

## 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 to February 29, 2004.

**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 grater participation and support, and to improve the relationship with blood donor regarding both giving and taking blood.

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