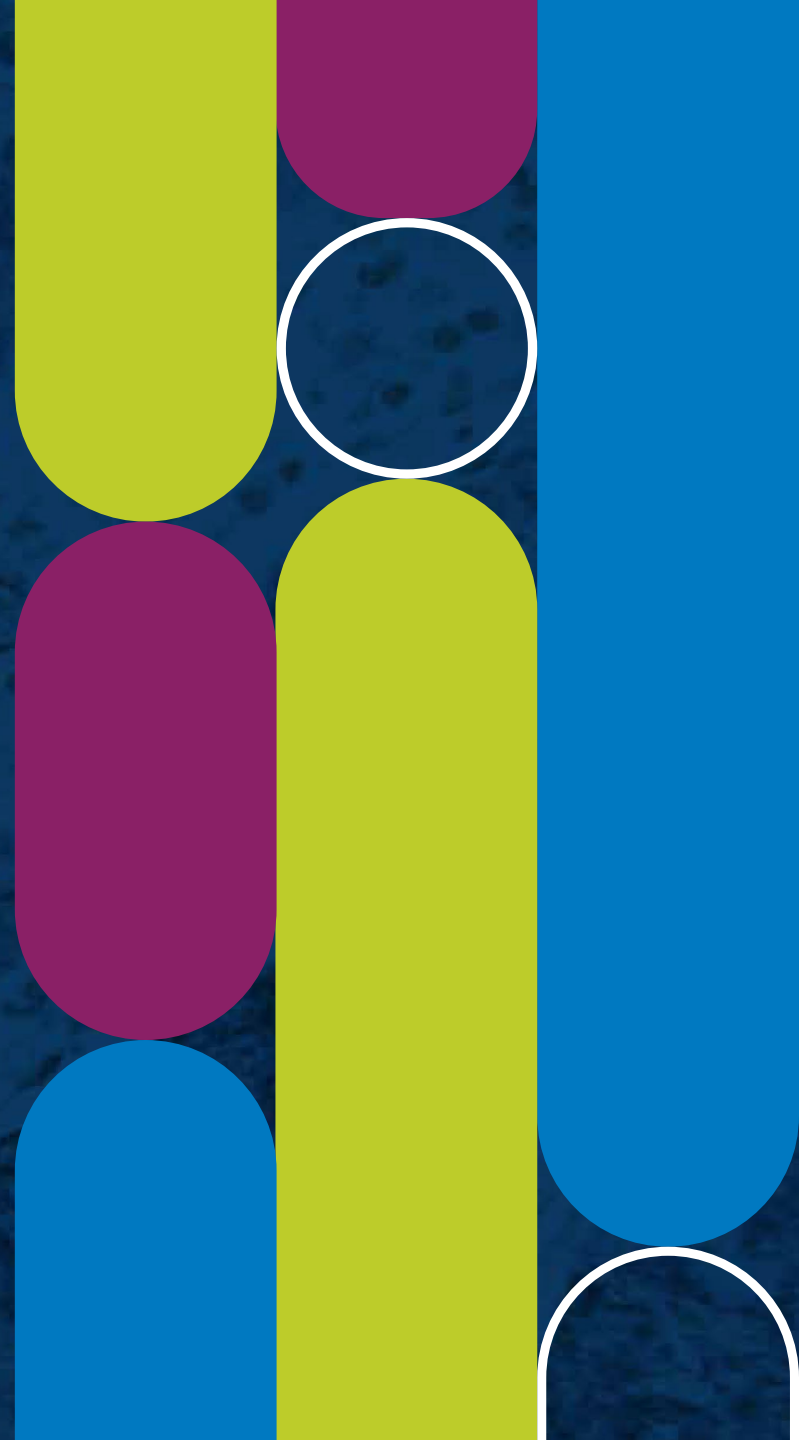




Strategies to Improve Adult Donor Retention

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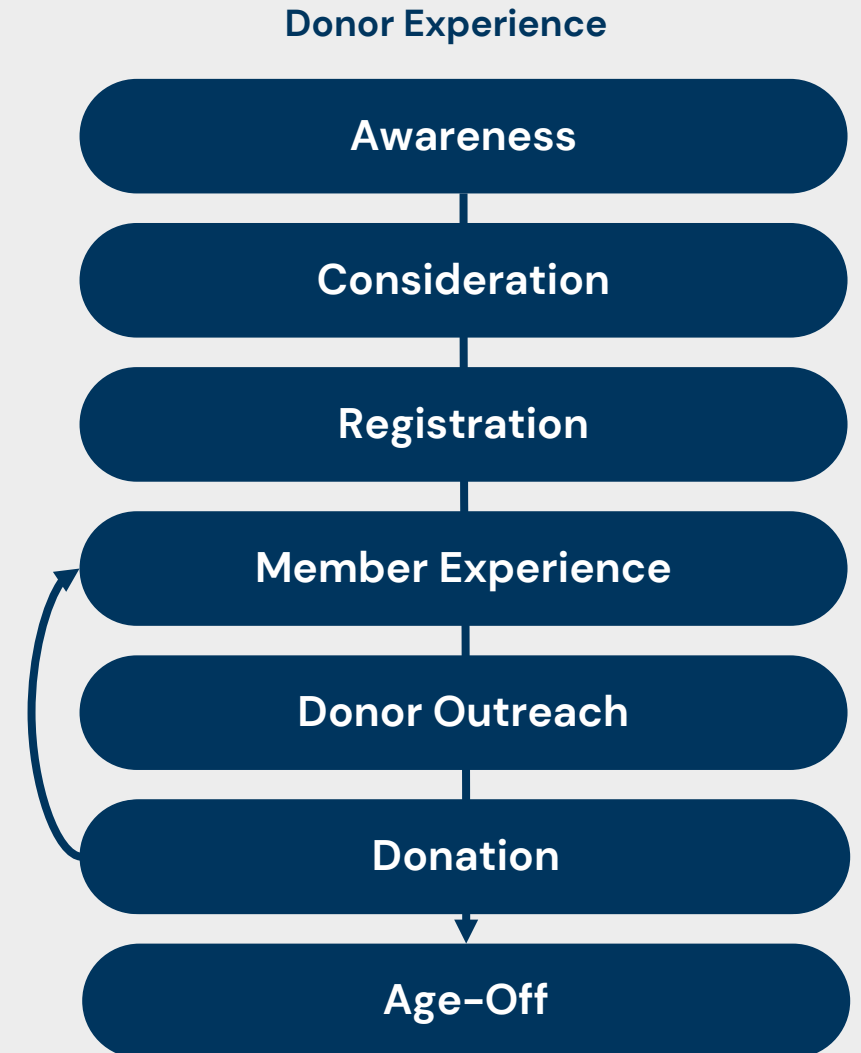
Member, Donor, Product Operations Team

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 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

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