



Innovation, leadership and strategic partnerships trigger unprecedented outcomes in Dubai

Consistent with its mission to enhance community engagement and foster innovative and integrated care models to transform healthcare in Dubai, the Dubai Health Authority (DHA) is known for core values in innovation, excellence, customer centricity, transparency, efficiency and workforce engagement. With leaders and integrated clinical care teams at DHA embodying these principles for over a decade, they've been able to achieve extraordinary outcomes as well as a growing list of prestigious international honors in recognition of their innovation and unity of action for the betterment of healthcare. Two of the most recent 2019 honors include the **International Business Silver Stevie Award** for the category of "Best Mobile App – Government" and **Recognition of Achievement** for the 2019 **UNIVANTS of Healthcare Excellence Program** for their measurable better outcomes to patients, payors, clinicians and health systems. The recognition follows DHA's long-lasting commitment to providing a safe and adequate blood supply to all DHA hospitals and private hospitals throughout Dubai to save lives and meet the needs of patients undergoing blood transfusions.

Reliable access to safe blood is essential for optimal health outcomes. Access, however, can be a substantial challenge since blood products expire and eligible donors do not always donate blood (or do so routinely). "There is a continuous demand for all blood types, as blood lasts for only 42 days, and so, donors are always needed to come forward to replenish stocks," says Dr. May Yassin Raouf M.B.Ch.B, MSc, MD (Head & Medical Director, Dubai Blood Donation Center, Pathology & Genetics Department).

To overcome extraordinary health needs, extraordinary efforts are needed. Thus, the DHA led with unparalleled innovation. One of these efforts included strategic and mass activation of the inspirational "BE THE 1™" campaign, achieving increased population awareness and engagement. An integrated clinical care team strategically utilized marketing to build awareness and relevance for the cause, displaying invitations across all DHA buildings, cars and buses to "BE THE 1™" to make a difference. The initiative also directed marketing materials for use at companies, and importantly,



(Centre): His Excellency Humaid Al Qutami and Dr. May Raouf holding the UNIVANTS of Healthcare Excellence Certificate, with (L-R) Mrs. Fatma Abbas, Dr. Farida Al Khaja, and Dr. Hussain Al Samt

universities and schools, reaching new audiences and attracting new donors. Community educational sessions and forums also enhanced overall awareness. The team also developed an app (named DAMMI) that educates people on blood donation and the supply needs. The app includes automated and smart registration for blood donors and the donor's electronic questionnaire as well. Collectively,

this targeted and strategic effort reached new demographics and facilitated unprecedented results for the community.

In the first year of the program, the number of units donated increased by 37%, with the percentage of donors being classified as "young donors" (defined as between 18 and 21 years of age) going from 4.5% to 14% (a relative increase of 9.5%). Of the 20,000 additional donations in the first year, 43% were from new donors. The success of the initiative also reduced the supply gap by 8.9%, allowing for almost all requests for blood (99.2%) to be filled when needed. Interestingly, 4.4% of the newly screened blood donors were diagnosed with previously unknown disease burden, allowing for treatment and reduction in the likelihood of transmission. The improvement in blood supply has also improved the reputation of the healthcare system in Dubai with Dr. May Yassin Raouf stating, "We pride ourselves in having a premier, safe and sustainable blood supply in Dubai."

THREE KEY TAKEAWAYS:

1. Maximizing blood donations helps ensure a continuous and reliable supply of blood products for patient therapies.
2. Media strategies for marketing can play an essential role in attracting new donors, particularly in the younger population.
3. Accurate and reliable screening of blood products is critical to ensure a safe blood supply and mitigate the risk of transfusion-transmitted infectious diseases.

To donate blood at a location near you, visit:
<https://www.bethe1donor.com/donate>.