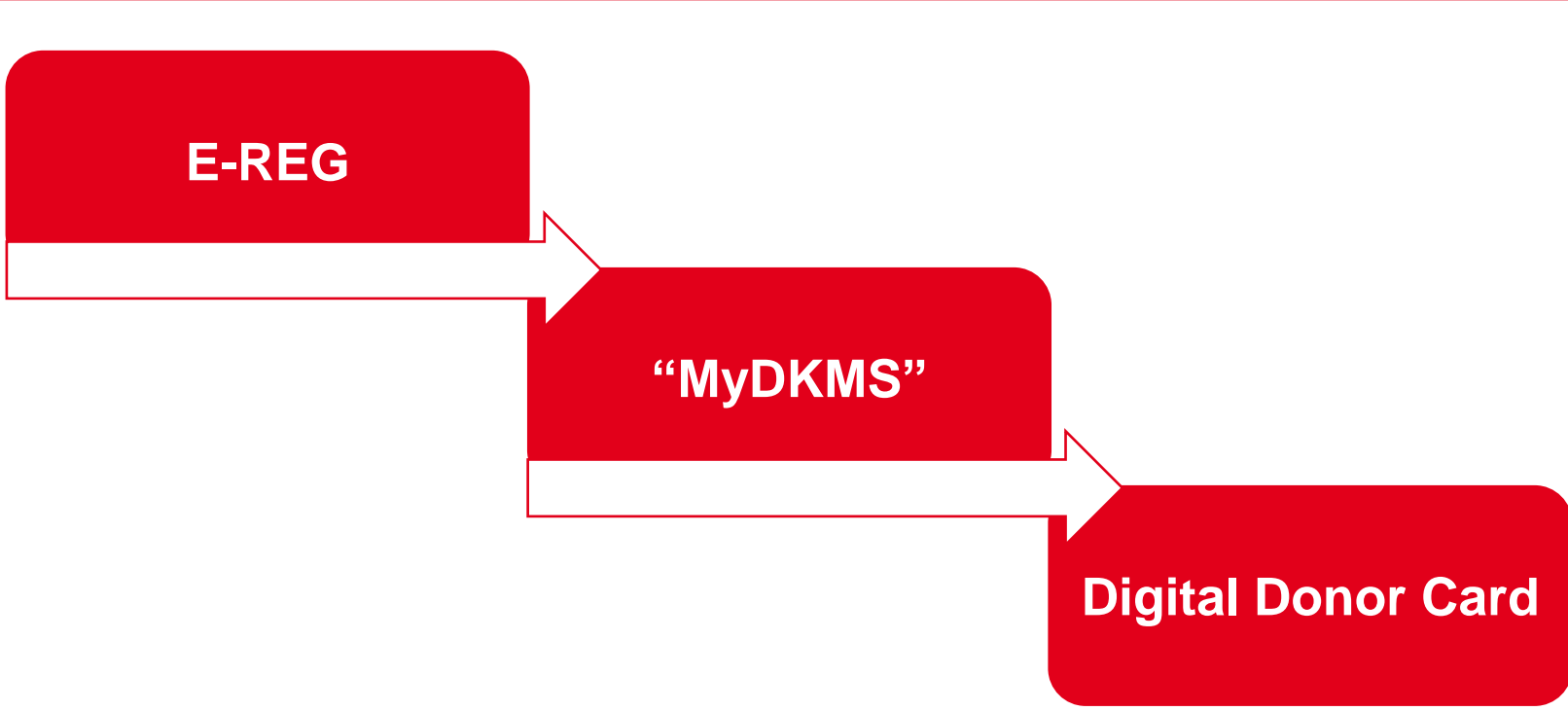


Keeping Up with Younger Generations: The Digital Toolbox of DKMS for Donor Recruitment and Retention

Martin Laurie Quarg & Nicole Ruf
15th International Donor Registry Conference, Québec City, Canada 2025

Overview

- Recruiting and retaining potential stem cell donors is vital to DKMS's mission to save lives
- Since 1991, DKMS has been leading innovation and is now modernizing the donor journey - from registration to donation
- To meet the expectations of today's younger, digital-savvy generation, DKMS introduced three key tools:
 - E-REG**
 - Self-Service Portal **"MyDKMS"**
 - Digital Donor Card**



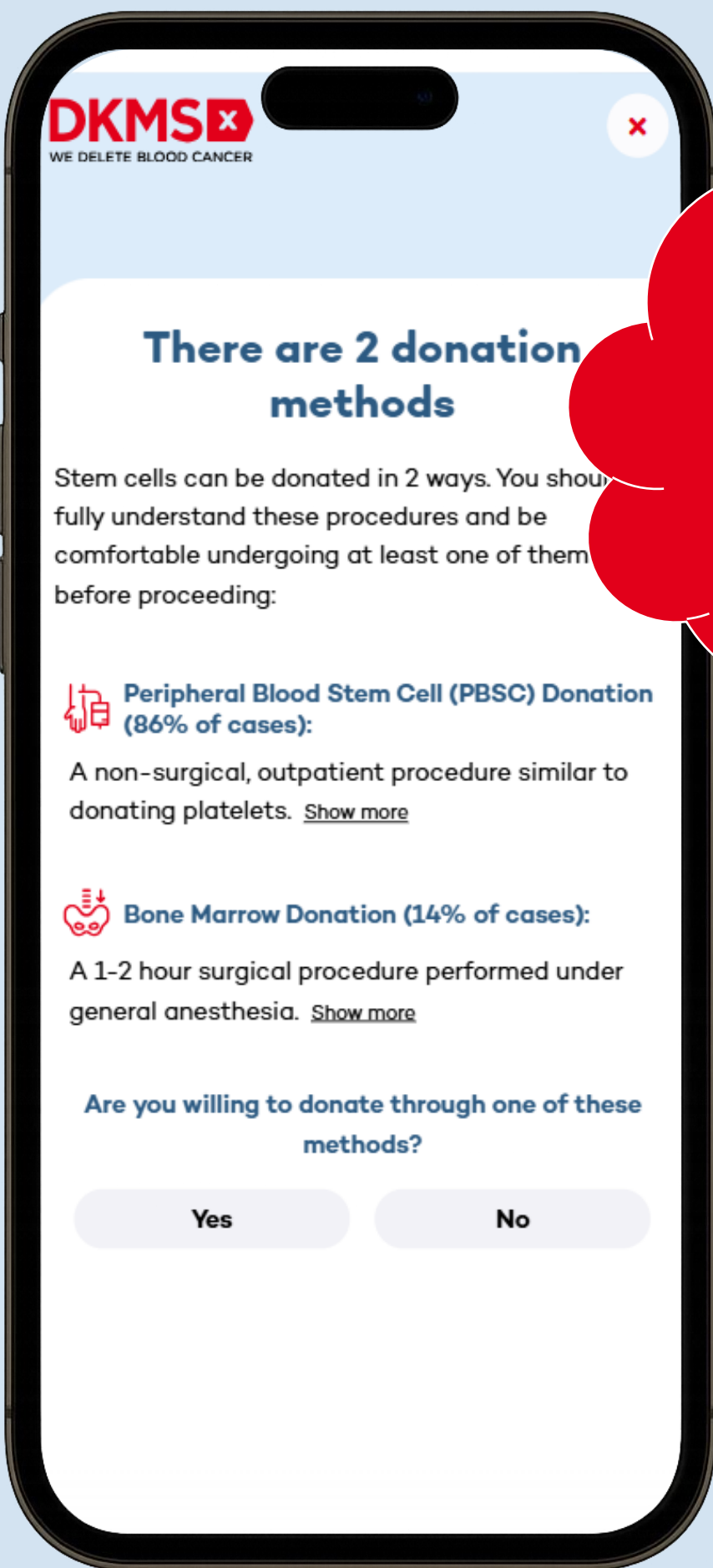
E-Registration

About: E-REG is a web application developed by DKMS to replace traditional paper-based donor registration with a faster, more efficient digital solution. Designed for mobile accessibility, it can be started instantly via QR code - no app download required. Within just 10–12 minutes, potential stem cell donors can complete eligibility checks, receive educational content, give informed consent, and do the swabbing process.

Status: E-REG is currently active in Germany, Chile, the UK, India, and the US with planned expansion to Poland and South Africa by 2026. The platform has already delivered measurable improvements, including enhanced data quality, reduced administrative costs (data entry), and a better overall user experience.

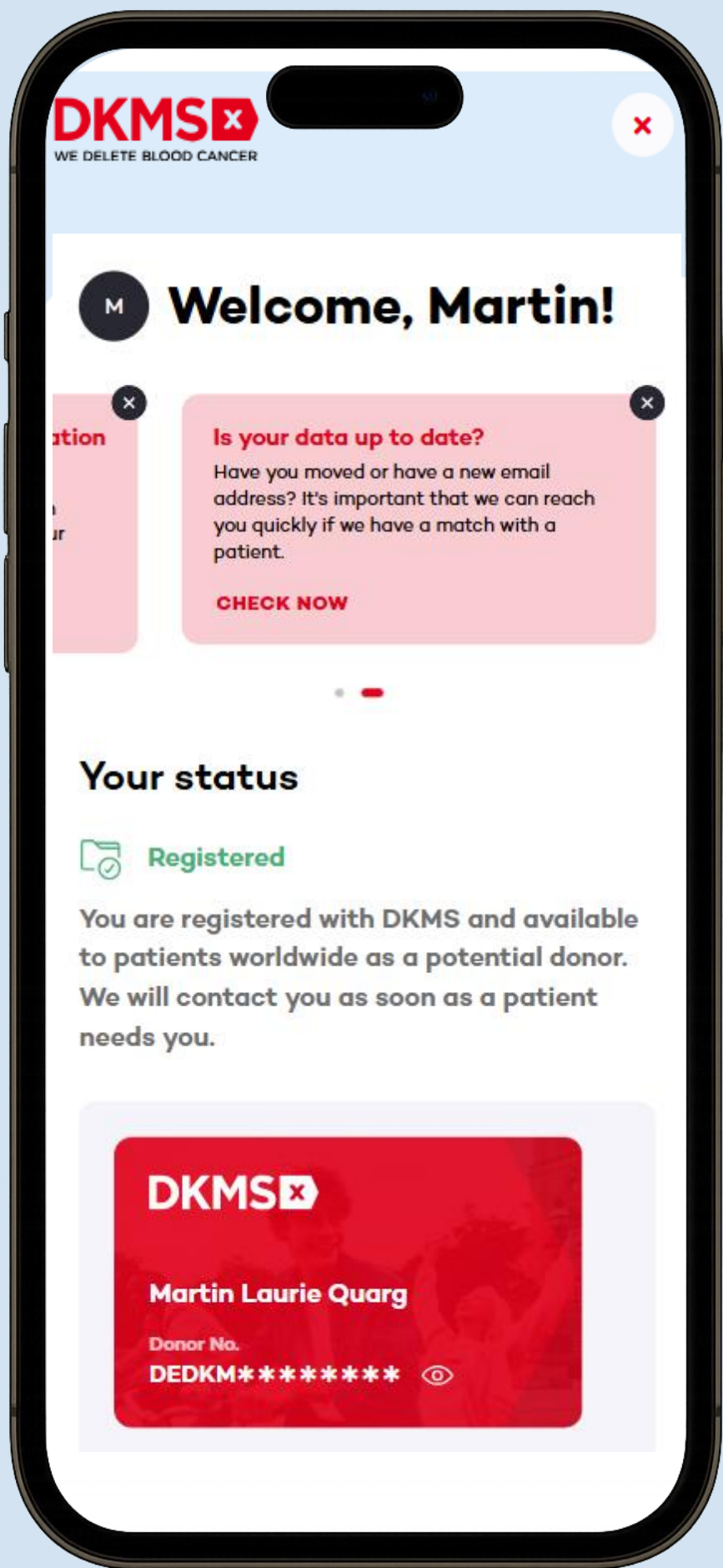
Goal: DKMS aims to conduct up to 90% of donor registrations at recruitment events through E-REG, making it a key driver of the organization's digital transformation.

Country	# of E-REG Drives	# of Registered Potential Donors
Germany	9.777	399.463
Chile	311	15,838
The UK	233	5.991
India	37	1.839



QRious to try the E-REG?

Scan & watch a guided MyDKMS tour



Self-Service Portal "MyDKMS"

- DKMS has become a household name in Germany, which has created one of the largest donor pools. In Germany alone, DKMS has more than 7.9M donors who move, get married, get new phone numbers or e-mail-addresses, leading to a high number of calls and e-mails for contact data updates. The portal aims to reduce the manual workload for these updates.
- The portal is fully integrated into the website and communicates with the two CRM systems that are in use at DKMS (one for the medical side of donor management, one for donor recruitment and fundraising.) The backend of the portal is developed inhouse, leading to great flexibility, while the frontend is developed by a specialized agency who also develops the DKMS website.

Status: Go-Live of the portal was in November 2022. Despite a soft-launch approach and no active communication to existing donors, the portal currently has **over 255k active users**. During online registration, all potential donors are now asked if they want to create an account at the same time. Of course, existing donors who registered before the portal existed can create an account as well. Feedback about the portal from donors has been overwhelmingly positive; on the downside, new feature development has been slower than planned, mainly due to the need to communicate with two CRM systems. The current main functionalities of the portal are:

- Registration status for Kit Requesters
- Contact data overview and update
- Digital donor card
- Pre-filled contact form
- Contextual actions (Prompts for donors depending on donor status, e.g. "Please check and update your contact details")

Insights:

- 3.6% conversion rate (website visitors to portal users)
- 74% of donors 25 years old and younger say "yes" to an account during online registration
- 62% of donors over 25 years say "yes" to an account during online registration
- SSP donors who requested a registration kit online have a higher return rate – 83% vs. 55% for online kit requesters who do not create an account
- Donors create an account for SSP unprompted during CT request, indicating interest for a digital CT and WU experience

Return Rate SSP Donors vs. Non-SSP Donors in Q3 and Q4 2024

	"Returned Kits" within 60 Days	Kits sent out	Return Rate after 60 Days
Overall Return Rate DKMS Donor Center DE	64.967	118.486	53.83%
SSP Return Rate DKMS Donor Center DE	5.273	4.386	83.17%

How many Donors Create an Account unprompted during CT Request (in Q1 and Q2 2024)?

Donor Created Identity User before CT Request	181	37%
Donor Created Identity User after CT Request	273	55.8%
Donor Created Identity User on day of CT Request	35	7.2%
Sample Size n=489	489	100%

Goal:

- Digitalize more parts of the donor journey, especially for donors in CT and WU
- Improve and speed up end-to-end processes on DKMS side; the portal shall not be a digital front end version to a paper-based process
- Main 2025 product backlog items: 1. First digitalization steps for CT, 2. "Online kit requesters who create an account during registration no longer need to sign a paper consent form" 3. SSP for DKMS Poland

Digital Donor Card

About: The digital donor card generator was developed for the SSP and feedback by donors has been very positive. Since roll-out of the SSP to all DKMS entities will take time, the existing generator is also used for a stand-alone solution. Donors already receive a "Welcome E-Mail" once their typing results are in and they become an active donor; this will include a personalized link to the digital donor card.

Status: South Africa as the youngest DKMS entity was chosen as pilot country since they did not have a physical donor card previously. It is sent out to all new donors now. Currently, the re-send functionality outside of the welcome e-mail is being developed. A campaign to re-send the card to all donors is planned later in 2025. Android cards have proven an issue from a legal standpoint since data is transmitted to Google for card creation; legal clarification per country whether data transfer is permissible is ongoing. Donor feedback has been positive. In SSP DE, 15-20% of users download the card per month. In ZA, the number is rising.

Goal: Roll-out to all 7 DKMS countries in 2025

Scan the QR code on the right for a guided tour



Download the poster via this QR code

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