

# Data: the new life saver



The UK's blood and organ supply trusts Vodafone connectivity to deliver world-class efficiency

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Power to you







“ In 2013 we had 50% more organ donors than in 2009 – a target no one thought possible. We achieved this by working in collaboration with Vodafone. Our ability to provide hospitals with the blood they need, and to match and allocate organs to patients across the UK depends on Vodafone. ”

Alan Daly, Head of BTS Strategy and Performance, NHS Blood and Transplant

## NHS Blood and Transplant

NHS Blood and Transplant manages the donation of organs, blood and tissue across the NHS. It collected around 1.8 million units of blood from voluntary blood donors in 2013, each in exchange for a cup of tea and biscuit. But that's not the remarkable thing.

What's remarkable is that not one hospital, operating theatre or patient-in-need went without life-saving blood, throughout the whole year. NHSBT is a national success story – and its success is underpinned by Vodafone fixed, mobile and network connectivity.



### Challenge

- Provide a robust, reliable network infrastructure, capable of carrying life-critical data nationwide
- Create a mobile workforce capable of working outside office hours, across any device, with full access to data
- Ensure the availability of its new self service appointment tool
- Maximise the return on its communications spend, allowing savings to be channelled into frontline service improvements

### Solution

- Complete Managed Service Communications Infrastructure
- High availability WAN to 100 locations
- IP Telephony for 4,500 extensions, plus 2,100 mobile users and 4,000 data connections
- Hosting the blood.co.uk website and call centre services
- Management of third-party contracts

### Results

- Connects donor services with emergency services and hospitals, ensuring organs get to patients faster
- Enables true mobile working with secure access to online records
- Contributes towards an estimated £30 million in savings to the NHS

## Challenge

### Eliminating waste in the supply chain

The management of NHS Blood and Transplant (NHSBT) encompasses an extremely complex supply chain challenge.

NHSBT runs more than 23,000 blood donation sessions each year, in around 3,000 venues across England and North Wales. For donors, it wants to make this process as simple as possible.

Success means making sure every voluntary donation made at these sessions counts and making sure customers (in this case, the hospitals) receive the best 'product' possible. It means getting the right blood to the right hospital at the right time.

This becomes even more acute when families agree to donate the organs of a deceased relative. There are around 7,000 people waiting for an organ transplant in the UK. For the majority, receiving organs from someone who has passed away remains their only hope.

Every potential organ donor is precious. The organs from one donor can save and transform the lives of up to nine different people. But this relies on the efficient running of an extremely time-sensitive process. The moment the donor is identified, so their family can be sensitively approached about donation, sees the start of a complex journey. To work, the process depends on lots of confidential medical information being transmitted quickly. This allows the right organ allocation decisions to be made, risks weighed up, organ retrievals arranged and the organs flown or driven to hospitals across the UK.

For NHSBT, a mobile workforce working outside of standard office hours on tablets and smartphones, is crucial to making donations and transplants happen. It also needs a network robust enough to carry vital data any time, every time.

## Solution

### Responsive and mobile

NHSBT takes both fixed and mobile network services from a single supplier – Vodafone. "Within Business Transformation Services, Vodafone is one of our biggest suppliers," says Alan Daly, Head of BTS Strategy and Performance.

“ We want to be the best organisation of our type in the world. That's against any measure, whether that be blood productivity, consent rates for organ donation, or our lean systems. Our partnership with Vodafone is central to these ambitions. ”

**Alan Daly, Head of BTS Strategy and Performance, NHS Blood and Transplant**

"It's no exaggeration to say that our ability to provide hospitals across England and North Wales with the blood they need, to match and allocate organs to patients across the UK and to provide highly specialised diagnostic and testing services depend on Vodafone services."

Vodafone's highly available and resilient MSP WAN network is vital to supporting NHSBT's core applications and processes. Vodafone's Managed IPT and Managed LAN service means NHSBT is able to communicate with staff internally and within hospitals around the clock, every day of the year. In addition, Vodafone provides a secure connectivity solution from within its hosting centre to support improvements to [blood.co.uk](http://blood.co.uk).

## Benefits

### A more agile organisation

In November 2013, NHSBT introduced a new online appointments service for blood donors, hosted in a Vodafone data centre. This new functionality allows donors to book and amend appointments in real time, rather than calling the National Contact Centre or making an enquiry online and waiting for a response.

These improvements are expected to have a positive impact on the donors' experiences and reduce the need for outbound calls made and emails sent by the National Contact Centre. Self service will save money – but most importantly, it will help donors to register more easily.

In addition, Vodafone is migrating NHSBT's existing mobile connections to the Vodafone network. This will allow NHSBT to provide more effective mobile coverage, making it better able to support flexible working for staff across the UK.

Vodafone has contributed to operational savings through a process of continual best value reviews and as part of its Managed Service, negotiating third-party contracts to ensure NHSBT receives the best value. The benefit of Vodafone's service offering was recently endorsed by an independent 'best value review' undertaken by Gartner. Since 2009, through efficiency savings, NHSBT has reduced the price of a unit of red blood cells from £140 to just under £122. This works out at an estimated £30 million saving each year to the NHS.

In addition, the NHS's organ donation activity is unrecognisable from where it was five years ago. "In 2013 we had 50% more organ donors than in 2009 – a target no one thought possible," says Daly. "We achieved this by working in collaboration with Vodafone."

The future, he says, will require being even smarter in gathering and sharing data, creating a real-time view of the entire supply chain. It will mean continuing collaboration with other European health organisations, and faster turnaround times in testing and product allocation.

"We want to make sure that the highest-quality blood, organs, stem cells and tissue products are delivered to the NHS cost-effectively so patients get what they need."

The strength of Vodafone's global mobile operations and the launch of its 4G service undoubtedly mean Vodafone is well placed to be able to support these future requirements.

For more information, get in touch with your Vodafone account manager or call us on **0845 894 2730**  
(Standard charges apply)

