



# Donor360<sup>®</sup>

Online Questionnaires for Plasma Centers

- Serve your donors better
- Streamline check-ins
- Follow-up with donors to encourage donation

**HAEMONETICS<sup>®</sup>**



# Donor360®

## Online Questionnaires for Plasma Centers

### Streamline check-in for donors and center staff

Web and Mobile have been transformative technologies, allowing us to use a website or mobile app to handle many of our tasks or errands. Use of these technologies will continue to grow, and savvy organizations across all segments are looking for ways to facilitate web and mobile engagement. For plasma collectors, web and mobile holds the potential to streamline the plasma donation process for donors, while improving productivity for center staff and helping them drive collections by encouraging donors who completed a questionnaire to come in to donate. Donor360® can help you reach that potential.

#### For donors:

Logging into Donor360 helps answer one of donors' most common questions: Am I eligible to donate today? Next, Donor360 enables eligible donors to make the best use of their time by completing your questionnaire online. Finally, a Donor360 check-in is simple, rapid, and touchless – donors simply scan a QR code at the kiosk and they're checked-in automatically.

#### For plasma center staff:

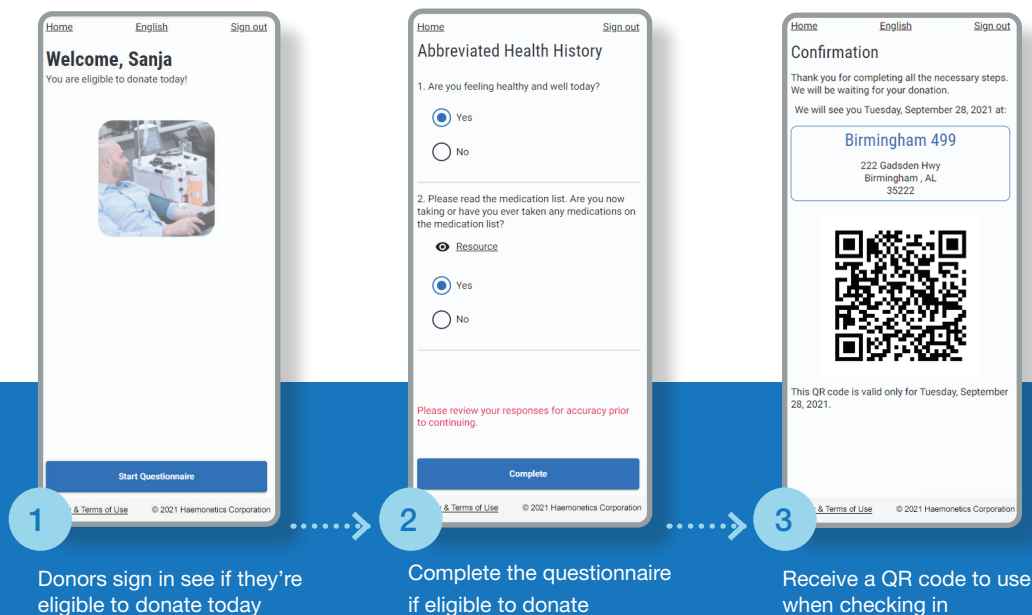
Donor360 tells your donors whether they're eligible to donate today, which can help reduce one of the most common phone inquiries fielded by center staff. In addition, the rapid, touchless check-in lets many donors check in unassisted, allowing your staff to focus their time on those needing extra care. Finally, your center staff can help drive increased donations by following-up with donors who have completed a questionnaire but not yet come in to donate.

# Donor360® – Leverage web and mobile technologies to better serve your donors

## Let donors know if they are eligible to donate today

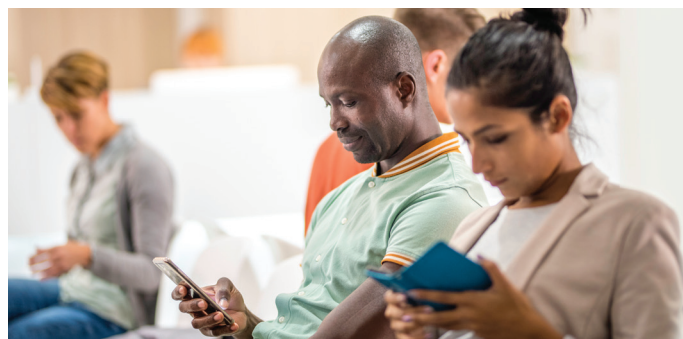
The first thing plasma donors need to know when deciding whether to donate today is whether they are eligible. The call volume this often simple question generates can put a significant burden on center staff. When your donors use Donor360 to begin the donation process online, they will be told up-front whether they are eligible to donate today. With Donor360 most donors can get their most important question answered easily, and your staff can benefit from a reduced volume of calls to the center.

Donor360 provides three simple steps that help your donors check their eligibility and accelerate the check-in process.



## Shorten the time donors spend at the plasma center

A short door-to-door time is an important indicator of plasma center efficiency – and an important driver of satisfaction for your donors. Donor360 enables donors to begin the check-in process online, allowing them to complete your questionnaire via mobile device or web, at a time that's convenient for them – at home, in transit, or on a work break. By shifting this activity outside the donation center, Donor360 can shorten time spent at check-in and at the plasma center overall.



## Give donors a quick and touchless check-in

Donor360 includes a scanner app you run on one or more of your kiosks. To check-in, donors simply scan a QR code at the kiosk, and their donor information and questionnaire answers are decoded and passed to the NexLink DMS® Donor Management System, checking the donor in automatically. Donors touch only their phone, spend little time in check-in, and their kiosk experience is even easier than today. That's good for the donor, and also allows your center staff to focus their attention on donors who need their assistance most. The scanner app can also empower your center staff to follow-up with donors who haven't come in after completing the questionnaire, and encourage them to come donate today.



## Added convenience for donors and blood center staff

Donor360® gives you a simple way to increase convenience for donors and increase the likelihood of donation. It can also help to lower the support burden on your center staff and shorten the door-to-door time for your donors.



For more information about how Donor360 can help your organization check-in donors quickly and safely while also reducing the support burden on your staff, contact your local Haemonetics representative today.

For a list of worldwide office locations and contact information, visit [www.haemonetics.com/officelocations](http://www.haemonetics.com/officelocations)