



Innovation at local and regional level - 21/03/2024

# LifePulse

Push – notifications for specific blood type needs



1st prize in the Social Hackathon, powered by Lidl Hellas, A.K. Laskaridis Charitable Foundation and CrowdPolicy (13th Dec 2023)

# The Problem



## **Lack of blood donors behind chronic shortages**

Greece needs 600,000 units of blood annually for the needs of its patients, and according to figures from the National Blood Donation Center, these could be adequately met if the country had 300,000 active blood donors.

 [ekathimerini.com](https://www.ekathimerini.com) / Sep 22, 2022



# The Problem



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[ekathimerini.com](https://ekathimerini.com) / Sep 22, 2022

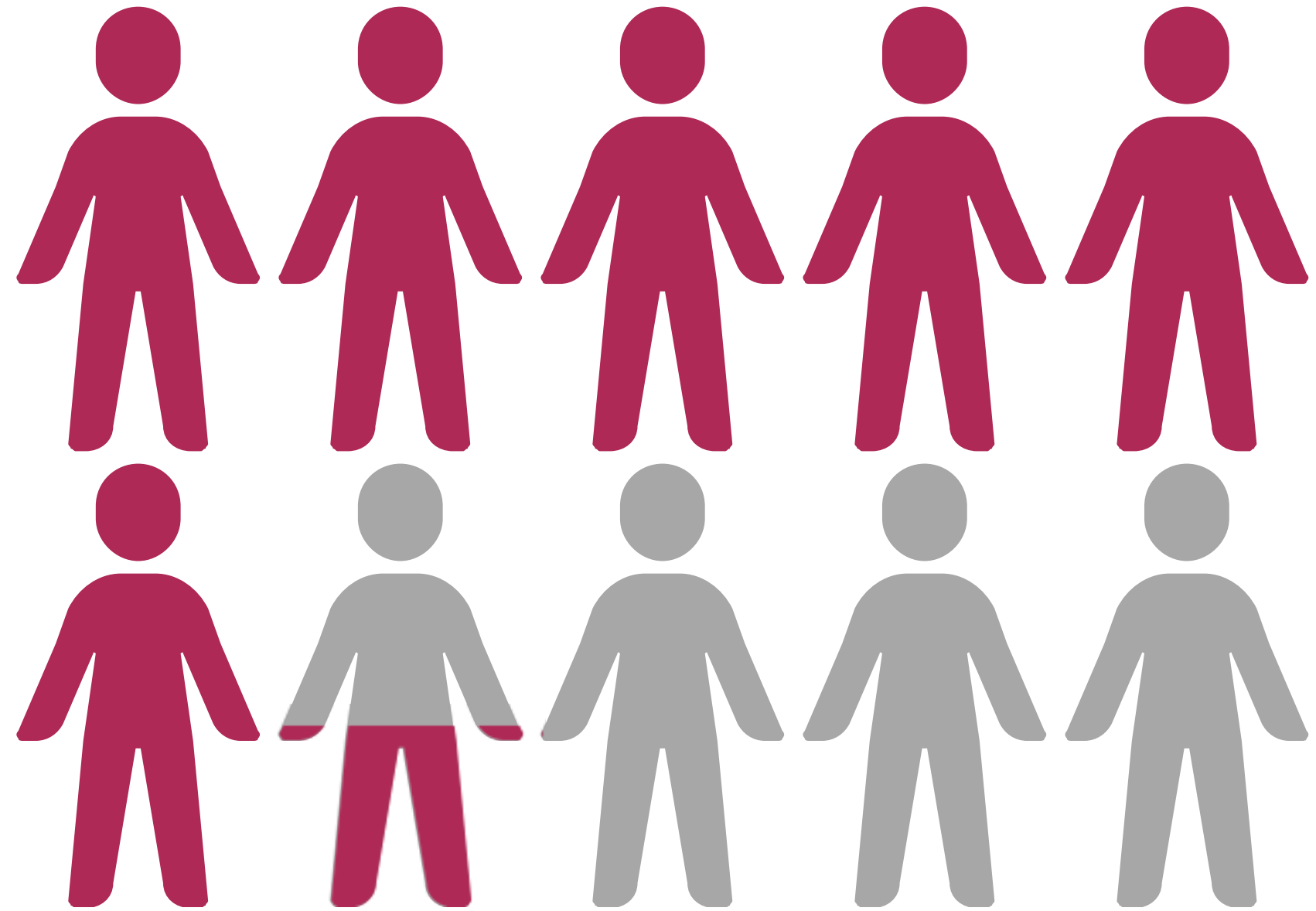


## Lack of blood, a chronic problem in the country: president of the Greek Association of Mediterranean Anemia Patients and two patients on ERT

"The problem is that we face long-term blood shortages, not only at the Children's Agia Sophia, it's just more intense here because..."

[ERT ertnews.gr](https://ertnews.gr) / Oct 4

# The Problem

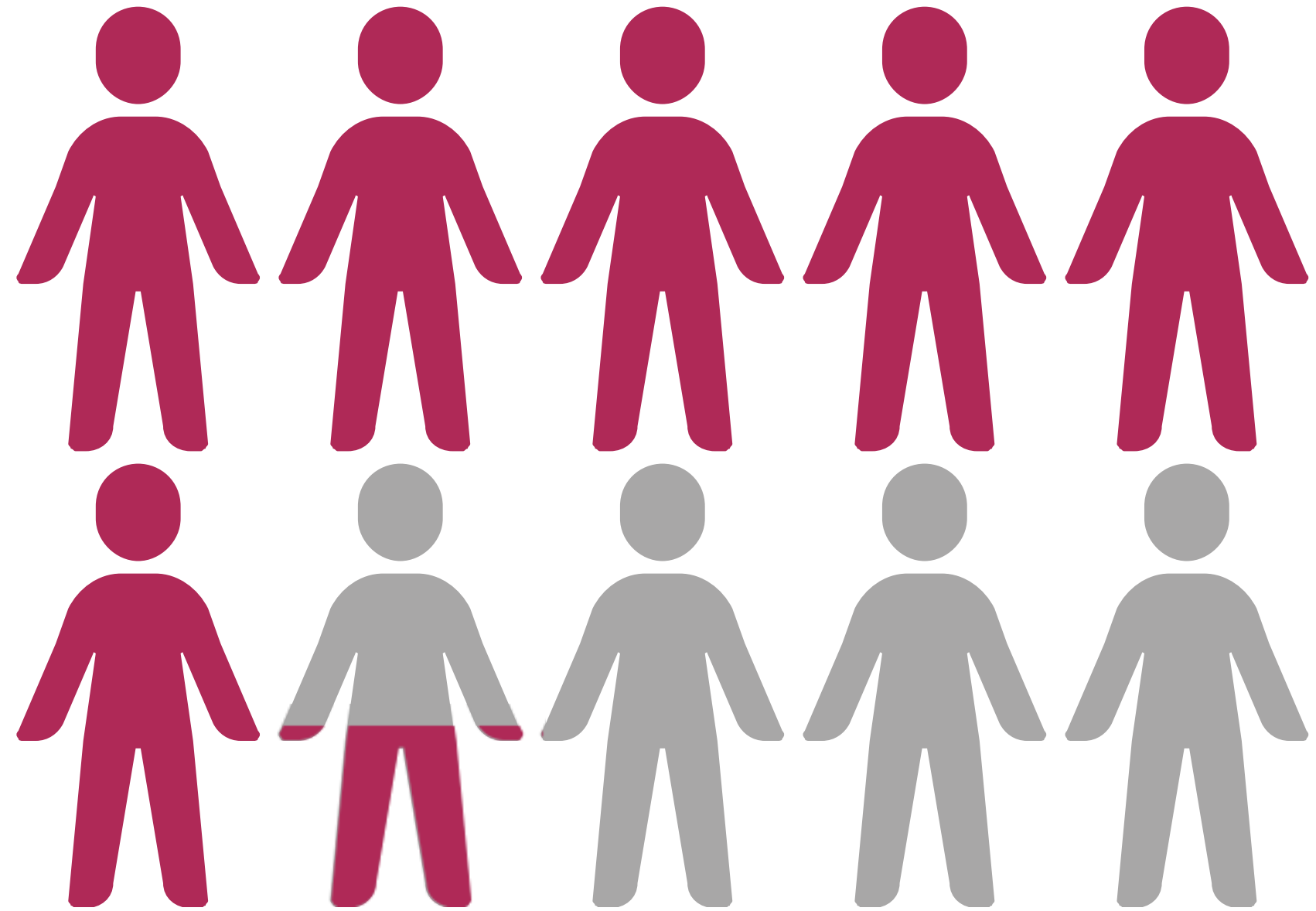


259k people donated blood out of 300k needed.



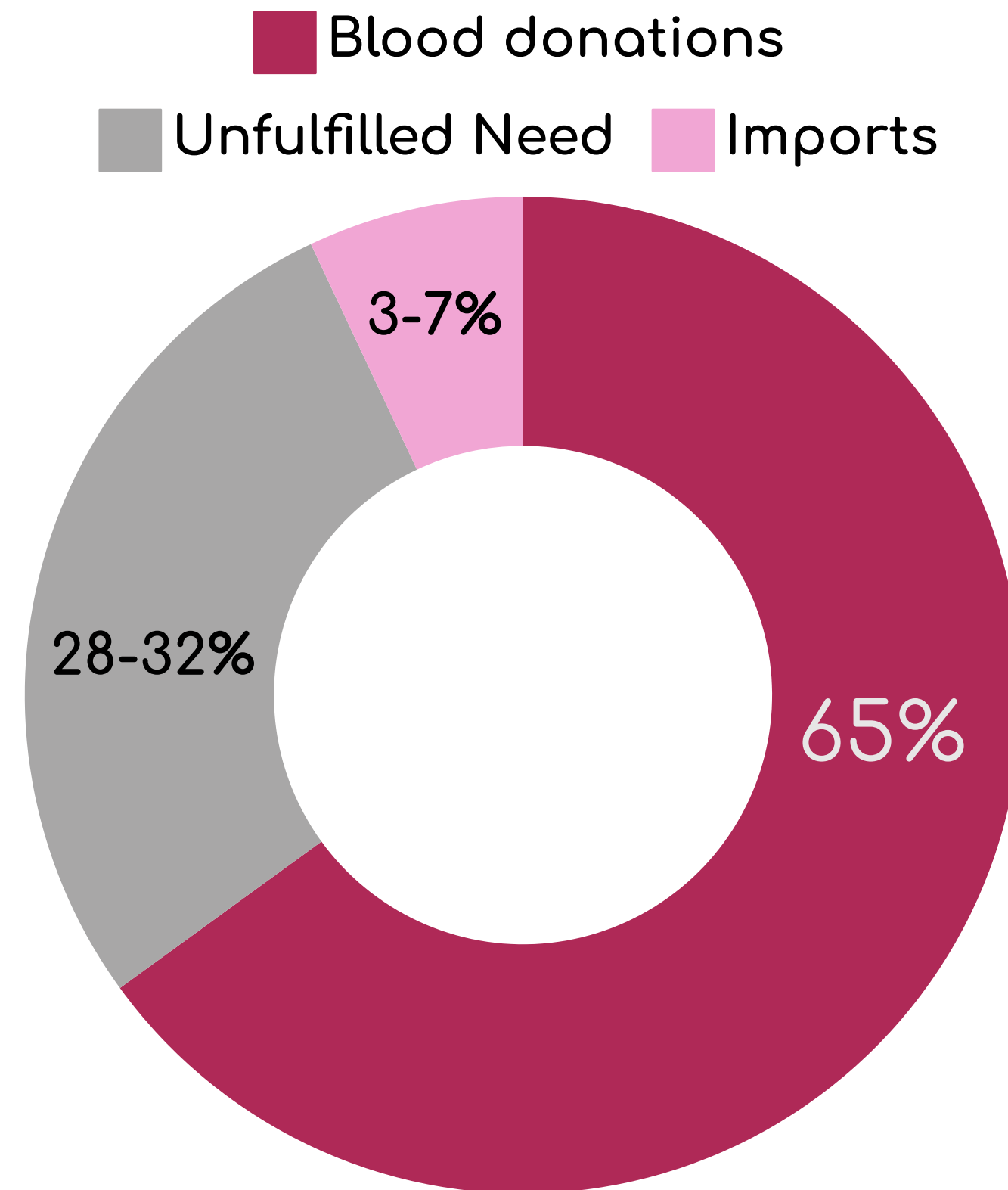
# The Problem

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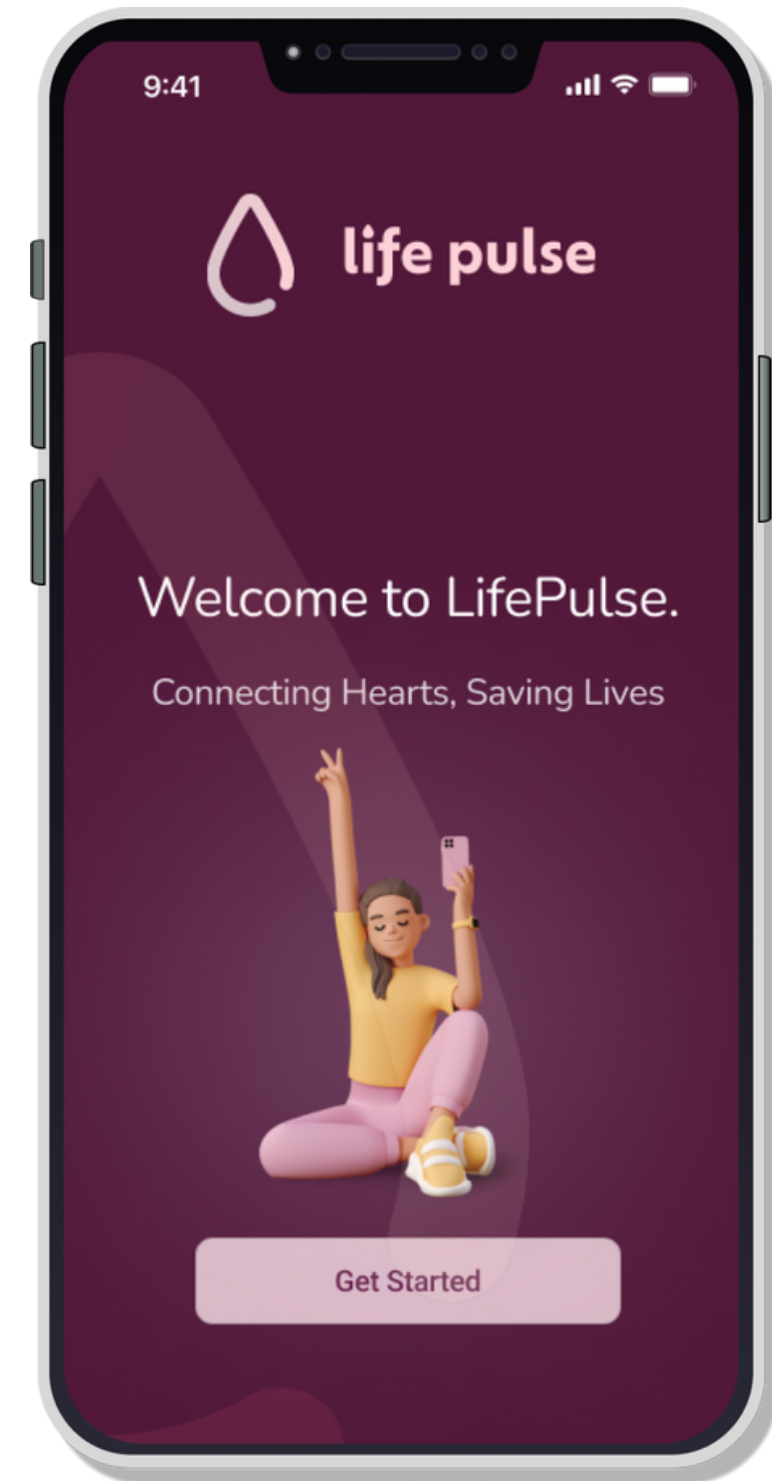
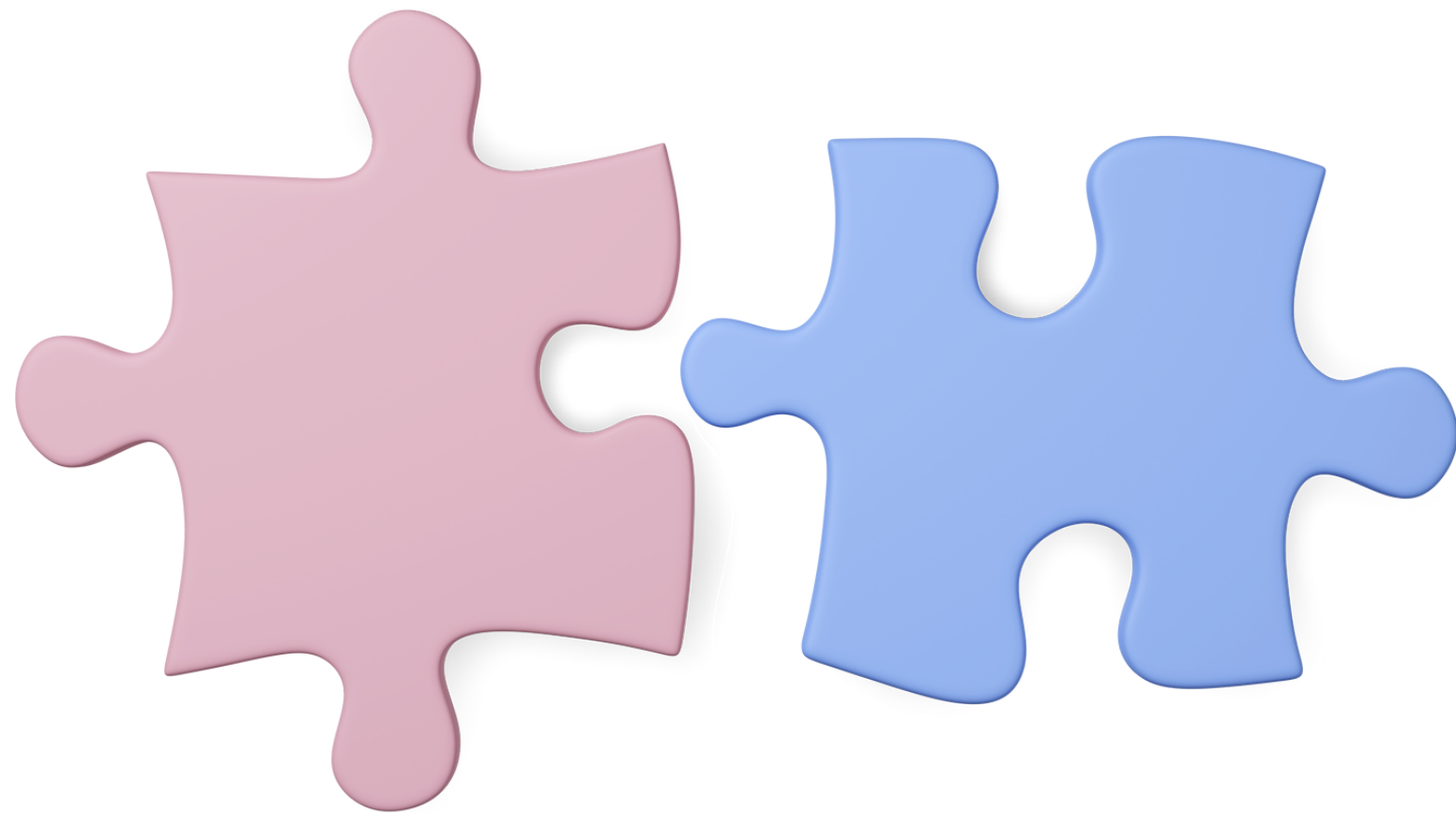


259k people donated blood out of 300k needed.

# The Problem



# Bridging Gaps, (Heart)beating Odds





# LifePulse Onboarding: Fast Track to Heroism



9:41

<

Sign up!

g Your name

Firstname Lastname

📧 Your Blood Type

A B AB O

+ Rh Factor

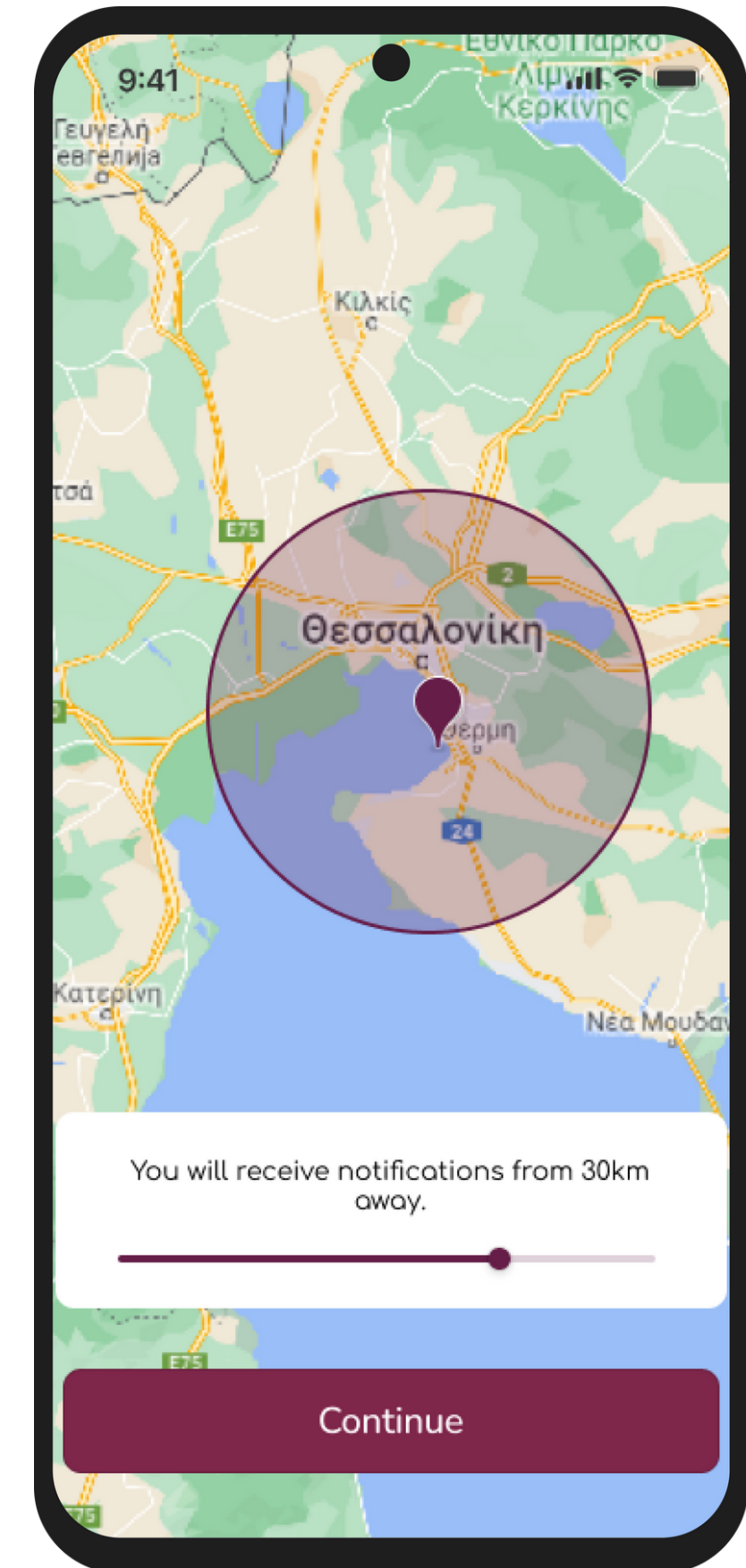
+ -

📅 When was the last time you donated blood?

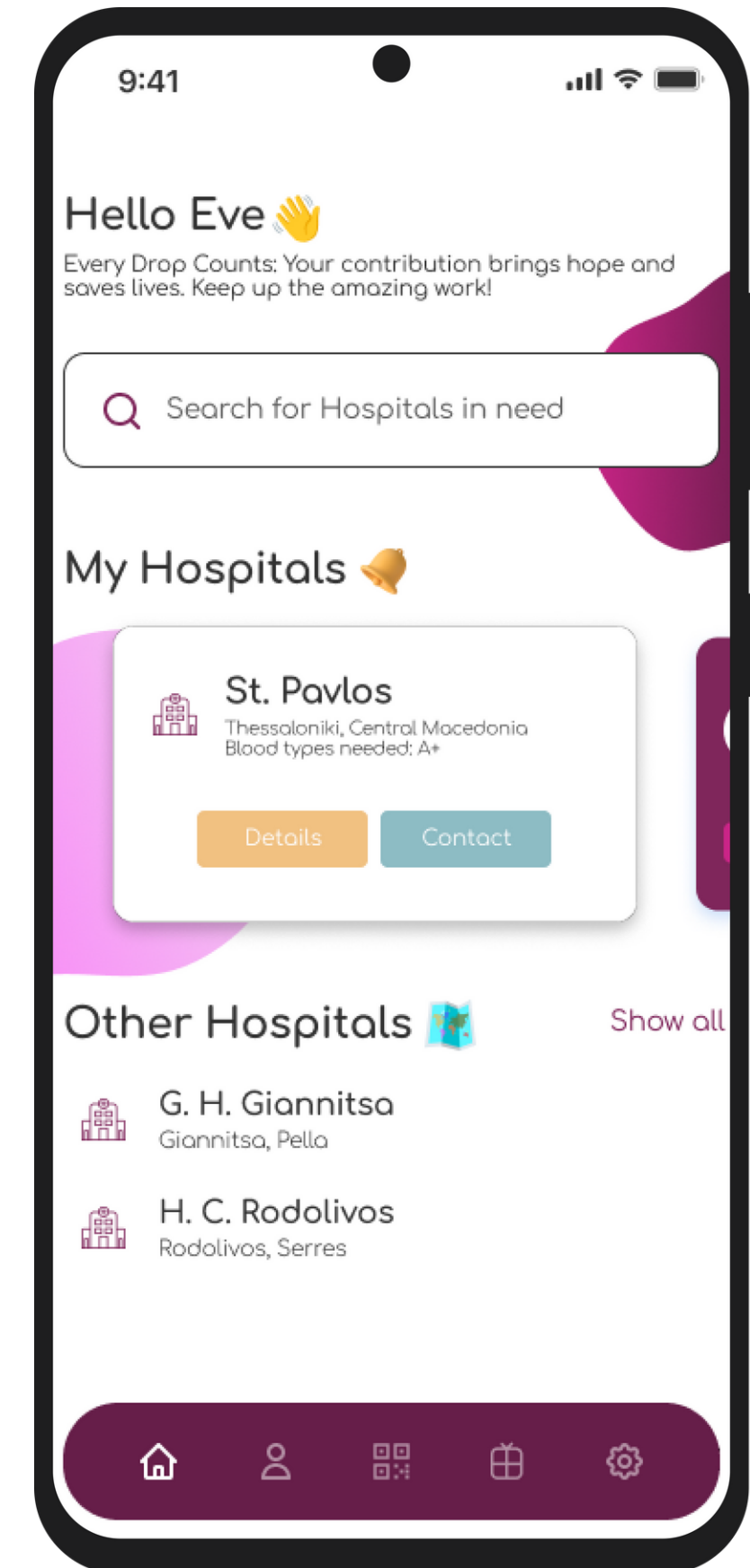
Less than a month ago 1 month ago 2 months ago 3+ months ago I've never donated

Sign up!

# LifePulse Onboarding: Fast Track to Heroism

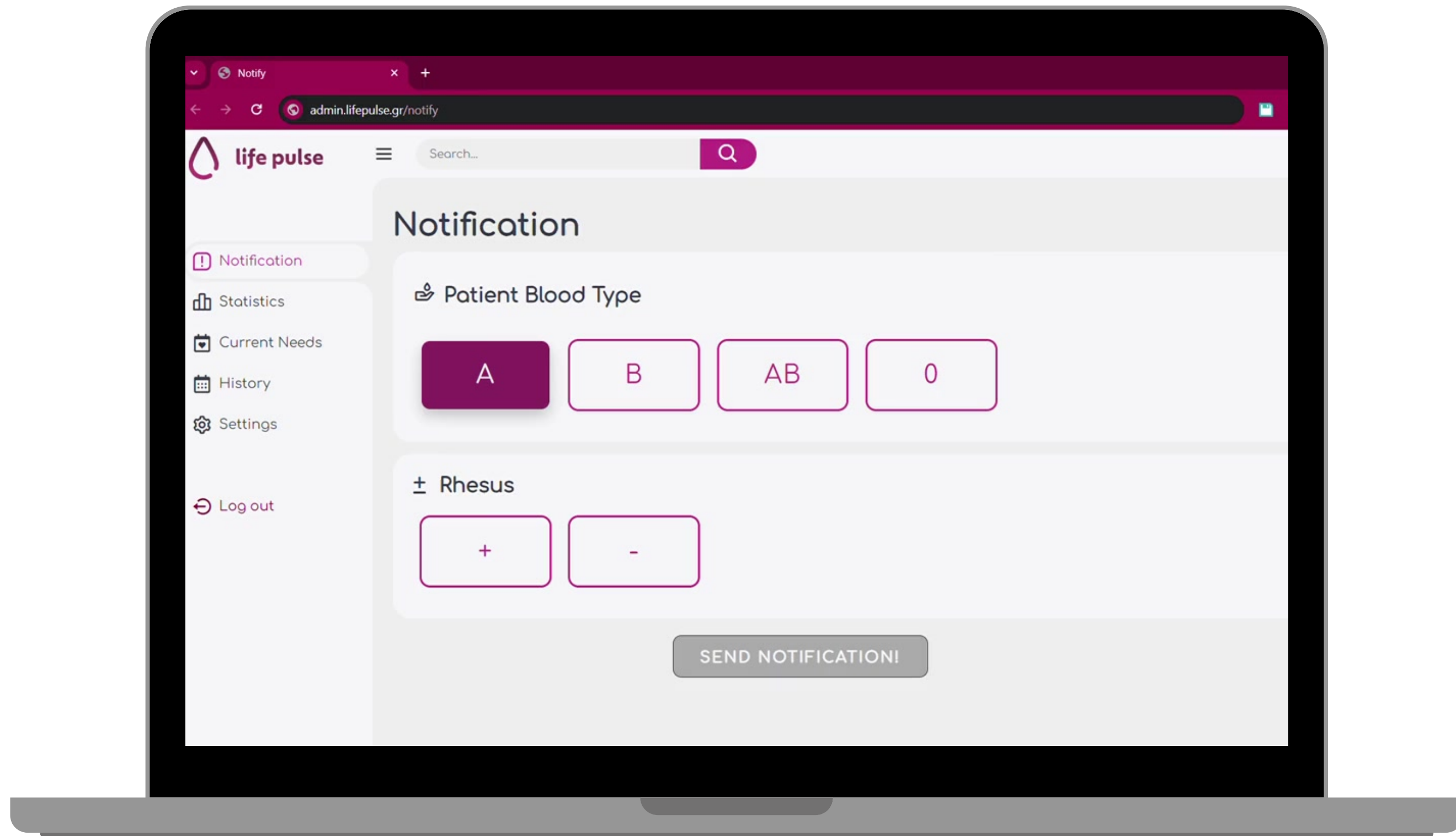


# LifePulse Onboarding: Fast Track to Heroism



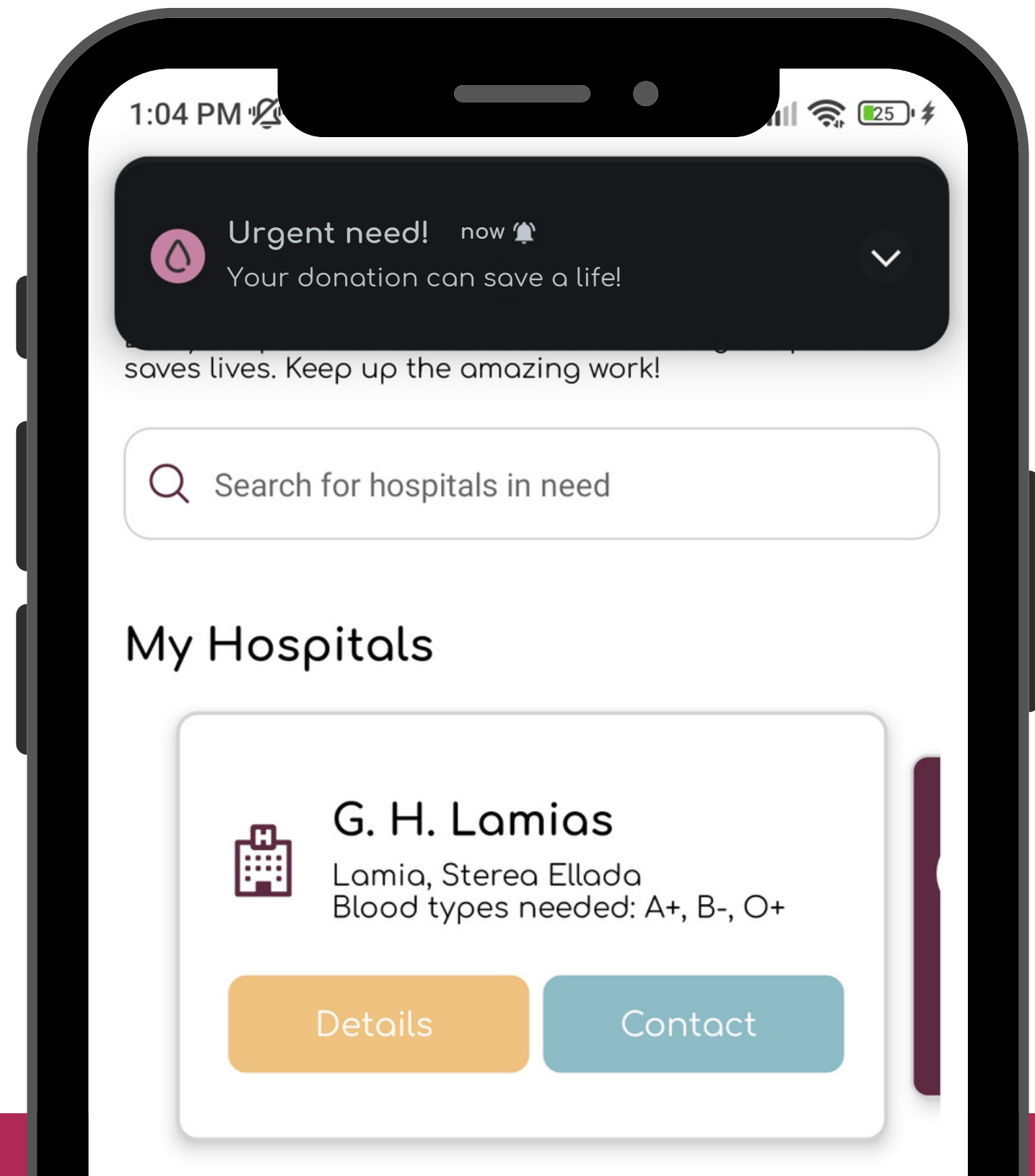
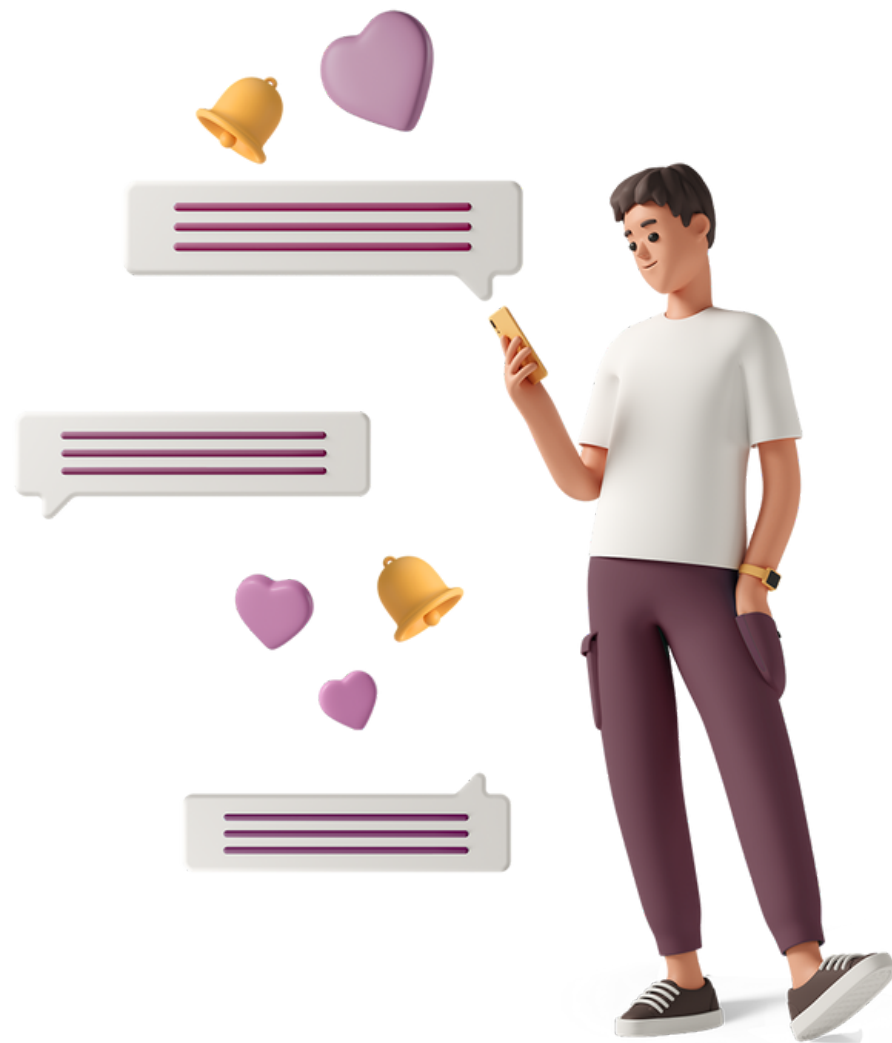


# Efficiency in Action: 3 Clicks Notification

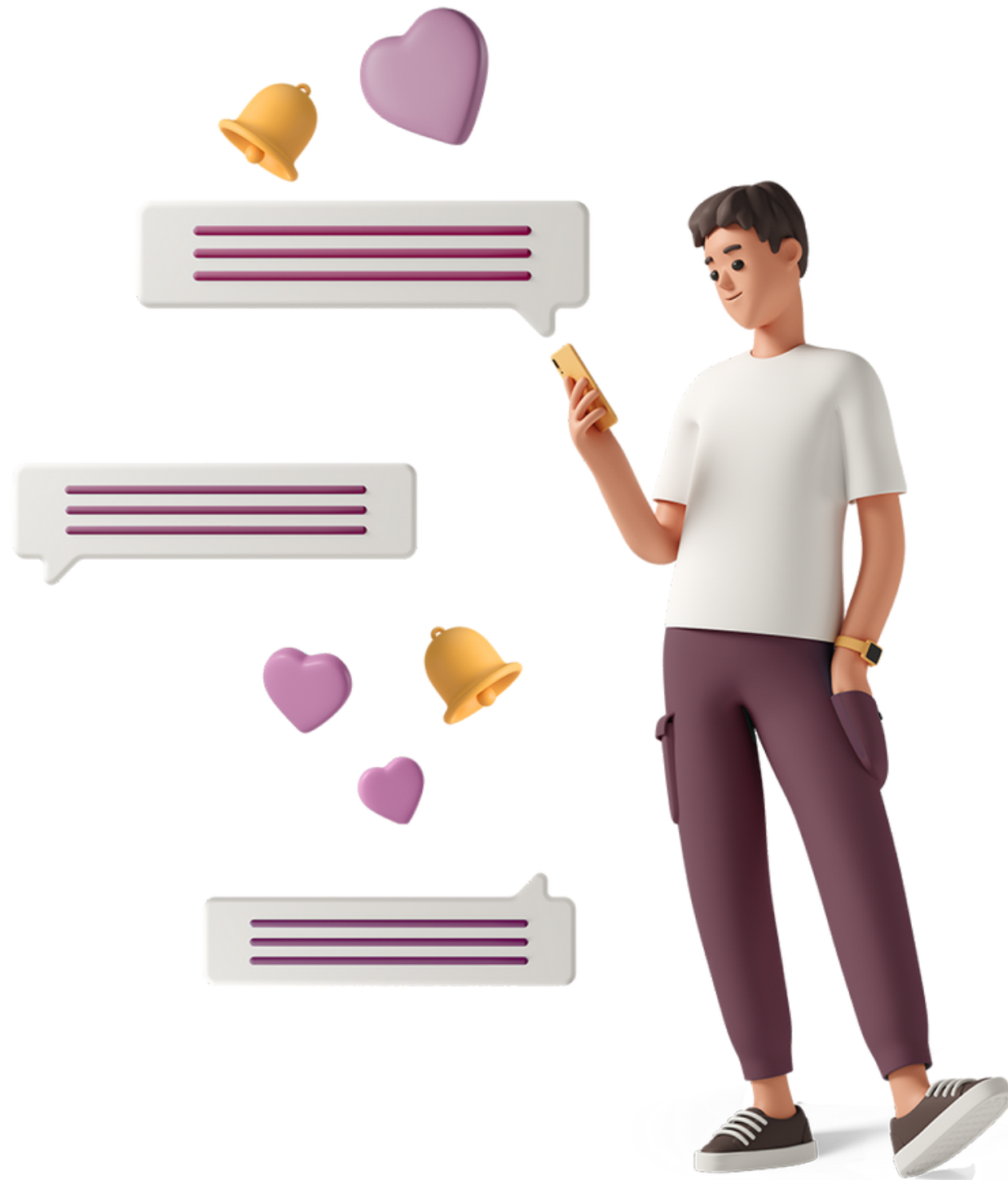


# Efficiency in Action: 3 Clicks Notification

Users who are eligible donors will receive a notification on their device.



# Achievements that Matter

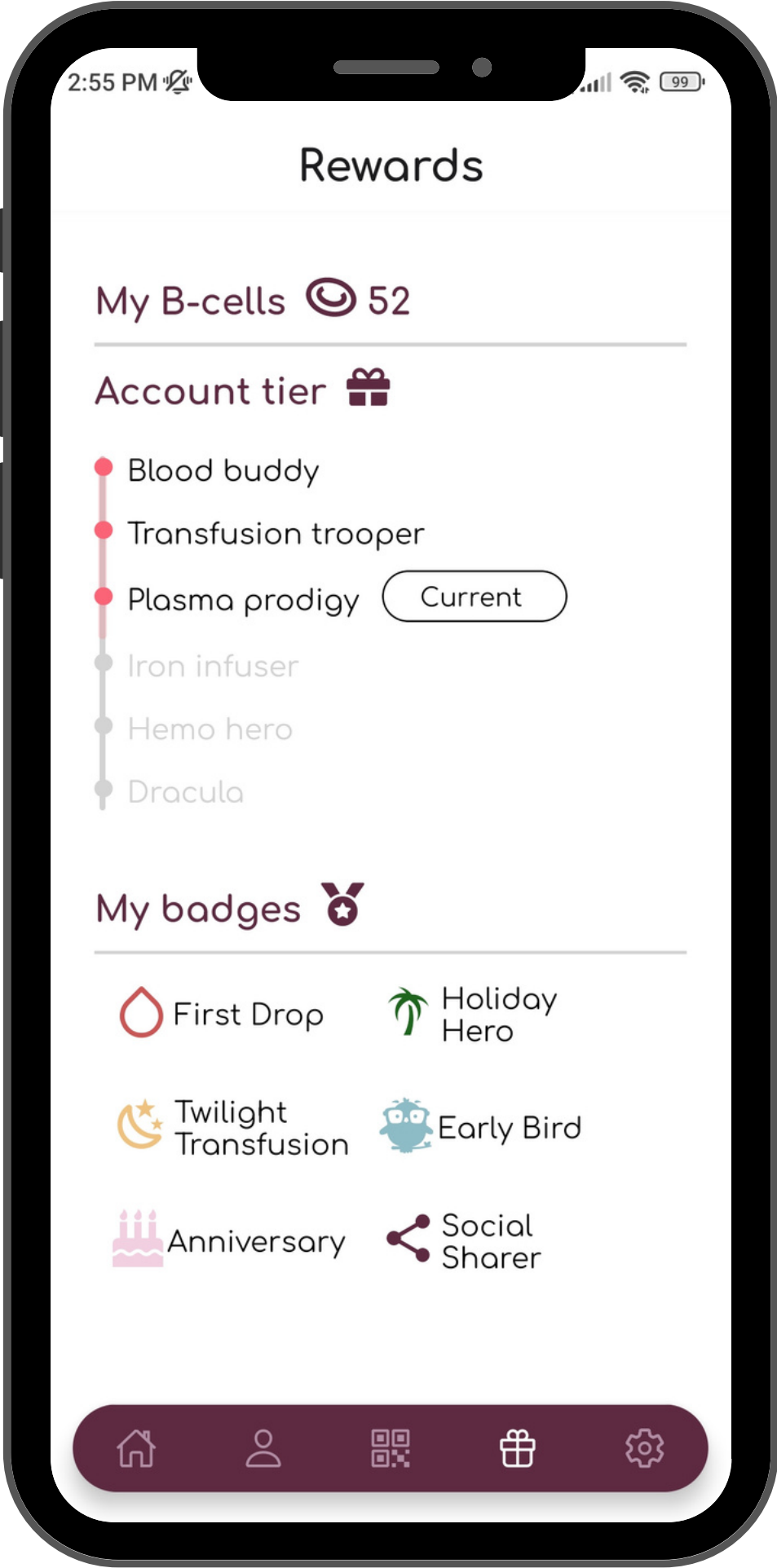


Scan you digital LifePulse card:

1. Show your LifePulse card to the blood center staff, before your donation.
2. Personel will scan your card.
3. Your donation details and your points are saved to your account.
4. You can scan your card, even without internet connection



# Achievements that Matter



# LifePulse in 3 Steps



Install the app, register your blood type and choose your location.



Receive push notifications when a hospital nearby needs your blood type.



Scan your LifePulse ID when donating and win unique LifePulse surprises while saving lives!

# Understanding Donors: Insights and Motivations

## Incentives and limitations of Greek blood donors: Application of the Health Belief Model in the design of recruiting strategies

Christina Sereti <sup>1</sup>, Ioanna Apostolidou <sup>1</sup>, Maria Baka <sup>1</sup>, Nikolaos Koutsoubos <sup>1</sup>, Aristeidis Seretis <sup>2</sup>, Maria Theodoratou <sup>3</sup>

Affiliations + expand

PMID: 34746483 PMCID: [PMC8567774](#) DOI: [10.52965/001c.24533](#)

[Free PMC article](#)

## Determinants of blood donation willingness in the European Union: a cross-country perspective on perceived transfusion safety, concerns, and incentives

Elisabeth M J Huis In 't Veld <sup>1 2</sup>, Wim L A M de Kort <sup>1 3</sup>, Eva-Maria Merz <sup>1 4</sup>



**Αιμοδοσία: Ποιο είναι το προφίλ των αιμοδοτών στην Ελλάδα - Τι χρειάζεται να αλλάξει**

Αφιερώνοντας μόλις λίγα λεπτά και μερικά ml αίματος, μπορείτε να χαρίσετε στους ανθρώπους που το έχουν ανάγκη το πολυτιμότερο δώρο ζωής



# United for Health: LifePulse's Hospital Partnerships



General Hospital of  
Giannitsa, Pella



General Hospital of  
Veroia, Imathia

# United for Health: LifePulse's Partnerships



**ΠΕΡΙΦΕΡΕΙΑ ΝΟΤΙΟΥ ΑΙΓΑΙΟΥ**



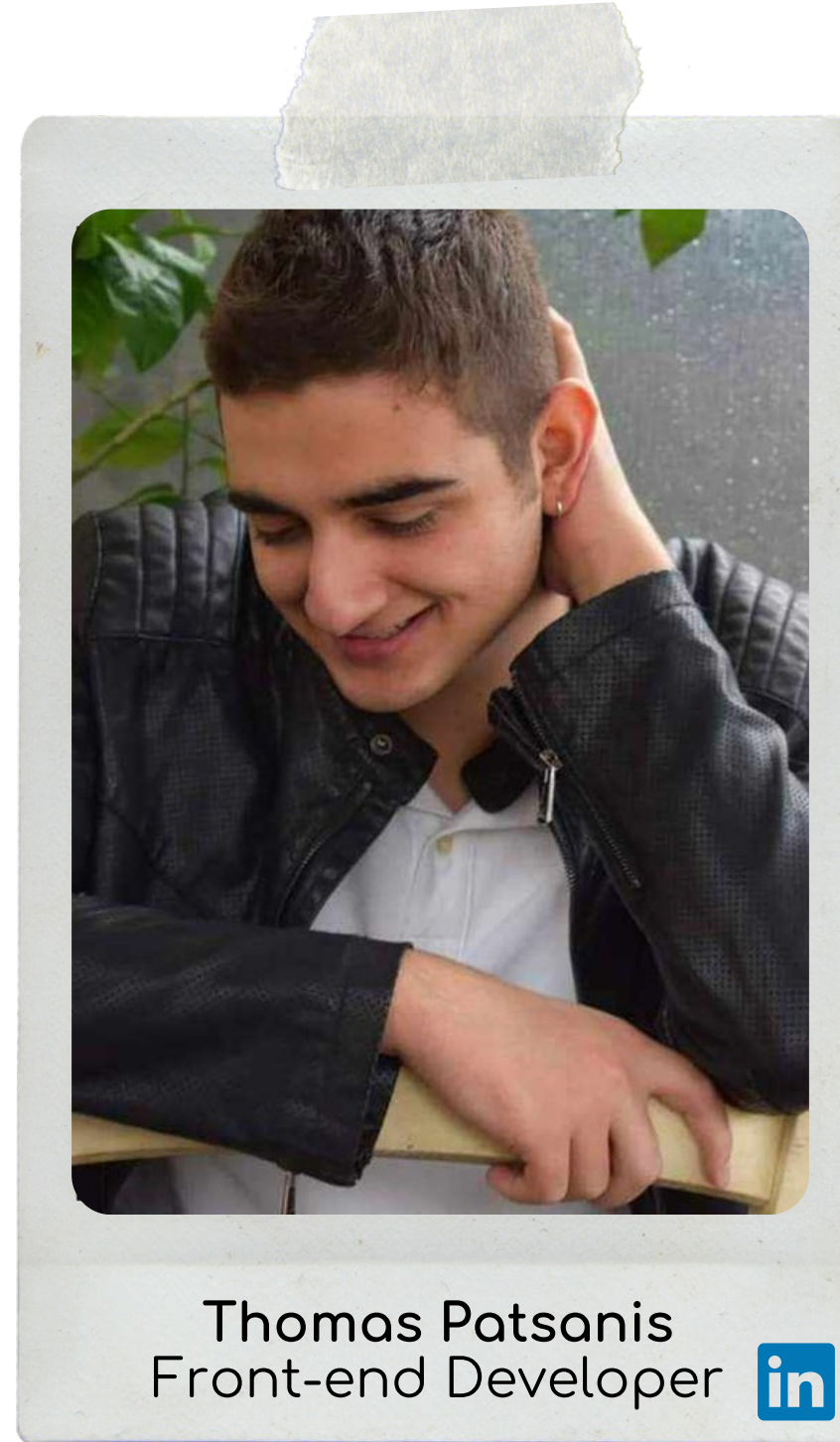
**Ο Πρόεδρος του Εθνικού Κέντρου Αιμοδοσίας του Υπουργείου Υγείας στην Περιφέρεια Νοτίου Αιγαίου**

Η ΑΝΑΚΟΙΝΩΣΗ ΤΗΣ ΠΕΡΙΦΕΡΕΙΑΣ ΝΟΤΙΟΥ ΑΙΓΑΙΟΥ Ο Πρόεδρος του Εθνικού Κέντρου Αιμοδοσίας του Υπουργείου Υγείας στην Περιφέρεια Νοτίου Αιγαίου Συναντήθηκε με Ευστρατίου και Τσουκαλά συνοδευόμενος α...

 Kosnews24.gr / Mar 10

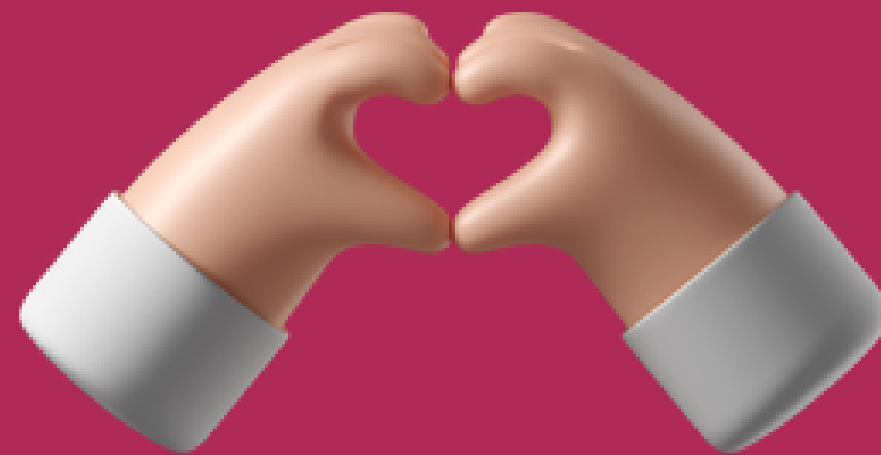


# The Heart of LifePulse





Thank you <3



Contact

