



# Strategies to Improve Adult Donor Retention

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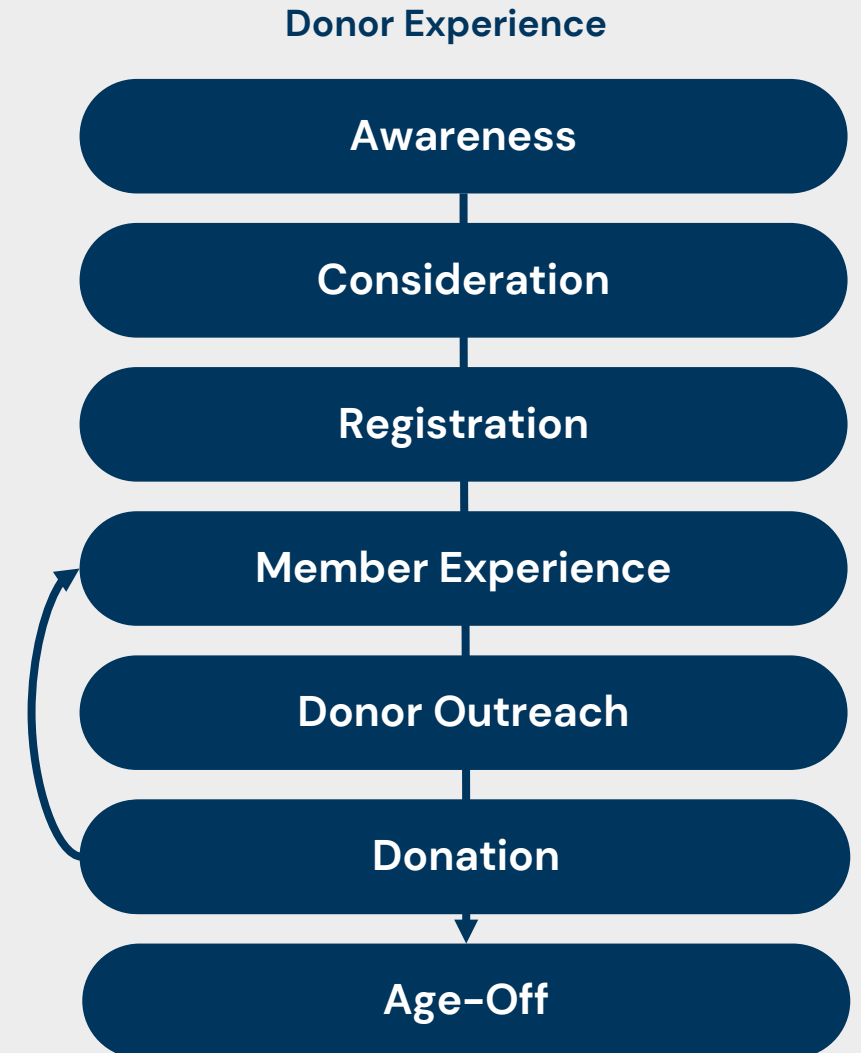
# Member, Donor, Product Operations Team

## OBJECTIVE

Provide quality life-saving therapies to patients when they need it

## STRATEGY

Optimize the end-to-end donor experience to deliver available donors



# The Situation: Global availability has decreased since 2020-21

## Key Drivers

- **Mental & Emotional Health:** 70% of 18-24-year-olds agree that they “feel constantly stressed”
- **Age Mix:** Based on the science, a higher proportion of young donors, who tend to be less available, are being requested
- **Equity Focus:** As we aim to increase Equity, it will require more ED donors with overall higher volumes, which will lead to lower CT AV

# The Situation: Retention differences exist by broad race group

Broad Race	Availability at Confirmatory Typing (NMDP)		
	FY2023 Actuals Final (Oct 2022 – Sept 2023)	FY2024 Actuals to Date (Oct 2023 – April 2024)	FY2025 Goals
White	55%	52%	52%
Multiple Race	46%	44%	44%
Hispanic	34%	31%	31%
Hawaiian	16%	20%	21%
Black or African American	23%	22%	22%
Asian or Pacific Islander not including Hawaiian	37%	37%	37%
American Indian or Alaska Native	29%	22%	22%
Unknown	40%	38%	39%

# The Challenge: Donors have more alternatives & distractions than ever before

Their Context

**Endless Options  
Incessant Requests  
Limited Time and Focus**

Their Desire

## **CONTENTMENT**

They are looking for things that make them feel good

## **PURPOSE**

With honest concern, they want to make the world a better place

## **COMMUNITY**

With an overwhelming world at their fingers, they want a smaller group of liked-minded thinkers

Their Response

**Hyper Selective,  
Focused on  
Meaningful  
Experiences**

# The Opportunity: Increase engagement in ways that deliver on donor's deeper whys & address barriers to donation

Barriers to Donation

**Financial Costs**  
**Travel**

**Job / School**

**Health Risks**

**Family Support\***

**Medical Settings\***

\*Greater significance to ethnically diverse donor

Donor Cluster	% of Registry	CT AV
Engaged Donors	11%	81%
Non-Engaged Donors	89%	41%

Engagement includes our broadest set of omni-channel interactions (email, SMS, and web interactions)

# The Solution: Holistic end-to-end effort is required to keep donors committed over their tenure

## Member Recruitment

Engage and educate young and ethnically diverse individuals to become committed registry members

Enhanced Digital Registration:  
Knowledge & Commitment Check

Post Registration Engagement

Registration Approach Optimization

## Member Experience

Provide a rewarding experience that drives ongoing engagement & loyalty

Tiered Registry & Loyalty Experience

Expand Engagement Channels

More Engaging, Action-Oriented  
Member Portal & Comms Experiences

## Donor Operations

Meet patient timelines by inspiring donors & helping navigate the donation process

Enhanced Frontline Training

Increased Call Quality Coaching  
Resources

Technology Enablement