ABSTRACT

#PH 032394 Major: NATIONAL BLOOD PROGRAM MANAGEMENT
KEY WORDS: BLOOD DONATION, PERCEPTION, SATISFACTION,
DEFERRED BLOOD DONOR, CUSTOMER, DEFERRAL

WUTHIPAN SUBHACHATURAS: PERCEPTION OF DEFERRED BLOOD DONORS ABOUT
SERVICE PROCESSES ENCOUNTERED AT NATIONAL BLOOD CENTER, RED CROSS
SOCIETY, THAILAND, 2004
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Background: Quality assurance and safety of blood supply policy has been focusing since the first
Thai HIV case in 1984. Blood donor self deferral program was a specific method among various
screening program launched at The National Blood Center, Red Cross Society of Thailand (NBC).
Deferred blood donors’ perception and satisfaction evaluation is important to improvement of the self-
deferral service process.

Objectives: To evaluate deferred blood donor satisfaction about services processes and to identify the
association between the socio-demographic variables and perception and perception and satisfaction
among deferred blood donors.

Research Design: Cross-sectional, explanatory study.

Participants: Deferred blood donors at the National Blood Center headquarters with a sample size of
397 subjects.

Data Collection: Self-administered questionnaire and observation were conducted during February 1

Statistical Method: Chi-square test

Result: The majority of deferred blood donors were ages 17-55 years, 95.6% (mean age 33.26 year)
the Male: Female ratio, 1:1.8, educational level was a bachelor's degree or higher 52.2%, worked
majority as private company employee and self employment (35.3% and 26.4%), first time donor
36.9% and regular donor (more than 1 time) 63.1%. Overall deferred blood donor rate was 2.92% (397
cases out of 13,613 blood donor). Deferral rate was highest in Physical Examination and Physician/
Trained Nurse Screening station. Mostly respondent agree with all items in term of place and
environment, staff capability, and staff attention. Almost of respondent disagree with enough staff,
description at each station, and follow-up visit provided. They satisfied with all items except
convenient place for service, description at each station, and follow-up visit provide. Analysis showed
that donor socio-demographics were not statistically significant related to perception levels (p-value
> 0.05). However, perception levels of deferred blood donors were significantly related to satisfaction
(p-value < 0.05) except at Self-deferral Questionnaire and Volunteer Screening station.

Conclusion: The NBC should improve policies dealing with deferred blood donor satisfaction and
deferral causes in order to improve the blood donor retention program. Policies should emphasize
donor recruitment and human resource improvement at every level including permanent staff and
volunteers. Maintenance of deferral system should be based on cost-effectiveness and the blood
security program should be adapted based on lessons from other countries. Appropriate proven
procedures should be applied to practices in Thailand. Other recommendations are to: run a pre-
donation education program to reduce the number and costs from deferred blood donors with donation
promotion at the same time, change the volunteer program for greater participation and support, and to
improve the relationship with blood donor regarding both giving and taking blood.

College of Public Health
Field of Study: National Blood Program Management
Academic year: 2003

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