



# IMPACT ASSESSMENT REPORT

Blood Bank Facility, Patna

October 2023



## INTRODUCTION

India, as a developing nation, facing significant challenges in strengthening healthcare system, with the accessibility and availability of blood being a major concern. Blood shortages have been a recurring issue in India, leading to increased mortality rates and compromised healthcare delivery. Prathama Blood Centre, established in year 2000 as charitable blood bank with the objective of addressing this challenge, to play vital role in ensuring a steady supply of safe blood and blood products. A blood bank project in Patna, Bihar State to not only support health care establishments in city area but also surrounding regions and neighboring states. The project intervention aimed to bridge the gap in blood supply through effective management of supplies.

## PROJECT DESCRIPTION

**Objective:** The primary objective of the project is to ensure a consistent and safe supply of blood and blood products, meet the healthcare demands of the region, and contribute to reduction of mortality rates due to blood shortages.

**Fund Outlay:** The project with an initial funding under CSR, ongoing operational costs were met through regular donations and revenue generated from blood-related services as per government norms.

**Duration:** The project was initiated in 2020 during COVID 19 pandemic, and has been operational since then. It is an ongoing project with a commitment to serve people of Bihar.

### Scope of the Project:

- 100% component preparation
- Blood collection through voluntary blood donation and VBD camps.
- 100% Free blood (without Processing cost) to Thalassemia patients.
- Provide blood components without replacement at 24x7.
- Provide Apheresis facility
- Ensure quality components to Cancer, Thalassemia and needy patients.
- Work as Mother Blood Center for Blood Storage Units (BSU) Military Hospital Danapur and Thalassemia Day Care Centre, Patna Medical College & Hospital.
- Societal awareness programs to promote voluntary blood donation
- Work in close coordination with Health department of Government of Bihar.
- Sensitized and involved key stakeholders of the society for promotion of voluntary blood donation and organize voluntary blood donation camps on regular basis.
- Retention of regular voluntary blood donation and camp organizers.



## METHODOLOGY ADOPTED TO ASSESS IMPACT

The impact assessment of the project carried out through primary and secondary data from various sources and stakeholder consultations followed by data analysis.

- Primary Data Collection: Data has been collected from various sources, including patient records, blood donation records, and healthcare institution feedback and verified. The data spans the period from the project's inception i.e., 2020 to 2023.
- Analysis: The data collected and analyzed to assess the following key performance indicators: blood supply volume, blood safety, mortality rates due to blood shortages, and impact on the healthcare sector.
- Stakeholder Consultations: Inputs and feedback collected from healthcare providers, camp organizers, patients, donors, and government officials.

## FINDINGS

### 1. Blood Collection and Component Distribution:

Blood Centre has made significant strides in collecting and providing blood to meet the needs of the community. The number of blood donations collected and processed annually has steadily increased both in-house and from camps, ensuring an adequate stock of blood for emergencies and planned medical procedures. It is observed that the center could not fully achieve the milestones due to COVID 19 pandemic and lockdown. However, the contribution to voluntary donations, social awareness and safe blood supplies was recognized by government and society. During the assessment period, the blood center reportedly serviced 10,000 plus patients with 25,000 blood components.

#### Blood donation and component issued:

Period	Blood collection				Component distribution					
	In-house	VBD Camp	SDP	Total	CRBC	FFP	PLT.	RBC	SDPR	Total
2021-22	1757	3115	156	<b>5028</b>	133	4982	1733	4630	161	<b>11607</b>
2022-23	2498	3304	185	<b>5987</b>	516	5367	2235	5290	186	<b>13594</b>
<b>Total</b>	<b>4255</b>	<b>6419</b>	<b>341</b>	<b>11015</b>	<b>649</b>	<b>10349</b>	<b>3968</b>	<b>9920</b>	<b>347</b>	<b>25201</b>

### 2. Support to Healthcare:

The center has established good working relationships with local hospitals, clinics, and emergency services, ensuring a steady supply of blood products. The center played key role in supporting healthcare providers by supplying blood components and products to hospitals and medical facilities in the region. Blood



Centre has contributed to improving patient outcomes by ensuring the availability of blood for transfusions, surgeries, and other medical treatments. The center's response to emergency requests for blood without replacement has potentially saved numerous lives.

Period	Patients served
2021-22	4511
2022-23	6026
<b>Total</b>	<b>10537</b>

### 3. Community Outreach and Education:

Blood Centre has actively engaged with the community to raise awareness about blood donation, its importance, and the processes involved. The center has organized regular blood donation camps, both at its premises and in collaboration with various organizations, schools, and colleges. These initiatives have resulted in increased community participation and a better understanding of blood-related issues. 'Har Ghar Raktadaan' campaign during COVID 19 pandemic has ensured continuous blood supplies to needy patients in critical times. It's an innovative campaign to mobilize society.

Period	No. of Awareness workshop conducted	Outreach Population
2021-22	137	7940
2022-23	117	15000
<b>Total</b>	<b>254</b>	<b>22940</b>

### 4. Donor Retention and Recruitment:

The center has implemented effective strategies to retain regular blood donors and attract new ones. Blood Centre acknowledges and appreciates donors for their contributions through individualized appreciation certificates, creating a positive donor experience also by meeting camp organizers frequently. By conducting awareness campaigns and leveraging social media platforms, and local FM radio stations the center has successfully recruited a diverse group of blood donors, ensuring a continuous supply of blood products.

### 5. Quality and Safety Standards:

Blood Centre maintained quality standards in blood collection, processing, and testing. The center found adhered to SOPs and strict protocols to ensure the



safety of blood products, including screening for infectious diseases and proper storage conditions. These measures contributed to the overall safety and reliability of the blood supply, minimizing the risk of transfusion-related complications.

**6. Awareness about Thalassemia:**

The Centre played a major role in Thalassemia prevention by spreading awareness about Thalassemia being 100% preventable. It has released posters in Hindi to create awareness on thalassemia screening among youth and conducted various awareness drives. Continuous blood supplies to Thalassemia Day Care Center at PMCH, Patna also yielded positive results.

**7. Impact on the Community:**

The impact of the Centre on the populations and institutions in Patna found significant. The availability of quality blood through 'without replacement' system has improved the accessibility and affordability of blood transfusions for patients in need. The center's presence has not only saved lives but also instilled confidence in the health care community, ensuring a steady blood supply during emergencies and natural disasters.

**8. Sustainability:**

Though the center's contribution recognized by the society and need for such blood centers are appreciated, sustainability of voluntary efforts to be encouraged through financial and non-financial support. The center yet to break even and requires external funding from government or CSR to sustain operations and continue to deliver quality blood services.

**CONCLUSION**

The project has made creditable contributions to the blood banking sector in Patna by providing a reliable and safe blood supplies. Through effective blood collection, donor recruitment, and community outreach initiatives, the center has positively impacted the lives of many patients and families. Continued efforts to maintain quality standards, expand community engagement, and outreach programs will further strengthen the center's impact on society.



## **GLOSSARY**

**CSR** Corporate Social Responsibility

**BSU** Blood Storage Unit

**VBD** Voluntary Blood Donations

**SDP** Single Donor Platelet

**CRBC** Cultured Red Blood Cell

**FFP** Fresh Frozen Plasma

**PLT** Platelets

**RBC** Red Blood Cells

**PMCH** Patna Medical College & Hospital