

Donor and Staff Satisfaction with Manual and Automated Donor Screening

P. D. Cumming, P. Abrams, E. Wallace, D. Prete
Talisman Limited, Vienna, VA



Abstract

Four years ago we surveyed three community blood centers (CBCs) for comparative donor and staff satisfaction with manual versus computer assisted/automated donor screening. In general, both staff and donors strongly preferred automated screening to manual processes. The automated system consisted of a computer with audio, visual and touch screen capabilities generally referred to as AVT-CASI where CASI means computer assisted self interviewing. A limitation of the study was that most of the centers surveyed had utilized face-to-face interviewing. Since then many centers have switched to donor self administration paper questionnaires. This study compares donor and staff satisfaction with paper questionnaires to that with computer-assisted screening.

Objectives

Identify and measure the donor and staff satisfaction when one compared donor self administered paper questionnaire to computer assisted self interviewing.

Methods

Satisfaction questionnaires used for the earlier study were updated and administered to 898 donors and 113 staff members of a mid-Atlantic CBC. Six questions were asked of all donors, four additional were asked of repeat donors and one more of donors who had used the computer assisted system previously. Another seven demographic questions were asked of all donors. The staff questionnaire consisted of nine opinion questions and seven demographic. Non-response rates were less than 3%.

Results

- 95% of the donors saw the computer assisted system as clear and comfortable
- 33% of the staff and > 65% of the donors believed they would be more honest in responding to the questions
- >80% of the donors were satisfied by the time taken by the automated system
- >65% of the donors preferred and found the video system more understandable
- 65% of the staff expected fewer FDA errors with the system
- 50% of the donors previously exposed to the computer interviewing system stated their preference for it increased with repeated use
- 50% of the staff found the computer system faster for them
- 20% of the staff felt it was faster for the donors

Conclusions

The benefits of the computer system assisted screening are substantial and much the same whether compared with paper questionnaires or face to face interviewing. There is overwhelming preference from the donors and strong preference from the staff for the computer assisted screening.

References

- Determinants of Donor Satisfaction Using an Audiovisual Touch-Screen Computer-Assisted Self-Interviewing (AVT) System, J C Johnston, P D Cumming, D Jones, L M Katz, N Watlington, AABB Miami October 2006
- Computer-Based Blood Donor Screening: A Status Report. Transfusion Medicine Reviews, Vol 21, No 1 (January). 2007 pp 13-25, L M Katz, P D Cumming and E Wallace
- Audio-visual touch-screen computer assisted self-interviewing for donor health histories: Results from two years experience wit the system, Transfusion 2005; 45:171-180, L M Katz, P D Cummings, E L Wallace and P S Abrams

This work was partially supported by National Heart & Lung Blood Institute Grant No. HL072635