

CUSTOMER STORY

National Marrow Donor Program makes it easier for “superhero” donors to save lives.

NMDP’s Be the Match partners with Lyft to simplify donor travel to appointments.

Be the Match is a registry operated by the National Marrow Donor Program that manages the largest and most diverse registry in the world. It facilitates nearly 6,100 marrow and cord blood transplants per year.

In 2018, transplant demand had increased by 30 percent year over year. Be the Match leaders were looking for ways to increase donor participation by making the process simpler and more convenient for donors.

“There are currently 8.5 million people in the U.S. who need transplants, and donors are the superheroes of our foundation. They save the lives of strangers.”

— Carl Levi, Director of Corporate Partnerships for Be the Match

The Challenge

Research shows that cells from younger donors lead to more successful transplants, so Be the Match targets donors ages 18–44. But donating is not a quick, easy experience. To save one life, a donor typically spends 20–30 hours in medical procedures, spread out over a 4–6-week period.

Nearly 40% of donors must travel by air to an unfamiliar city during the donation process. When they get there, taxi service can be unpredictable. It doesn’t scale well when demands are high, and requires donors to pay out of pocket.



+ Industry :

Nonprofit healthcare

\$ Challenge :

- Transplant increased 30% year over year
- 40% of donors must travel and find their own ground transportation to donation clinics
- Transportation cost reimbursement process was slow and inefficient

😊 Solution :

Lyft AutoPay makes it easy for Be the Match to provide donor courtesy rides.

★ Impact :

- Reduced the cost of managing donor travel up to 40%
- Eliminated out-of-pocket donor expenses for ground transportation
- Automated ride expense tracking and accounting

The Opportunity

As vendor and development manager for Be the Match, Dina Yushkevich's job is to make marrow donation as convenient and comfortable as possible. Since most young donors are comfortable with rideshare technology, she decided to add it to the organization's ground transportation options.

Yushkevich began collaborating with Lyft in March 2018 and launched a 250-ride pilot in April. "Lyft's socially conscious position was a factor in our decision," says Yushkevich. "The commitment of the drivers and the background checks Lyft conducts on them also played a role."

"We are forever blessed to have this man donate and give our son his future. How could someone so young be so kind and find the time to register as a donor? There aren't words. Our son has his own personal superhero."

— Mother of a cancer survivor

The Solution

Today, Be the Match pays for donor courtesy rides using AutoPay, Lyft's centrally administered payment method. Donors incur no out-of-pocket expenditures, and the costs are automatically charged to the organization's Lyft Business account. Because rides are tied to donor ID numbers, backend managers can follow donor travel progress in real time.

Lyft also provides consolidated administrative tools to simplify tracking and accounting. Be the Match managers can easily export Lyft data to Microsoft Excel, reducing voucher-handling overhead by up to 40%.

Top benefits include:



Convenient donor transportation

By removing transportation hurdles, Be the Match makes it easier for donors to participate in the program. "The simpler and more cost-effective we can make the experience, the more willing people are to donate."



Administrative efficiency

Donors and Be the Match staff save time with centralized, automated payment, tracking, and accounting tools. "In the end it was clear that Lyft was an amazing way to improve the donor experience. It was a cost and convenience improvement, as well."



Reduced out-of-pocket expenses

Lyft makes it simpler and less expensive for donors to get to appointments. "Lyft has provided our donors with the ability to manage their own transport, and that speeds the delivery of transplants to patients."

Looking Ahead

Going forward, Be the Match donors will enjoy Lyft's continued commitment and support. "Lyft has made our model more localized, individualized, and flexible," says Carl Levi, Director of Corporate Partnerships for Be the Match. "With transplant demand increasing the way it is, we need to democratize cellular therapy. Lyft is putting in the effort to make this happen, and it's helping to save lives."