

CVH Blood Bank

Launching a Campus Partnership for Blood Drives

Originally Published 2/27/2024

Authors:



Christopher
Yeh



Harrisен
Cefalu-Schwartz



Vincent
Yu

Details for Use

This case is intended to be used with a dedicated interviewer / case buddy.

- If you would prefer a guided practice case for individual use please check out “[Fear the E-Turtle: Terps Transition to Digital](#)”.
- If you are just beginning your case-prep journey and would like to learn more about creating a framework for every business situation, we recommend reading our “[Introduction to Case Frameworks](#)” guide.

Throughout this case there will be sections for the interviewer to read to the interviewee and sections the interviewer should keep to themselves. Please use the colored boxes below as a guide.

Read to
Interviewee

Interviewer
Evaluation

Case Introduction

Read to
Interviewee

Interviewer
Evaluation

You have been approached by CVH Blood Bank, based in Washington, DC, who wants your help in deciding whether to launch a blood drive partnership. In recent years, the need for blood donations has increased and they want to find additional streams of blood donation. Preliminary research indicates that colleges/universities could serve as promising new hubs for blood donations. CVH would like your help to determine whether they should start a partnership with a nearby campus.

Q1 (Answer in next slide): What factors should CVH Blood Bank consider when deciding whether or not to initiate a blood drive partnership blood drive partnership with a nearby university?

Potential Questions (answer if asked)

- What would be a successful/optimal partnership for this case?
 - Acquire the same volume of blood per costs compared to current operations
 - Establishing a strong blood donation partnership with a university.
- Is CVH Blood Bank for-profit or non-profit? How does it get funding?
 - CVH Blood Bank is a non-profit organization, it gets funding from donations and grants.
- Where does CVH Blood Bank currently source their blood donations?
 - CVH currently runs blood drives with the local community and corporate offices. They have not entered the college space.

If a question is asked that isn't on this list, respond with one of the following.

"We'll examine that later in the case"

"That isn't relevant for this case"

Make up a realistic answer to a question they ask if you think they answer is relevant to the question in the case

Potential Framework Topics (Non-Exhaustive)

Read to
Interviewee

Interviewer
Evaluation

Q1: What factors should CVH Blood Bank consider when planning for this new blood drive partnership?

Operational Finances

Funding considerations

- Where would the funding for this new partnership come from?
- Can we get any financial support from the university or local government?

Cost considerations

- Fixed costs: equipment/medical costs
- Variable costs: on-site staff, per-student, marketing

Feasibility of Partnership

Administrative Considerations

- What is the staffing capacity currently? Do we need to grow the team first?
- Has CVH done expansions before? What challenges did they face?

Operational Considerations

- How transportable is our equipment?
- Are we stationary and permanent or mobile and temporary?

Campus Considerations

- What are the available campuses near by?
- Do we have an idea of the campuses already or do we need to conduct research independently?
- Would we work with the school administration, a large club, or run things completely on our own?
- Do campuses already partner with blood banks? Do we have competition to be aware of?

Expansion Process

- Are there legal/privacy regulations we need to be aware when working with universities?
- How will we evaluate suitable schools for partnerships?
- What do other blood banks do for campus partnerships?
- How long will it take to establish a partnership before start can blood drives?

Synergies

- What existing efficiencies are there that we can capitalize on?
- Do the universities have health centers or clinics we can utilize?
- Are there trained professionals on campus who can help our operations too?
- How are campus spaces similar to our past blood drive sites and can experience transfer?

Student Body

- How many students are at potential campus?
- What is the expected participation if we were to hold drives? Is it worth it for us?
- Is there a philanthropic culture we can lean into?
- What are the medical statistics on the students on campus?



Denotes critical bucket

Structured Brainstorming

Read to
Interviewee

Interviewer
Evaluation

Q2: Given that CVH Blood Bank currently only works with local communities and corporate offices, what challenges and/or synergies can you anticipate from holding blood drives with a university?

Potential Answers:

- Challenges
 - Extra administrative work, approval process to start partnership
 - Brand new marketing strategy for college students
 - Partnership relations may differ with corporate offices v. universities
 - The demographic makeup may impact quantity/quality of blood donated
 - Potentially larger body to accommodate with a university
- Synergies
 - Equipment already exists, staff is already trained
 - Blood drives are pretty uniform, procedures and operations stay relatively the same
 - Potential volunteers from both to help with blood drive
 - Institutions (both schools and companies) have philanthropic goals to tap into

Exhibit Analysis

Read to
Interviewee

Interviewer
Evaluation

Q3: Given these exhibits, please draw conclusions on the most optimal college campus to partner with.

[Co-interviewer shows candidate Exhibits 1 & 2 on slides 7 & 8]

Critical Observations to Make

- Demand Table
 - Note the demand breakdown, connect observations with universities
- Rutgers:
 - Largest population, most mismatched blood type profile compared to demand
- University of Maryland
 - Same population as Virginia Tech, blood type profile best matches demand
 - Moderately high likelihood to donate
- Virginia Tech
 - Same population as UMD, blood profile is evenly spread but not best matched
 - High likelihood to donate

Conclusion: UMD is the most optimal college campus to partner with.

Exhibit 1: Regional Blood Donation Demand (by type)

Blood Type Demand Breakdown

A	10%
B	15%
AB	30%
O	45%

Exhibit 2: University Profile

University	Population	Blood Type Breakdown (%)				Likelihood to Donate
		A	B	AB	O	
Rutgers University (NJ)	~67,000	45%	25%	20%	10%	Low
University of Maryland (MD)	~30,000	10%	10%	40%	40%	Moderately High
Virginia Tech University (VA)	~30,000	20%	30%	20%	30%	High

Blood per Dollar Calculations

Read to
Interviewee

Interviewer
Evaluation

CVH Blood Bank is primarily supported by generous donors. Their donations are dependent on how well CVH can maximize the amount of blood collected per dollar. With their existing, non-campus blood drives, they achieve 5 mL of blood per dollar.

Q3: Calculate the campus blood per dollar ratio with the data given.

[Co-interviewer shows candidate Exhibits 3 & 4 on slides 10 & 11]

Solution:

1. Fixed costs = \$2000 + \$600 = \$2600
2. Variable costs = 2 days [(\$50 x 10 hrs) + (\$5 x 500 students) + (\$20 x 10 hrs)]
 - o = 2 days (\$3200) = \$6400
3. Total Costs = \$2600 + \$6400 = \$9000
4. Blood per dollar = (1000 students x 27mL) / \$9000 = 27000mL / \$9000 = 3mL / \$1

Their projected blood per dollar ratio (3:1) is less than what they get from their existing non-campus blood drives (5:1). Applicants should note this is suboptimal.

Exhibit 3: Campus Blood Drive Projections

Blood Drive Logistical Specifics

Expected Turnout	1000 students
Blood donated	27 mL per student
Weekly Capacity (7 days)	3500 students
Runtime per day	10 hours

Exhibit 4: Projected Blood Drive Costs

Fixed Costs (one-time)

On-site Equipment	\$2,000.00
Storage Costs	\$600.00

Variable Costs

Staffing costs (per hour)	\$50.00
Operating costs (per student)	\$5.00
Transport costs (per hour)	\$20.00

Conclusion

Read to
Interviewee

Interviewer
Evaluation

You have a meeting with the director of CVH Blood Bank, they want to know if you recommend they partner with the University of Maryland. If they should, what could be potential risks and opportunities of the partnership? If they should not, what would you suggest they do instead?

Potential Conclusion

- **Recommendation:** CVH Blood Bank should hold off on expanding into campuses until costs are optimized
 - There are **existing synergies** in equipment, staffing, alignment in philanthropic goals on campus
 - **UMD serves as an optimal target** with a large student body and a matching blood type profile compared to regional demand
 - **3 mL / \$1 (on campus) vs (5 mL / \$1 existing operations)**, below baseline efficiency
- **Risks:** Not meeting increased demand for blood donations
- **Mitigation:** Ramp up existing operations to utilize existing efficiency
- **Next Steps:** Research and find ways to cut costs for on campus blood drives