



Case Study



What matters to Sanquin is collaborating with donors to deliver better healthcare for patients

Do what matters

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Sanquin is a Dutch blood bank and knowledge institute. More than 400,000 volunteer blood donors give approximately 100,000 patients a year a chance at recovering their health, staying healthy or improving their quality of life. Connectivity of the MijnSanquin user interface to back-end data through [Microsoft Azure](#) delivers blood values such as iron and hemoglobin levels and nearly 20 years of donation histories to individuals securely with multifactor authentication. Now Sanquin supports the health of Dutch patients and confirms the health of treasured volunteers.

Business situation: Donor connection diminished by unfriendly user interface

Obligated by Dutch law to maintain a blood supply for all medical needs – operations, serious injuries, childbirth, etc. – Sanquin relies on donors to help support better outcomes for patients. The blood bank works hard to nurture a dedicated community of healthy volunteers to routinely give blood. However, development of the interface through which donors managed appointments was hindered by data integration limitations. While Sanquin had solutions to enable donor-directed appointment scheduling and health data sharing from each blood draw, its legacy system could not allow users to select a donation location, change their profile details, see their donation histories or track the next opportunity to donate.

"We wanted to offer our donors a seamless experience because giving blood is not an ordinary thing. We couldn't create solutions that our changing demands asked for. The complexity we faced meant we couldn't provide a donor with the experience we wanted."

- Niek Witsenboer
Product Owner, Sanquin

Company Name: Sanquin

Country: Netherlands

Industry: Government & Public Services, Health

Company Size: 2,000+

Solution: Microsoft Azure

Solution: Donor experience improved and expanded by the right data

Sanquin wanted an integration layer as a bridge between the front-end donor interface and data on the back end.

"We knew what we wanted, but what exactly that should look like was something we wanted to find out with a partner," says Niek Witsenboer, product owner at Sanquin. Accenture and Avanade, a joint venture between Accenture and Microsoft, were already working with Sanquin on a Microsoft Azure cloud migration.

"Together with Sanquin, we co-created the solution to make the donor experience, the donor journey, better," says Frank Brussaard, senior technology consulting manager at Accenture. An improved employee experience with more data-based insights would drive operational excellence, too.

"Looking at the Azure toolbox, we focused on the Platform-as-a-Service components which helped us to reduce the time needed to create infrastructure," Ruud van den Brand, software engineering manager at Avanade commented. Among the capabilities Azure brought Sanquin are:



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“With Azure, we now have a foundation with which we can really use data smarter and safer. We want to be more data-driven, and Azure helps us in doing that safely.”

- **Niek Witsenboer**
Product Owner, Sanquin

Results: Positive feedback for an emerging health partner to donors

Employees were the first to applaud the improved donor-facing app because it alleviated the manual appointment creation and rescheduling they did for donors. Of the 141,000 donor accounts created, only a subset facilitated appointment scheduling at launch. However, within those, more than 47,000 blood bank visits were booked. And across accounts, more than 8,000 profile updates have been made without employee effort. The agile processes Accenture and Avanade introduced to Sanquin meant employees saw changes within weeks.

“Previously, it was hit and hope – hope that their request was taken up, and if it was, then you had to wait at least half a year, often more, for the solution,” says Witsenboer.

Donors also had good things to say, such as, “What a good website it has become. Enjoy those historical overviews and easily scheduled a new appointment. Class!” and “The transition to the new website was flawless. Nice, fast, well-tested start.”

“Azure has opened up a lot of opportunities for us. We know a lot more about our donor, and we can use specific data to target the donor. There are lots of opportunities where we can improve donor engagement, become even more operationally excellent and improve our supply chain. MijnSanquin will be pivotal in that.”

- **Niek Witsenboer**
Product Owner, Sanquin

About Sanquin

Sanquin is a not-for-profit organization that provides the blood supply in the Netherlands. In addition to purchasing, processing and dispensing blood products, Sanquin is engaged in making reagents, conducting research and providing education. People want affordable and safe care of the highest level. We help more than 100,000 patients a year and contribute to people’s quality of life with our products, services, technology and targeted medication. Our mission is: “together with the donor for a better life for the patient.” Sanquin’s logo is the pelican. According to legend, the Dalmatian pelican pecked open her breast to feed her hungry young with her own blood. For Sanquin, the pelican symbolizes the selfless blood donations of Dutch donors, because without donors there would be no blood bank.



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About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 43,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

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