

The strategic development of the Bone Marrow Donor Registry in the international scenario between 2010 and 2016

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OBJECTIVES

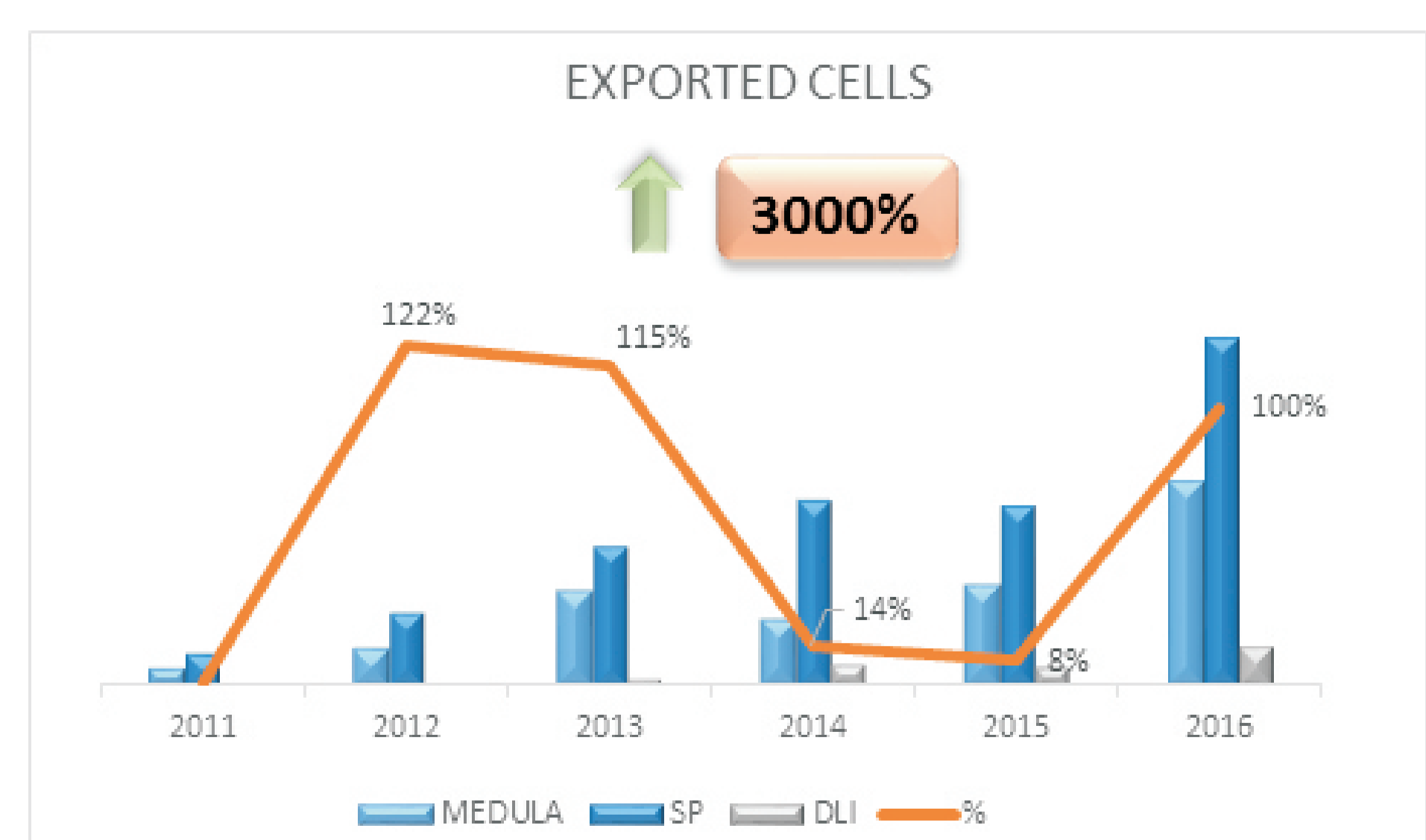
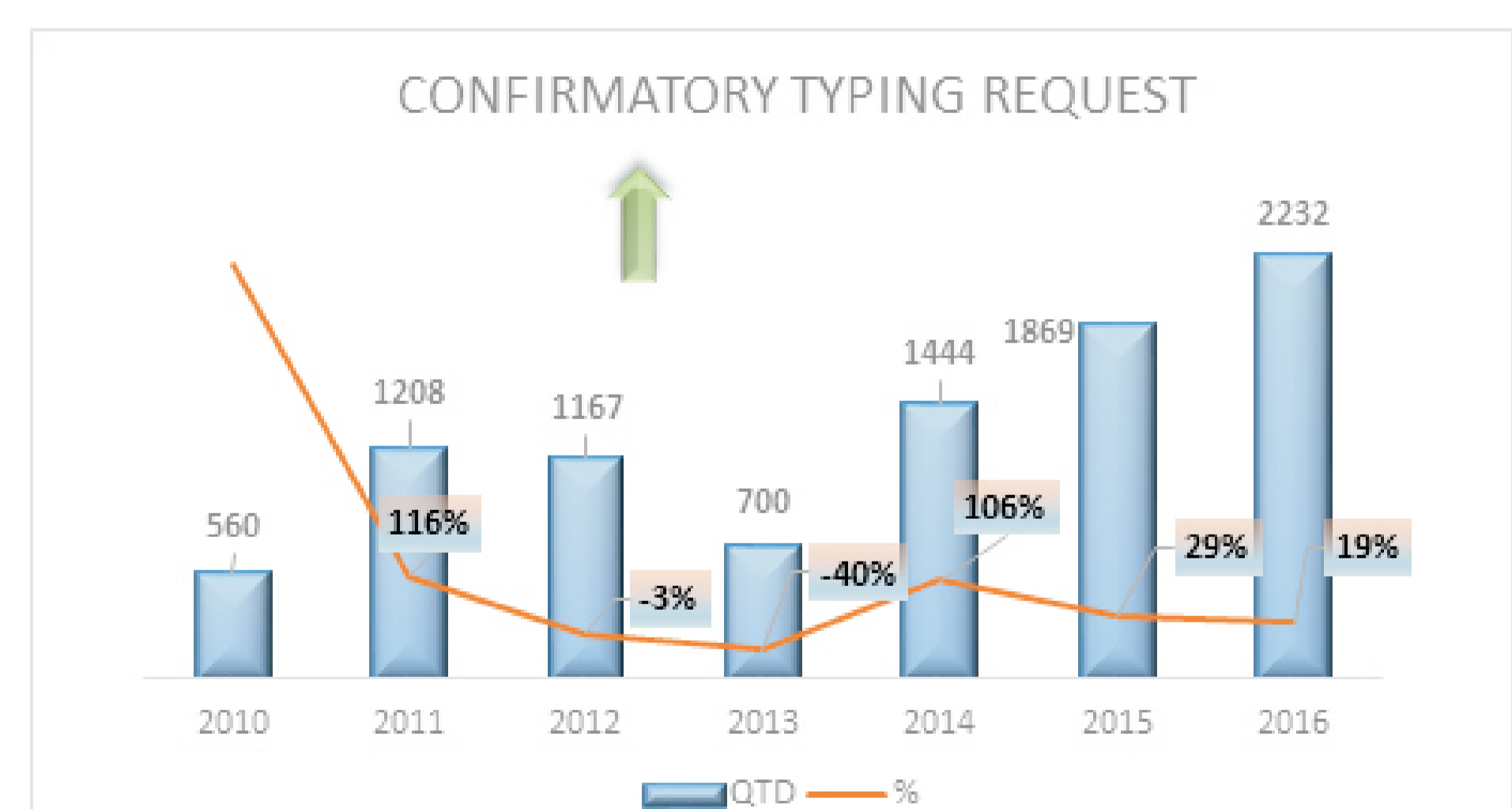
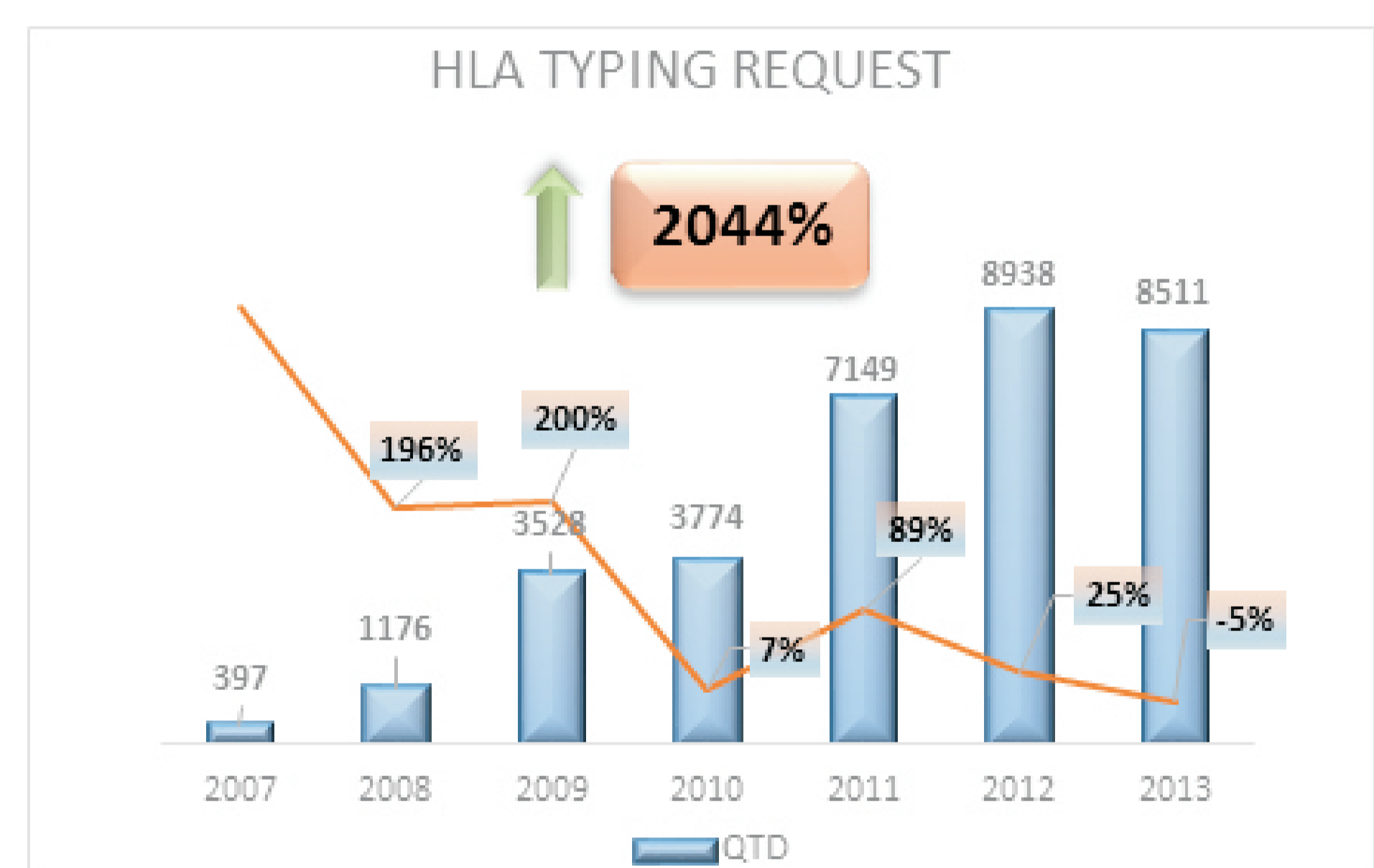
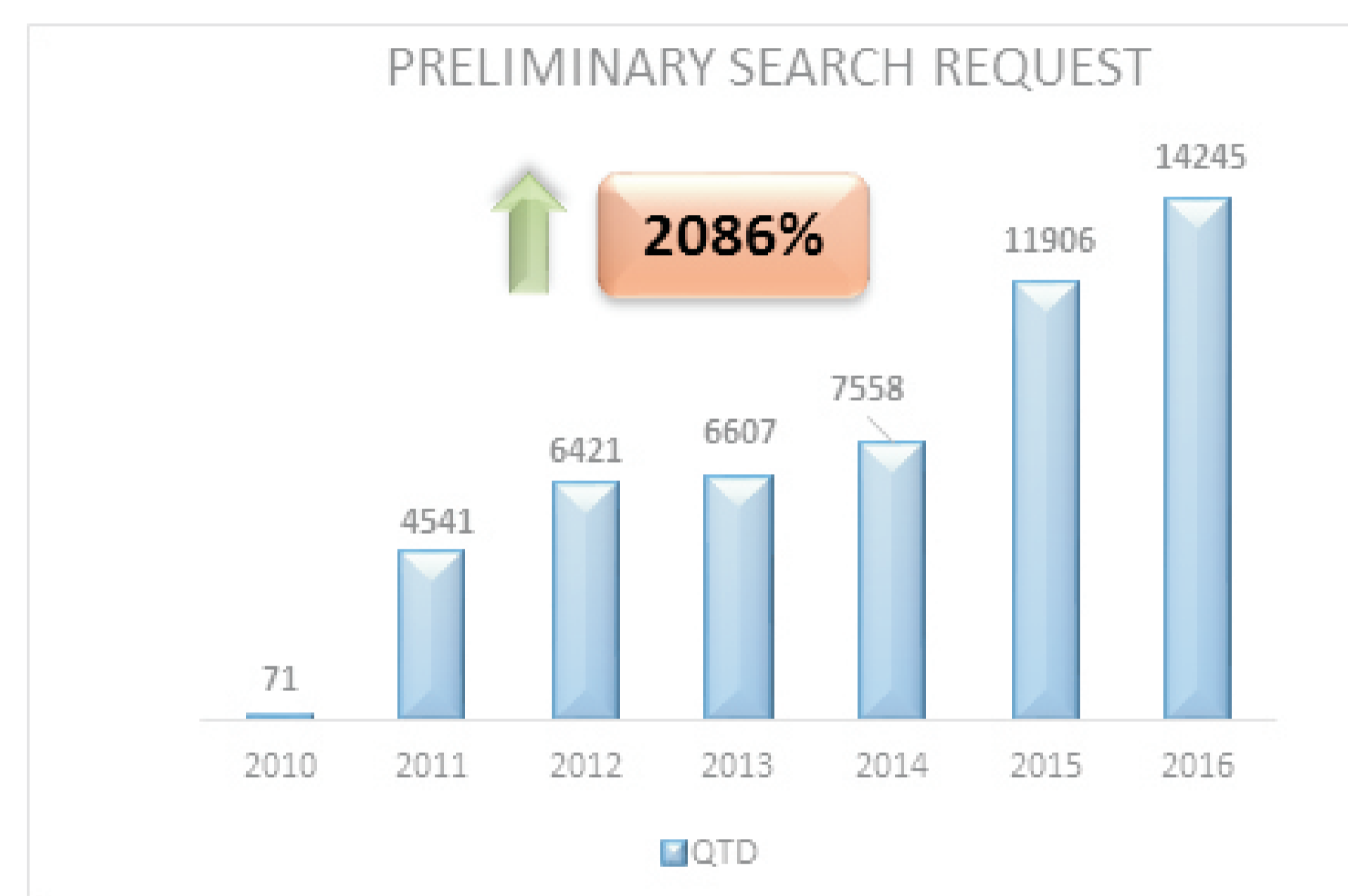
This study aims to identify how the Brazilian Bone Marrow Donor Registry (REDOME) is developing strategically within the international scenario, aiming at the shortest possible time to attend international patients who need bone marrow transplantation and have high quality level in the donor support throughout the process. The importance of strategic planning for the growth of international demand with the application of strategies for the qualitative development of the Bone Marrow Donor Registry.

MATERIAL AND METHODS

We reviewed requests for international patients in the management system between 2010 and 2016. Ordinance No. 87/GM, effective on 2009, was the beginning authorization for REDOME to start international activity providing financial resources for the development of international activities, authorizing sending abroad hematopoietic stem cells from donors enrolled in REDOME for the accomplishment of bone marrow transplantation. In addition, it was also determined that the Cancer Foundation would be the operational and financial arm of the process dealing with the resources received from the International Registries. The National Cancer Institute (INCA), as coordination of the whole BMT (Bone Marrow Transplantation) Program delegated by the Ministry of Health, would adopt all technical and legal measures to formalize the Foundation's participation in the process for the effective and efficient performance of the technical and operational functions of the Donor's Registry. Hence, in the period from 2010 to 2016, REDOME presented a vertiginous growth in every requests demands to the international patient. For preliminary search requests, the demand of 71 requests on 2010 increased to 14545 on 2016, the percentage showed a growth of 2086%. This raise was followed by the phases of the process, with the result of Complementary Typing of Human Leukocyte Antigen (HLA Typing) with increment of 2044%, in the requests of Confirmatory Typing (CT), the growth was 299%. When the final phase of Hematopoietic Stem Cell (HSC) units from Bone Marrow, Peripheral Blood and Donor Lymphocyte products exported was analyzed, in 2011 nine HSC units were exported, and at the end of 2016 the total number of units exported reach the mark of 280, so it means a variation of almost 3000% in 5 years. Contemporary organizations plan their development incorporating new values, ideals, technology to fulfill the requests of an increasingly demanding market. In this perspective, REDOME understands that growing up is not only a matter of numbers, but also adopting new processes to reach global interaction and standards, with the main focus on saving lives for national and international patients in the shortest possible time, providing the best care and support to donors. To reach our goals, REDOME started implementing strategies like: hiring staff to work directly with the international area; preparation of monthly performance reports for all areas of REDOME; standardization of processes; establishment of a quality nucleus; recruitment of external consultancy in the area of quality; identification and analysis of operational and quality indicators; continuous training cycles activities; opening new connections via EMDIS; international accreditation process with submission to attend the first requirements for qualification.

RESULT AND CONCLUSION

We conclude that over the years, REDOME becomes more present in the international area, making necessary continuous strategic planning to be prepared for increasing international demands for REDOME's services without a gap and with good practice and quality performance in all areas of the Bone Marrow donation process. We also understand that this study enables the opportunity to improve REDOME's credibility around the world, turning it a benchmarking case model for quality, management, financial and process in the international scenario.



Projeto Gráfico: Serviço de Edição e Informação Técnico-Científica / INCA