donor work? Go to School? Have a Family?
- Does the donor have a good support system?
- What made them want to be a donor? What drives them?

My
midterms
are next
week.

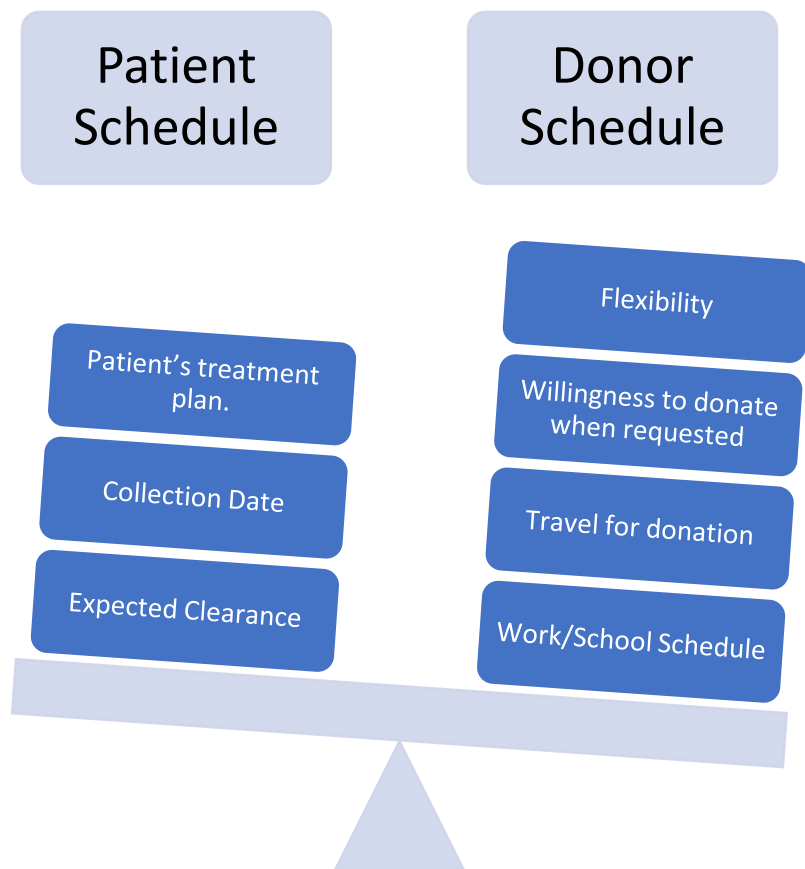
I have 3
kids! And
afterschool
programs.

I am only
available
after 5pm.

If I take
time off
from work, I
do not get
paid.



Work Up – Balancing Act: Getting the donor through the check points.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Work up request	HHSQ	Info Session		Donor Physical Exam	
		Medical Clearance Due		Patient Starts Prep		Donor Day 1 Filgrastim
Donor Day 2 Filgrastim	Donor Day 3 Filgrastim	Donor Day 4 Filgrastim	Donor's Collection	Patient Infusion	Post donation follow up with donor.	

Work Up – Expect the Unexpected



Donor deferred
at their
Physical.

Donor never
showed up to
their Physical.

Patient
transplant
gets
postponed.

Donor becomes
pregnant
before
donation.

All required
testing was not
completed at
Donor's Exam.

Snow storm
hits the day
before
collection.

Donor's
flight got
canceled.

Blood kits
were never
shipped.

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Ask A Donor



Aimee Haskew – PBSC Donor, February 2013

Ask A Donor



Samuel Hillhouse (on left without moustache) with his recipient and her son– PBSC Donor, August 2011



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Questions for the team!



Ask your questions now

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Thank you!



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