

**PERCEPTION OF DEFERRED BLOOD DONORS
ABOUT SERVICE PROCESSES ENCOUNTERED AT
THE NATIONAL BLOOD CENTER,
RED CROSS SOCIETY, THAILAND, 2004**

Mr. Wuthipan Subhachaturas

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for the Degree of Master of Public Health in Health Systems Development**

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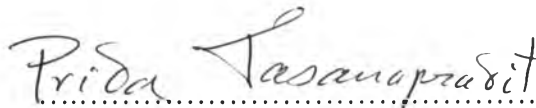
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By Mr. Wuthipan Subhachaturas


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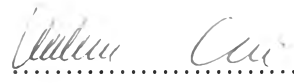
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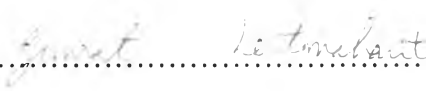
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..... Acting Dean of the College of Public Health
(Associate Professor Prida Tasanapradit, M.D.)

THESIS COMMITTEE

..... Chairman
(Associate Professor Ong-Art Viputsiri, M.D., Dr.P.H.)

..... Thesis Advisor
(Valaikanya Plasai, M.P.H., Dr.P.H.)

..... Thesis Co-Advisor
(Assistant Professor Somrat Lertmaharit, M. Med. Stat)

..... Member
(Professor Pimol Chiewsilp, M.D.)

ABSTRACT

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

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THESIS ADVISOR: VALAIKANYA PLASAI, Dr.P.H.

THESIS CO-ADVISOR: ASST. PROF. SOMRAT LERTMAHARIT, M. Med.Stat.
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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.

College of Public Health

Student's signature.....

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ABBREVIATIONS

AABB	American Association of Blood Bank
BTS	Blood Transfusion Service
ICBS	International Consortium for Blood Safety
ISO	International Standard Organization
MASCI	Management System Certification Institute (Thailand)
MOPH	Ministry of Public Health
NBC	National Blood Center, Red Cross Society
PDI	Post Donation Information
SOP	System Operating Procedure
US-FDA	United States – Food and Drug Administration
WHO	World Health Organization
WI	Work Instruction