



Donor360[®]

Save donors time. Improve their experience.

The Donor360[®] New Donor and Online Questionnaire apps allow first-time and return donors to perform time-consuming tasks outside the center, for a shorter and better donation experience.

Donor360[®]

Save donors time. Improve their experience.

Engage donors and streamline donations

As donor traffic increases and the pool of donation centers grows, improving and streamlining the donor experience is more important than ever. According to one analysis, the primary reasons plasma donors discontinue are related to the time required, conflicts with work and other commitments, and excessive paperwork at the center.¹

First-time donations can require a substantial time commitment from donors, and many opt not to return in response to a slow, inefficient first-time experience. Even return visits can be long, and most plasma centers strive to keep door-to-door times as short as possible.

Save your donors time with Donor360[®]

The Donor360[®] New Donor app helps first-time donors perform time-consuming registration and education tasks on their mobile devices, while the Donor360[®] Online Questionnaire app allows all donors to complete the health history questionnaire before their visit.

As a result, both apps can help enhance donor recruitment, shorten door-to-door time for new and return donors, improve donor satisfaction, enhance retention, and encourage donors to return more.

Centers can:	Donors can:
Move parts of the new donor onboarding process online	Learn about donating and start the process of becoming a donor online
Start creating a donor record in NexLynk DMS [®] for new donors	Determine their eligibility to donate today
Empower new and returning donors to complete the health-history questionnaire online	Skip the kiosks by completing the questionnaire online
Follow up with donors who don't present, to encourage them to donate	Check in at the center with a simple QR code scan and be directed to screening or reception

Enhance the donation experience for all

A shorter visit is great for both new and returning donors, but it's also beneficial to your center staff. By shifting new donor education and registration tasks and the online questionnaire outside the center, Donor360® eliminates some repetitive administrative tasks, allowing staff to focus on donor needs and other work.

Donor360® gives donors access to key information, such as whether they're eligible to donate today, which can reduce many common phone inquiries fielded by center staff. And Donor360® can help shorten center queues, which may help increase donor satisfaction and lessen the burden on staff.

Improving donor satisfaction at several points in the process

The New Donor and Online Questionnaire apps move key tasks online:

	New Donor	Online Questionnaire
Create an account	✓	✓
Donor look-up	✓	✓
New donor information gathering	✓	
Eligibility	✓	✓
New donor education	✓	
New donor checklist (what to bring)	✓	
Online Questionnaire (health history)		✓
Center check-in via QR scan	✓	✓

Donor360® can help increase donor satisfaction and encourage donors to return more.

Donor360[®]

Save donors time. Improve their experience.

Meeting the demand for a better donor experience—and more plasma

Donor360[®] can help you achieve many key goals: shorten door-to-door time, improve donor satisfaction and enhance recruitment, which may lead to more return visits. It's easy to integrate the Donor360[®] New Donor and Online Questionnaire apps with your NexLynk DMS[®] Donor Management System and fold these apps into the donation process for both your donors and your staff. Implementation is simple, and we can offer recommendations to help you optimize plasma collections.



Shorten door-to-door time for an improved donor experience. For more information about Donor360[®], contact your local Haemonetics representative today.

For a list of worldwide office locations and contact information, visit www.haemonetics.com/officelocations