

## Enhanced Blood Donor Engagement Coupled with Early Detection of Cardiovascular Risk

OUC MEDICINA TRASFUSIONALE AOR VILLA SOFIA-CERVELLO

Blood and blood-derived products are an integral part of saving lives and improving patient outcomes. Blood supply however is heavily dependent on donations which vary greatly based on many factors.

Understanding the need for increased engagement of blood donors, an integrated clinical care team at Villa Sofia-Cervello Hospital in Italy developed and implemented a novel donor strategy which included a CVD prevention initiative for (apparently) healthy individuals. Individuals who donated blood were able to be stratified into cardiovascular risk categories based on the added measurement of high-sensitivity cardiac troponin I (hs-cTnI).

This effort enabled identification of 89 asymptomatic individuals who were newly identified at medium/high risk of future CVD events, creating awareness and enabling opportunity for appropriate follow-up, intervention and preventative measures. Donatella Perricone, Blood Donor Recruiter remarks, "It can be difficult to find blood donors. Offering the added incentive of a more thorough risk evaluation driven by a cardiac-specific biomarker has become a motive for our donors and, as such, has helped us more readily engage donors and complete more donations since the implementation of the program."

In recognition of the outcomes associated with this initiative, the integrated clinical care team from Villa Sofia-Cervello Hospital was recognized by the 2021 UNIVANTS of Healthcare Excellence award program, with recognition of Achievement.



Pictured (from left to right): Francesco Arcoleo, Francesco Gioia, Aurelio Maggio, Patrizia Carta, Calogero Falletta

### THREE KEY TAKEAWAYS:

- Offering cardiovascular health screening can successfully entice more donors to give blood.
- Early understanding of cardiovascular risk can enable early prevention of cardiovascular events reducing cardiovascular disease and disability.
- Cardiac-specific biomarkers, in conjunction with clinical and diagnostic findings, can help overcome the limitations of the most frequently used tools for cardiac risk stratification.

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