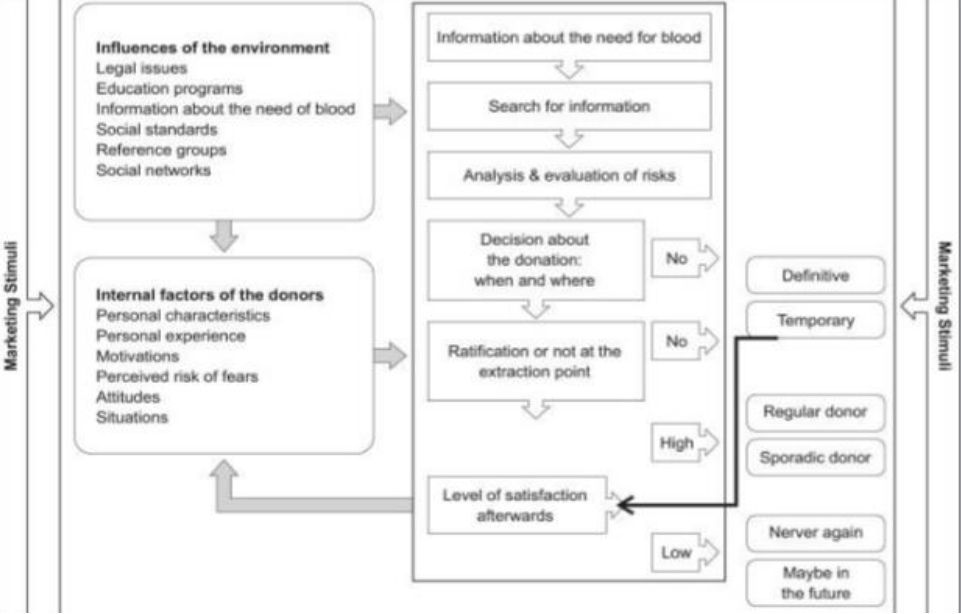


PROPOSED SOLUTION

S.no	Parameter	Description
1.	Problem Statement (Problem to be solved)	<p>i) Patients need transfusion with rare plasma product that are not available locally. Solution: International collaboration to supply rare products.</p> <p>ii) Very rare types are difficult to find. Solution: Continued efforts are needed globally to identify and collect rare donors for transfusion to any patient in need. It's all about lifesaving transfusions for patients with rare plasma needs.</p> <p>iii) Reduced level of donors. Solution: Eligibility criteria reduces numbers of donors eligible.</p>
2.	Idea / Solution description	<p>i) Retargeting:</p> <ul style="list-style-type: none"> • Retargeting is the process of cookie-ing a donor's web browser and following them around the web serving up ads that keep your message in front of them and continuously inviting them back to your website to schedule their next appointment. • It is beneficial to have a retargeting campaign because it allows you to reconnect with donors or people who have visited your website. • This is cost-effective , as you're advertising directly to people who showed some interest in your plasma center <p>ii) Live Chat:</p> <ul style="list-style-type: none"> • By having a live chat, you give customers a way to reach you in the exact moment that they have questions or problems they can't solve. • One effective way we've seen in live chat work is a pop-up in the bottom corner of the screen with a blurb stating , "How can we help you?" This methods offers assistance when your donor may need it most. <p>iii) Triggered Emails:</p> <ul style="list-style-type: none"> • Most plasma centers already implement email marketing , so we won't spend much time on this , But consider a couple of tips. <ol style="list-style-type: none"> 1) Including social sharing buttons on every email. 2) Build your content to be shared. • In triggered emails , a triggered email campaign is a series of emails that are sent automatically to recipients based on specific actions they take. <p>iv) Podcasts:</p>

		<ul style="list-style-type: none"> Over 100 million people in the United States listen to podcasts , and those users trust the podcasters they are listening to. So , the plasma center has a wonderful opportunity in advertising because there is a large audience that trust the podcast and tend to use the product or services.
3.	Novelty / Uniqueness	<ol style="list-style-type: none"> The user has to be aware about plasma donation so that they can donate the plasma (when , where , why). The user need to know about the camp or drive locations so that they can donate in person. The user should find the application to be user friendly so that they can access the resources easily. The user need to feel secure about their data so that they don't have to worry about their privacy and confidentiality. Patient should be able to directly contact the donor so that maximum donor can be reached. Both the donors and recipients need to be allowed to accept (or) reject the request so that they can aware of the further process.
4.	Social Impact / Customer Satisfaction	<ol style="list-style-type: none"> Plasma donor satisfaction varies among demographic and donation history sub-groups and is positively correlated with the intent to return for future donation. Although the primary motivation among all donors was altruism , incentives to future donation may need to be tailored according to Demographic Sub-groups. <p>Overall donor satisfaction with the donation experience by Demographic Sub-groups.</p>

5.	Business Model (Financial Benefit)	 <p>1) In the United States , for example , plasma donors receive financial compensation , and the plasma industry is a thriving business that results in 70% of world supply of Plasma-Derived Therapies. In-fact millions of patients in countries that do not allow payment to plasma donors rely on imports of life-saving , plasma-derived medicinal products from the US.</p> <p>2) Without any financial loss , we have to collect nearly 500 different types of proteins have been found in human blood plasma. Approximately 150 of these may be used for diagnosing disease (or) manufacturing therapies.</p>
6.	Scalability of solution	<p>Increasing Plasma Donors,</p> <p>1) Follow the above mentioned ideas for increasing the scalability (‘n’ number of Donors to Millions of Donors).</p> <p>2) By the way way of increasing these properties. Those properties are,</p> <ul style="list-style-type: none"> i) Functional ii) Reliable iii) Usable iv) Design