



- ❖ Regional chapter of a Global non-profit organization that is engaged in running a blood bank as public service
- ❖ Being in a major metropolitan city in Southern India, this blood bank is a major source for blood to most of the hospitals in the city
- ❖ Activities involved are conducting blood donation campaign across the state that involves lots of cost and preserving collected blood / platelets in industrial refrigeration system and issuing blood based on needs and demands
- ❖ Manage wastes of collected blood and cost

The Challenge

- ☐ Supply of blood is based on donation campaign and yield in each campaign cannot be guaranteed
- ☐ Demand for a given blood group cannot be matched with supply
- ☐ Blood is sold to affordable patients to fund the blood donation campaign and meet blood bank expenses
- ☐ If the banked blood not utilized within a stipulated period, it become waste
- ☐ The blood bank had a major challenge of managing services as self funded service and losing money

Blood bank run by a nonprofit organization as a self funded service was under jeopardy due to various operational challenges and the institution is compelled to seek donations from members and other donors to run the blood bank. Sageesse Abundance established a strategic management process in place to ensure blood bank service is breaking even and self funded

Customer Challenges

- Blood donation campaigns must be continually conducted to get continuous supply of blood
- Lots of operational cost is involved in storing blood and administration of blood bank
- Demand and supply cannot be matched and synchronized both for type of blood and quantity
- Pricing blood to collect fee from affordable patients was a challenge
- Blood bank could not be managed as a self funded service
- Members of the nonprofit organization need to continually donate

Project Objectives

- A strategic process to ensure that the blood bank is self funded
- The Management committee of nonprofit organization needed a strategic management mechanism to closely monitor the blood bank activities and financial performance of blood bank

Methodology Highlights

- Deployed Sageesse Abundance Strategy Consulting methodology with blend of reviewing blood bank operations study, cost drivers, wastes, internal controls, check/balance review mechanism, pricing process and frequency, data analytics, facts and information to substantiate data analytics findings.

Customer Benefits

- Blood bank of the nonprofit organization gained strategic insights on revenue management, cost drivers identification and cost management and breakeven strategy like a for profit organization
- Strategic periodic review of blood bank operations and financial performance enabled
- Blood bank operations became self sustaining

