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## “Educational Information Provided with Discount Coupon for Iron Supplements Encourages Coupon Redemption....Maybe”

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### INTRODUCTION/ABSTRACT

AABB guidance's 12-03 and 17-02 encourage blood collection agencies to address depletion of iron stores in frequent donors and to assess what impact, if any, their interventions result in. We provide the information recommended in AABB guidance 17-02: Blood Collection Establishments Should Prepare Comprehensive Educational Materials to Assist Donors.

### MATERIALS AND METHODS

With availability of a discount coupon provided by Walgreens for \$2 off either iron supplements or multivitamins with iron, we attempted to assess whether the rate of coupon redemption differed as a function of whether it was accompanied by educational material that the donor could take with them.

Specifically, at our largest fixed site (St. Paul, MN) we provided just the coupon and at our two next largest fixed sites (Duluth, MN and Lincoln, NE) we appended the coupon to the information about maintenance of iron stores that are shared with donors on our website and in the donor educational materials.

Given more than a thousand visits per month at the largest site and about half that at the next two sites we intended to distribute ~5000 coupons in St. Paul and ~1250 in Duluth and 3750 in Lincoln.

Over the period June-November 2019 the coupons were “distributed” to donors which, in practice, often meant they were left in the refreshment area (resulting in less than target distribution).

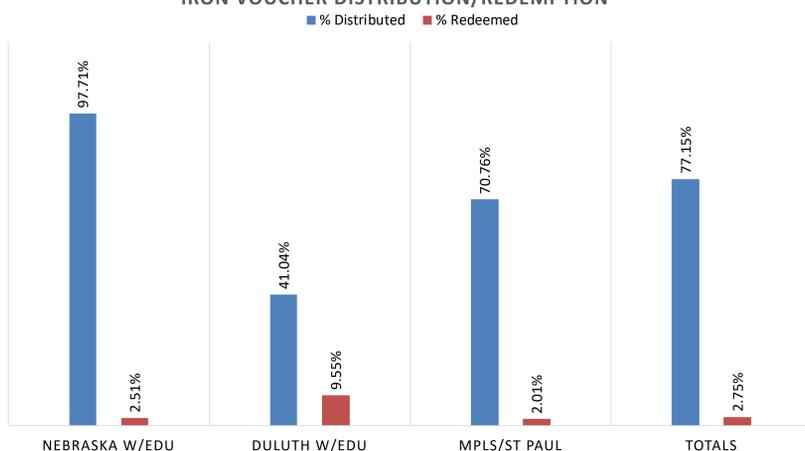


### RESULTS

IRON VOUCHER DISTRIBUTION AND REDEMPTION RATES

Location	Printed	Distributed	Redeemed
Nebraska	3750	3664	92
Duluth	1250	513	49
St Paul	5000	3538	71
<b>Totals</b>	<b>10000</b>	<b>7715</b>	<b>212</b>

IRON VOUCHER DISTRIBUTION/REDEMPTION



### CONCLUSIONS

In comparing the Duluth site to the St. Paul site, one might observe that the redemption rate was more than four times higher when the educational material was shared.

Alas, given that the redemption rate in Lincoln, which also had the informational material was not significantly higher than that in St. Paul, we assessed compliance with distribution and not the educational material.

We are attempting to delineate factors contributing to a higher distribution rate in Duluth and intend to continue distribution of the coupon with the educational materials at all sites and will evaluate the impact, if any, of subsequent low donor hemoglobin rates. We did not assess hemoglobin deferrals during the current trial as the rate of coupon redemption was so small in comparison to total donations that any drop in low hemoglobin rates would be difficult to detect. Unfortunately, COVID-19 has put the coupon distribution on hold for the time being.