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# Analysis of the Development and Stability of the Plasma Supplier Team in Single-collection Plasma Stations

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**Abstracts:** With the improvement of people's living standard and the progress of medical science, the application of blood products in clinical treatment and disease prevention and control has become more and more extensive and in greater demand. The most important raw material for the production of blood products is healthy human plasma, and the plasma must be collected by the single plasma collection station set up by blood product manufacturers to recruit healthy people (called plasma donors) to voluntarily donate plasma, due to the completely voluntary nature of plasma donors' plasma donations, their individual behaviors are susceptible to the influence of a variety of factors, and the need for plasma donors' team development and stabilization has posed a serious challenge to single plasma collection stations. This paper briefly discusses the development and stability of the plasma donor team in the single plasma station, hoping to play a guiding role in the development of the blood source of the single plasma industry.

**Keywords:** Single-collection plasma stations; Plasma supplier workforce; Development and stabilization

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## 1. Preface

Single plasma collection station refers to the unit that collects and supplies raw plasma for blood products production according to the blood source resources in the region, set up in accordance with the relevant standards and requirements, and subject to strict approval. Healthy citizens who meet the relevant national regulations may voluntarily apply for plasma donation, and after being qualified by the professional staff of the single plasma collection station in terms of health inquiry, physical examination, laboratory test and obtaining the Plasma Supply Certificate issued by the local health administrative department, they may donate plasma and receive the corresponding transportation and lost time allowances. The act itself is also a contribution to the social health cause and should be cared for and recognized by the society. However, due to the small scale of the industry, the lack of sufficient scientific understanding of the public, and the lack of positive public opinion, the industry is mysterious and negative, and the development of the plasma supplier team has been difficult and unstable. Therefore, this paper is of great significance to discuss the development and stabilization of the plasma supplier team in single plasma collection stations.

There are many factors affecting the development and stability of the plasma donor team, which mainly include the following: some plasma stations with irregularities have been exposed by the media, which has brought negative impacts on the society; along with the continuous improvement of the social economy, people's motivation to donate plasma has been reduced; the prices of goods are soaring, and the increase of the lost time allowance received by plasma donors for plasma donation has not been able to catch up with the growth of the prices; the transportation cost of plasma donors is getting higher and higher; the number of plasma donors has decreased; individual plasma donors have had unwell reactions during their first donation, which has caused psychological shadows; people are reluctant to donate plasma; and the number of donors has decreased. The cost of transportation for plasma donors has become higher and higher, so the number of plasma donors has declined; individual plasma donors have experienced discomfort when donating plasma for the first time, which has created a psychological shadow and they are no longer willing to donate plasma; and people do not have a thorough understanding of plasma donation, thinking that plasma donation will cause discomfort and bring about adverse effects on their health.

## 2. Effective Strategies for Stabilization and Development of Plasma Donors

### 2.1 Stabilization of regular plasma suppliers

(1) Plasma stations should do a good job of returning visits during the quarantine period in a timely manner.

Any plasma collected is the result of the joint efforts of plasma station workers, in order to ensure that every qualified plasma can meet the requirements of the quarantine period, the staff will need to do a good job of plasma suppliers back to the work. For example, a telephone

call is made to blood donors within a certain period of time after they have donated plasma. This link can make blood donors feel the warmth of humanized service, and it can also enable recruiters to know the situation of plasma donors in time, laying the foundation for the next return visit. Every plasma donor should leave his contact information when he comes to donate plasma, and the staff will give blessings to plasma donors through the online platform or telephone follow-up during the festive season, so as to keep in touch with plasma donors and lay a good foundation for them to become regular plasma donors.

(2) Fully demonstrate the humanistic care of the plasma station and treat plasma donors as their own colleagues.

Improve the service consciousness of the staff, correct their working attitude, and provide the best service for plasma donors from the beginning of blood recruitment to laboratory tests and plasma collection. Enhance the counseling service before plasma donation, and provide plasma donors with a health counseling form, so that they are clear about the health conditions required for plasma donation and the risky behaviors that may result from plasma donation, and so that they can eliminate their inner concerns. Doctors who conduct medical checkups should give plasma donors the most correct health evaluation, so that plasma donors can feel the staff's concern for their health.

## **2.2 Expanding the recruitment channels for voluntary plasma donors and enhancing publicity efforts**

Plasma stations must adhere to the principle that development is the hard way, adhere to the management of zoning, according to the local people's standard of living, cultural level, education, local customs and habits, regional differences and other aspects of blood physiological knowledge as well as plasma donation knowledge of comprehensive publicity. Commonly used recruitment methods include: increasing the care for those who cannot participate in plasma donation due to over-age, and giving souvenirs with promotional functions, such as small fans, mugs, umbrellas, etc., which not only makes plasma donors feel extra harvest and the warmth of the plasma station, but also improves the publicity of the plasma station, so they can mobilize people around them to take part in plasma donation; inviting people who have doubts about plasma donation to visit the workflow of the plasma station, so that they can truly appreciate the safety of the plasma station and educate them about the harmless health of plasma donation. Invite those who are skeptical about plasma donation to visit the workflow of the plasma station, so that they can truly experience the safety of the plasma station, and educate them that plasma donation is not detrimental to their health, so that they can realize that plasma donation, like blood donation, is a noble and honorable cause, and can encourage those around them to come to donate plasma; Organize various forms of activities, actively join in the local public's customs and activities, enhance the emotional communication with the public, increase the visibility of the plasma station, and deepen the public's understanding of the plasma station; every time you go to the relevant area to carry out promotional activities, the plasma station should contact the local leaders who actively participate in plasma donations in advance, and try to increase the promotional efforts with their help; look for exemplary plasma donors with certain influence, such as business owners, rural cadres, health center leaders, etc., and invite these people to give personal lectures to expand the popularity of the plasma station. Find some exemplary plasma donors with certain influence, such as business owners, rural cadres, leaders of health centers, etc., and invite these people to give personal lectures to expand the popularity of plasma donation stations; Organize staff to go to the towns and villages to have face-to-face communication with the public and take great pains to persuade and mobilize the public to join the plasma donation campaign; post publicity newspapers or broadcast some propaganda films through publicity vehicles to raise people's awareness of plasma donation. All these are very effective methods of publicity and recruitment.

## **2.3 Improve the monitoring of the plasma supply process and pay attention to the details of the service.**

Every link of plasma supply must pay serious attention to the psychological changes of plasma donors, everything should be plasma donors as the center of the problem, seriously treat the needs and suggestions put forward by the plasma donors, so that not only recruiting but also have the confidence to cultivate it into a fixed plasma donor, constantly optimize the entire plasma supply process for new plasma donors to be accompanied by a person to guide the donor to do a good job after the completion of the donor's plasma callback work, attention to detail, so that the standard is a habit, fully reflecting the humanistic care of the plasma station to feel satisfied. After plasma donation, we should make timely phone calls, pay attention to the details, make the standardization a habit, maximize the satisfaction of plasma donors, and fully reflect the humanistic care of plasma stations.

## **2.4 Improve the quality of service and use civilized service language.**

For each plasma donor should be warmly received, and always maintain a kind attitude, mainly to: after seeing the plasma donor, to give a cordial greeting, so that the plasma donor feels a sense of cordiality, and bring the distance between the staff and the plasma donor closer; When plasma donors ask questions or make inquiries to the staff, they should answer them seriously, accurately and patiently, so as to dispel their fear of plasma donation; a special plasma donation lecture room should be set up, especially for new plasma donors who must be lectured on special topics, as new plasma donors are very likely to become regular blood donors in the future.

### 3. Conclusion

Building a team of plasma donors with high willingness and positive cooperation fundamentally ensures the stable development of the blood source team of the single plasma station, which provides a guarantee for the increasing demand for blood products, and at the same time creates a favorable external environment for plasma collection and lays the foundation for the further expansion of the plasma donor team.

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