

## Community Engagemnet & Management

### DONATELIFE VICTORIA

DonateLife Victoria (DLV) coordinates all organ and tissue donation across the state (as part of Australia's national network). A team of dedicated medical and nursing specialists work within Victorian hospitals to provide professional services and encourage best practice to increase donation rates, as well as manage organ donation awareness, provide hospital and community education and support donor families.

#### Losing precious time through manual systems

- Manual systems like spreadsheets, emails and phone calls complicated the process of finding contact details and meant compliance-related data fields were easy to forget.
- Operational data (such as for partner hospitals and the federal Organ and Tissue Authority) was difficult to gather and slow to share, sometimes taking months to collate.
- DonateLife Victoria needed their multiple systems centralised for transparency, automation and efficiency.

*"Even simple things like looking up someone's phone number or email address was a complicated task. You might have to look in many different locations to find it."*

Tony Holland | General Manager

#### Background

- Coordinating and mobilising a community of 8 DonateLife Agencies, 260 donation specialist staff across 85 hospitals
- Highest rate of donation in Australia
- Reports to federal Organ and Tissue Authority

#### Challenges

- Excessive manual spreadsheets
- Hard to find data
- Lack of operational transparency

#### Outcomes

- Training time halved
- Real-time access to accurate information
- Reporting simplified and delivered on time

## Welcoming the community in and facilitating phased improvements

- It was crucial to centralise community details and communication. Information is incredibly sensitive and staff workshops were run to identify specific issues and solutions.
- A customised portal was built giving partners easy access to real-time information about staff. This facilitated assigning the right medical professionals to each patient case, review qualifications and competencies and ensure operational coverage.
- Implementation of a unique initial training program for medical professionals combined blended online learning modules and newly introduced simulation training. Oversight of completions and competencies was made clear through a custom-built badge window on staff contact cards. This allowed for simpler staff assignment, shift planning and course expiry management.
- Previous difficulties in recording donor family and recipient case studies were addressed and it is now easier to manage. A positive flow-on effect for marketing and communication efforts were also achieved.

## Ease and confidence in mobilising the community while making a difference

- 280+ business affiliations are now easily and accurately managed.
- 55 internal team members are able to access up-to-date information at all times, streamlining coordination and reducing friction and frustration.
- Training for staff was halved from 6 months to just 3 with all competencies and completions easy to review.
- 30 hospitals are able to access real-time information about schedules, training and qualifications, while viewing, monitoring and acting upon required monthly KPIs.

*"With Salesforce, we can track people's progress in a way that was impossible before, but we can also award badges to competencies. This is a very complex area of medicine and there's a lot on people's plates, we don't want to make it any harder than it has to be. We wanted to make their lives easier by doing this, and that's what we've done."*

Tony Holland | General Manager

## Customer Solution

- Salesforce Service Cloud and the NonProfit Success Pack (NPSP)
- Salesforce NPSP Program Management and Case Management
- Salesforce Knowledge
- FormAssembly Integration to Campaign Monitor
- LMS Platform
- Ongoing Customer Success (Managed Services) for continual platform and business improvement.



## Looking Ahead

DonateLife Victoria has been working with SalesFix for 4 years. Future plans include using the new system to customise and streamline communication with its vast community of loyal supporters and volunteers, as well as better manage staff leave and shift requests.

## Other Use Cases

A scalable solution such as this can be customised for organisations that need to mobilise people, provide data transparency via reporting to parent bodies and coordinate diverse communities and resources for common goals through 1 platform.