

# Thank the Donor™



## Are there any concerns with HIPAA and Thank the Donor?

Great news – the answer is no! There are no HIPAA concerns with the Thank the Donor program because the blood recipient is choosing to share this information. It's similar to them taking their own photo in the hospital and sharing it on social.

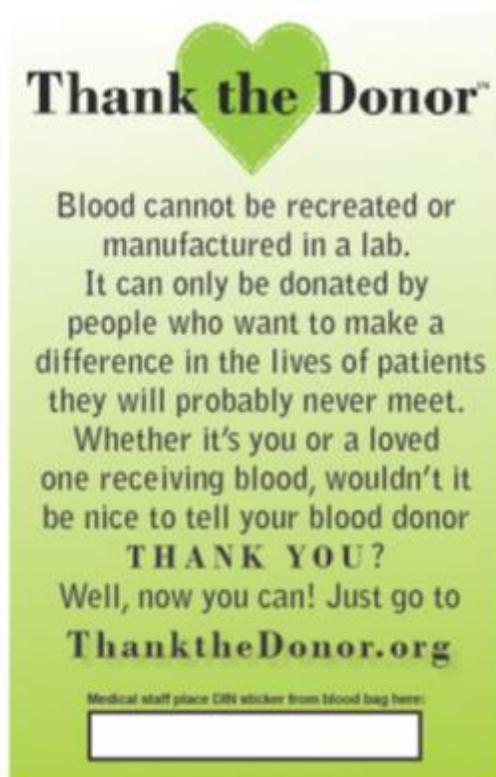
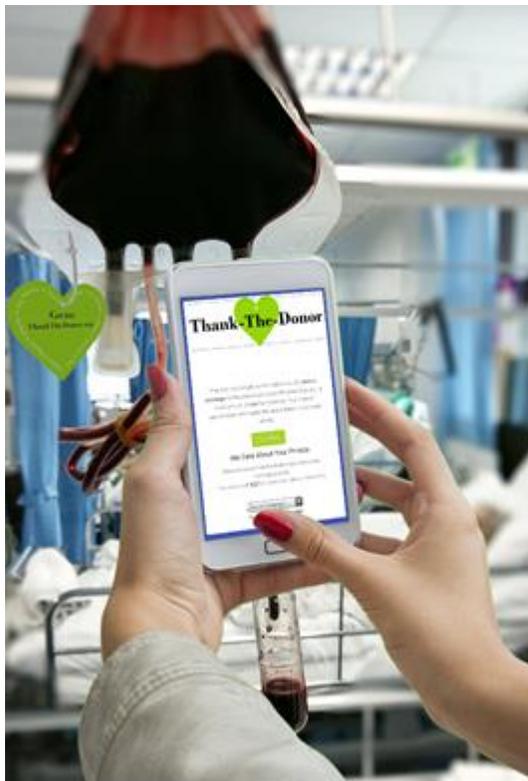
- We review ALL submissions before they are shared.
- We won't send anything that identifies a hospital or staff member.

## Is there any cost to the hospital?

There is no cost to the hospital and no extra time commitment. Our blood bags will come already tagged. We'll provide cobranded information cards for nurses to hand to patients. They can do this while they're checking in on the patient.

## How does the process work for the hospital team member?

After someone receives a transfusion and a team member is visiting with the patient, they can show them the green heart tag, hand them the Thank the Donor card with their bar code attached, and walk them through the process.



### How does it work for the patient or whoever is filling out a thank you?

It's as easy as **1, 2, 3** to say "thank you!"

1. Go to the website **ThankTheDonor.org** (using a smartphone, tablet, or computer)
2. Scan the Donor Identification Number Barcode or key in the numbers
3. Send your message (with or without a picture/selfie or video)

### Who can help promote this program?

Everyone! Nurses, physicians, volunteers, chaplains, and more!

### How can we spread the word?

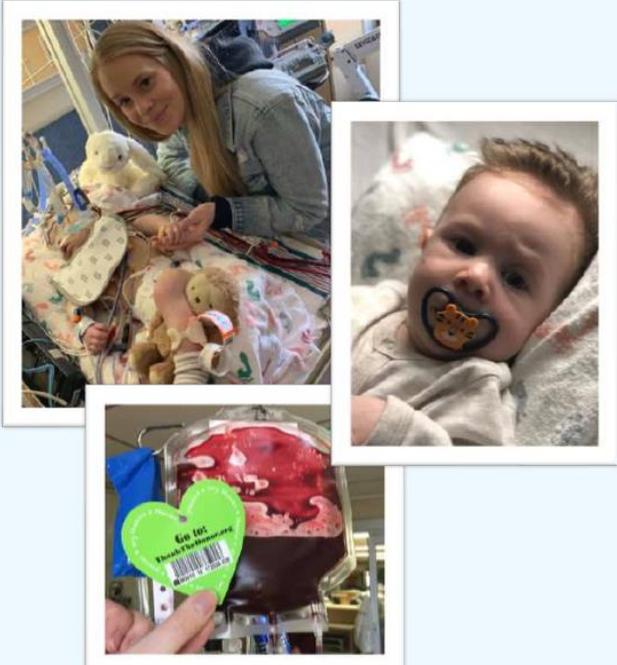
We'd love the opportunity to train your team on this exciting program through Zoom meetings or pre-recorded videos. Other ideas are:

- Adding this information to nursing orientation packet to educate new team members
- Sharing information and testimonials on your intranet

### How has this partnership worked with other blood centers and hospital partners?

The Thank the Donor program is a great story for not only the community blood center but also the local hospital! This program will help:

- Spotlight the partnership between blood donors and hospital patients
- Attract a media spotlight
- Increase blood donor loyalty and engagement with heartfelt messages
- Encourage patient engagement with blood supply



Hello everyone!

I just had to take a moment to thank each and every one of you for doing what you do every single day.

I am currently in Oklahoma with my sister and brother-in-law whose 4 month old baby boy just had emergency open-heart surgery. Throughout the process he has and will receive multiple units of red blood cells, platelets, and cryo. Without them he would not survive.

We all understand the impact of the work we do, but being related to a recipient of a blood donation has completely changed my perspective on the work we have the honor of doing.

Every moment of your day plays a critical part in the miracle of saving someone's life, just like my nephew. So I hope that today, while you are working through the routine of your job, you are inspired and reminded of why we do what we do.

From the bottom of my heart, and my family's hearts, we thank you.