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!

Grab your cape.
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:

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<tr>
<th>Name</th>
<th>Institution</th>
<th>Role</th>
<th>Disclosure</th>
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<tbody>
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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

Grab your cape.
Kahoot!
Community Engagement:

The Beginning of the Hero’s Origin Story

Aimee Haskew & Samuel Hillhouse

Grab your cape.
Community Engagement:

How Does Community Engagement Find Sponsors to Host Registration Events?
Community Engagement:

How Do We Quantify Sponsors & Registration Events?
What do Registry events look like?

Grab your cape.
Community Engagement:

What Happens at Registration Events?
Community Engagement:

What are Registry Event Takeaways?
Community Engagement:

What are the FAQs Community Engagement gets at Registration?

Grab your cape.
Kahoot!

Grab your cape.
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

Grab your cape.
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

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,

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

P.S. You can learn more about your role by visiting BeTheMatch.org/InTheKnow and choosing Preliminary Search.

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

Grab your cape.
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
Kahoot!
Work Up - The Initial Call: Setting the Stage

Initial Call

Grab your cape.

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

Grab your cape.
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?

Grab your cape.

I have 3 kids! And afterschool programs.

My midterms are next week.

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.

<table>
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<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<tbody>
<tr>
<td>Work up request</td>
<td>HHSQ Info Session</td>
<td>Medical Clearance Due</td>
<td>Patient Starts Prep</td>
<td>Donor Physical Exam</td>
<td>Donor Day 1 Filgrastim</td>
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| | Donor Day 2 Filgrastim | Donor Day 3 Filgrastim | Donor Day 4 Filgrastim | Donor’s Collection | Patient Infusion | Post donation follow up with donor. |

Grab your cape.
Work Up – Expect the Unexpected

- Donor deferred at their Physical.
- Donor never showed up to their Physical.
- Snow storm hits the day before collection.
- All required testing was not completed at Donor’s Exam.
- Patient transplant gets postponed.
- Donor’s flight got canceled.
- Blood kits were never shipped.
- Donor becomes pregnant before donation.

Grab your cape.
Kahoot!

Grab your cape.
Ask A Donor

Aimee Haskew – PBSC Donor, February 2013

Grab your cape.
Ask A Donor

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

Ask your questions now

Grab your cape.
Thank you!