

NHS Blood and Transplant

(Winner of “Award for Excellence in Supplier Management” at the NOA’s Professional Awards 2015)

The introduction of the NHSBT online donor portal has been an amazing piece of digital development which has not only transformed NHSBT’s relationship with donors, but has also had a truly life changing impact on many patients. Led by Jon Latham, Assistant Director Blood Donation, key to the success of this project was cross functional support from all parts of the organisation.

Marketing, IT, operations, business transformation and communications teams were brought together with the objective of designing NHSBT’s self-service future. This team was then augmented by procured specialist input from online design agencies (Sapient and Twenty-Six) as well as a core operational system developer (Savant). On top of all this, input from donors was used in every part of the process to ensure that the look and functionality would be attractive to the overall donor pool.

Key achievements include:

- *It will truly save lives by not only increasing the number of donations available through greater attendance on session (30,000+ in the first year) but also delivering £1.2 million net saving in the first five years to be reinvested back into frontline services*
- *It has been universally praised by new and potential donors alike as it has delivered channel shift to provide donor self-service, enhancing the reputation of the blood service*
- *Its delivery was first class and illustrated best-of-breed in terms of private and public partners working in an agile way, illustrative of the digital delivery that the government is looking for in the public sector*

International blood services have also taken note as they aspire to have a similar service of their own – NHSBT is now the number one blood servicing portal in the world.