

## THINKS

He has never had a cause to seek for plasma.  
Was contacted to make a plasma donation through broadcast.

## SAYS

It is connecting the donors and the patients by an outline application. By using this application, the users can either raise a request for plasma donation or requirement.



## FEEL

Feels social media and physical awareness engagement can boost plasma donation.

## DOES

How to reach plasma donor?  
How to donate plasma?