

2025 #37

December 1, 2025

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The Role and Potential of AI in Donor Management Examined in *Vox Sanguinis*

A narrative review [published](#) in *Vox Sanguinis* described recent literature on the use of artificial intelligence (AI) in blood donor management. The researchers studied, “various AI techniques that contribute to process improvement and enhanced donor experiences, including the automation of tasks through robotic process automation (RPA) and big data analysis using machine learning (ML) for predictions.” Additionally, the paper explored, “AI-driven chatbots for improved donor communication, as well as AI applications in rare donor identification and management, [while addressing] the challenges associated with implementing AI in these settings and conclude[s] with practical considerations for the successful and responsible adoption of these technologies.”

The author explained that RPA improve efficiency in blood donor management by, “analy[zing] donor profiles, predict[ing] appointment attendance, and recommend[ing] targeted outreach strategies.” Beyond content production and generative AI, the review highlighted how RPA can streamline locating and profiling suitable donors based on specific criteria, such as blood type, availability, and proximity to a donation cent[er]. As such, RPA systems can rapidly mobilize donors in emergencies and focus outreach efforts on those most likely to respond positively. This system allows for faster decision making and better resource management, particularly during critical periods of blood shortages.”

The paper also noted how ML can be applied to donor behavior prediction. The reviewer wrote that, “ML can identify patterns and trends in donor responses and predict a donor’s likelihood of future contributions, enabling refined and targeted recruitment strategies. Additional use cases included using historical data sets to, “predict and rank donors’ willingness to donate [and to] uncover seasonal donation patterns and regional health issues, allowing blood banks to proactively adjust their campaigns to prevent shortages.” The paper explained that AI-models can potentially improve recruitment by, “identifying donors at risk of deferral and optimizing donation timing, thus ensuring that only those likely to be eligible are invited. Such models could prevent the majority of on-site deferrals, ultimately enhancing donor motivation and optimizing the blood supply. Furthermore, ML models can identify donors at risk of iron deficiency by analy[z]ing trends in h[e]moglobin and ferritin levels, allowing for pre-emptive adjustments to donation schedules. Studies have shown that ML-based approaches could prevent the majority of on-site deferrals due to low h[e]moglobin, ensuring that only eligible donors are invited.”

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The Role and Potential of AI in Donor Management Examined in *Vox Sanguinis* (continued from page 1)

ML can also help, “address factors contributing to donor attrition by identifying reasons such as negative experiences or lack of recognition. Tailored outreach campaigns based on these insights can significantly reduce donor dropout rates and increase donation frequency.”

Finally, the review discussed ML’s role in improving donor safety by describing the use of AI-models to predict, “adverse reactions, such as fainting or vasovagal episodes, during donations by analy[z]ing donor-specific factors and environmental conditions such as local weather. These models have demonstrated high predictive accuracy and can allow blood cent[ers] to take preventative steps, such as pre-donation hydration or targeted monitoring of at-risk donors. This proactive approach minimizes discomfort and helps reduce negative experiences associated with blood donation. In addition, AI can help analy[z]e measured donor h[e]moglobin and ferritin to optimize donation intervals for specific donor groups, thereby preserving their iron levels.” Additionally, the paper described the benefits of AI-powered chatbots and virtual agents to provide, “real-time feedback and sentiment analysis, helping blood banks to promptly address donor concerns, ensuring smoother donation processes, and fostering trust. They can also offer accurate and accessible information about blood donation, dispel misconceptions, and provide guidance at any stage of the donation process. Furthermore, AI’s flexibility in processing natural language queries enables chatbots to handle complex donor inquiries, even when faced with incomplete or incorrect information. These systems reduce the workload for human operators by automating repetitive tasks and contribute to donor retention by providing immediate support for issues that may arise post donation. The potential for AI chatbots to manage over 85 percent of interactions without human intervention underscores their transformative impact on donor engagement, specifically in blood donor management.”

The author noted that several challenges that require consideration when it comes to wider adoption of AI in blood center donor management operations include: data limitations; ethical use, clinical and technical expertise, computing power and infrastructure, useability and user experience, environmental impact; and cybersecurity threats. The review concluded that, “[t]he integration of AI into health care, and more specifically into blood donor management systems, holds significant potential to transform and enhance operational efficiency, donor engagement, and safety. [Emerging applications,] such as rare donor identification and management, further highlight the value of AI in addressing critical gaps within transfusion medicine. [Ensuring the responsible] use of AI while balancing innovation with regulatory compliance and sustainability — together with careful attention to practical implementation — will be crucial in maximizing the benefits of AI for both blood donation systems and the broader healthcare industry. Further research and investment in AI technologies are needed to continue refining these systems and ensure that they are implemented effectively and ethically.”

Citation: Badawi, M.A. “[Artificial intelligence in blood donor management: A narrative review.](#)” *Vox Sanguinis*. 2025. ♦

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ABC advocates for and advances policies that promote the role of independent blood centers in providing life-saving blood products and recognizes the continuous need for a safe and robust blood supply. ABC exists to advocate for laws and regulations recognizing the essential role that independent blood centers play in the health care system; promote partnerships, policies, and programs that increase awareness about the need for blood donation; and serve as a thought leader in the advancement of evidence-based medical and scientific solutions related to health and safety.

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WORD IN WASHINGTON



Congressman Tony Wied (R-Wis.) visited The Community Blood Center (Appleton, Wis.) on November 25th to discuss the recently [introduced](#) “Boosting Lifesaving Operations, Opening Donation (BLOOD) Centers Act.” He and Rep. Kim Schrier (D-Wash.) [introduced](#) the bill in October. Rep. Wied told WFRV, “[w]hile [blood donation] might feel like a small act it can quite literally save someone’s life whether that’s a friend or family member or even a stranger. So many of our fellow Americans are in need of blood donations, so it’s critical that we continue to work together to strengthen our nation’s blood supply — of course to protect the most vulnerable around us.” The proposed legislation

would, “require the U.S. Food and Drug Administration (FDA) to establish an expedited supplemental Biologics License Application (BLA) process for blood centers with three existing BLA licenses or one or more BLA licensed location with an additional industry accreditation that exceeds FDA standards. Additionally, it requires the FDA to approve the supplemental BLA application within 30 days unless a blood center has shown a systemic failure to meet standards ensuring ‘safety, purity, and potency’ of their blood products or specific concerns about the location of the supplemental application.” America’s Blood Centers (ABC) has long advocated for modernization of the licensure process and it is a priority of the [2025 ABC Advocacy Agenda](#), which promotes the value of blood to patients, communities, and the healthcare system.

The Defense Advanced Research Projects Agency (DARPA) has [issued](#) a call for proposals for “Smart Red Blood Cells (Smart-RBC). According to the announcement, the initiative aims, “to engineer red blood cells (RBCs) to contain novel biological features that can safely, temporarily, and reliably alter human physiology. Specifically, the Smart-RBC program will revolutionize blood products by creating ‘smart red blood cells’” (SRBCs). [These] will be engineered to contain additional biological circuits consisting of three layers: [s]ense extracellular biomarkers; [d]ecide next steps; and [a]ct by creating effector molecules that can alter metabolism or physiology. The program will identify the art-of-the-possible to create SRBCs to enhance human performance and maximize survival via hemostasis products. This program does not include clinical trials or direct human testing.” The proposal deadline is January 14th. DARPA noted that it has, “approximately \$35.1 million total for performer awards and anticipates making multiple awards.” The program solicitation explained that the initiative will, “identify the art-of-the-possible with respect to creating SRBCs that can maintain or enhance human performance and maximize survival. Two use cases will be explored in this program:

- **Increase Exercise Tolerance:** In this topic, performers will identify a path to increased exercise tolerance by exploring methods such as optimizing existing metabolism, using alternative metabolisms, and/or metabolite processing; [and]
- **Accelerate Hemostasis:** In this topic, performers will create SRBCs that can sense the onset of trauma and respond by augmenting the coagulation cascade. Proposals should describe a credible plan to engineer and create SRBCs with biological circuits that can address one of these two use cases.”

(Source: DARPA [Announcement](#), 10/17/25)

The U.S. Department of Health and Human Services (HHS) has [announced](#) that Martin Kulldorff, PhD has been appointed as chief science officer for the Office of the Assistant Secretary for Planning and Evaluation (ASPE). According to an HHS news release, “Dr. Kulldorff recently chaired the Centers for Disease Control and Prevention’s (CDC) Advisory Committee on Immunization Practices (ACIP) and previously taught at Harvard Medical School. He is a biostatistician and epidemiologist with more than 200 peer-reviewed publications. ASPE serves as HHS’ in-house think tank, providing policy advice to the Secretary. It also leads special initiatives, coordinates departmentwide research and evaluation activities,

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WORD IN WASHINGTON (continued from page 3)

manages major planning processes, and produces analyses and cost estimates for policy options across public health, health care, and human services. [Before his leadership on ACIP,] Dr. Kulldorff helped build the CDC and U.S. Food and Drug Administration (FDA) vaccine and drug safety surveillance systems by developing new statistical and epidemiological methods for the Vaccine Safety Datalink and Sentinel systems. He served on the FDA Drug Safety and Risk Management Advisory Committee and on the ACIP COVID-19 Vaccine Safety Technical Work Group.”

(Source: HHS [Announcement](#), 12/1/25) 💧

PEOPLE



Frances O'Callaghan has been [named](#) chief executive of NHS Blood and Transplant (NHSBT), the national blood provider for England and transplant services for the United Kingdom (UK), effective February 1st. An NHSBT news release noted that she is, [c]urrently the chief executive officer (CEO) of the North Central and North West London Integrated Care Boards [and] joins NHSBT with more than 20 years' experience of leadership roles in the NHS in London. Ms. O'Callaghan was CEO for North Central London Integrated Care Board since it formed in July 2022, where she focused on reforming both the ICB and improving the Integrated Care System and its service to patients and residents, driving organizational and system strategy to deliver high performance. Over 20 years, she has helped shape London's healthcare, running frontline services, setting bold strategy, always pushing for fairer outcomes, and addressing health inequalities as part of her wider commitment to social justice. Ms. O'Callaghan has worked across London in executive roles in acute and community NHS Trusts, a stint in the private sector in corporate finance at PricewaterhouseCoopers where she fused clinical know-how with financial rig[o]r, and had a key role in launching King's Health Partners, one of the UK's flagship academic health-science cent[ers]. Ms. O'Callaghan recently completed a UCL MA in Politics, Philosophy & Economics, which informs her drive to close health gaps — an issue she is deeply passionate about.”

(Source: NHSBT [Announcement](#), 11/27/25)

Glenn Parsons has been recognized by LifeShare Blood Center for his 50 years of service as a part of the blood center's hospital services team. According to the blood center announcement, Mr. Parsons', "half-century career places him among the longest-tenured professionals in the U.S. blood banking community. [He] began his career with LifeShare in 1974, and over the decades, he has played a pivotal role in LifeShare's continued ability to serve patients across Louisiana, East Texas, and South Arkansas. Today, LifeShare supports more than 100 hospitals and medical partners, success made possible by the dedication of longtime employees like Mr. Parsons.” Dr. Chad A. Douglas stated in the announcement, “Glenn embodies the mission of LifeShare. His commitment to donors, his compassion for patients have strengthened our ability to serve the community for generations. Reaching 50 years of service is a rare and extraordinary achievement, and we are deeply grateful for his contributions.”



(Source: LifeShare Blood Center Announcement, 11/18/25)

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PEOPLE (continued from page 4)

Liza Loidolt has been [named](#) general manager of Cell and Gene Therapy (CGT) Business at Terumo Blood and Cell Technologies (Terumo BCT). A company news release explained that, “[she] will lead the integration of commercial, marketing, and scientific engagement across diverse global regions, driving focus, strategic alignment, and operational excellence. [Under Ms. Loidolt’s leadership,] the CGT business aims to expand Terumo BCT’s global footprint in cell processing and services, deepen strategic partnerships and continue delivering fit-for-purpose, customer-centric solutions that meet evolving industry needs — from closed-system automation and data-driven process control to scalable manufacturing platforms that grow with customer demand.” She has, “more than 15 years of experience in biotechnology and pharmaceuticals [and] brings a proven record of global commercial leadership across hematology and cell therapy. She has held senior roles in large pharma and biotech organizations, including Novartis, where she contributed to the launch of Kymriah —the first FDA-approved CAR-T therapy — and Kite Pharma, where she led commercialization efforts for Yescarta and Tecartus across the U.S. and U.K.” Ms. Loidolt stated in the announcement, “Terumo BCT has a unique opportunity to shape the future of cell and gene therapy, a field evolving at unprecedented speed. Our focus is on making it easier for innovators to move from concept to clinic. By connecting the full therapy continuum — from cell collection through downstream processing — we’re helping customers shorten development timelines, improve consistency, and reduce cost[s]. These are the real levers that increase access for patients. [Success in cell and gene therapy] requires us to think boldly, take smart risks and remain deeply responsive to customer needs, all while staying true to our core values of respect, integrity, quality, and care. My priority is driving impactful solutions that meet today’s needs and can scale for the future.”

(Source: Terumo BCT [Announcement](#), 11/13/25) 💧

BRIEFLY NOTED

The College of American Pathologists (CAP) recently [published](#) a position statement in support of prehospital blood transfusions. The November 18th [communication](#) expressed that CAP encourages, “those states where EMS scope of practice relative to prehospital transfusion is limited (e.g. transfusion cannot be initiated but can be monitored by EMS clinicians in the field) or disallowed to update scope of practice towards a uniform national practice model. EMS providers are capable of safely and effectively initiating and administering transfusions in the prehospital setting while complying with all federal blood transfusion regulations. EMS physician medical oversight also ensures transfusing personnel receive appropriate education and training and operate in accordance with a quality system. It is important that both air and ground ambulances be recognized to deliver care by transfusing hemorrhaging patients during transport and prior to hospital admission. [Blood suppliers face] operational challenges such as: 1) adequate donor recruitment; 2) manufacturing limitations which further constrain the pool of available donors; 3) supply chain vulnerabilities which may limit the number of actual collections; and 4) balancing overall demand to supply prehospital programs while ensuring adequate inventory for hospitals. In addition, monitoring blood wastage and elucidating ways to reduce it will be critical to maintaining a robust supply. In addition to adequate funding, exploration of EMS provider practices, capabilities and limitations will further refine the characteristics of an optimal prehospital blood program. CAP is committed to supporting the EMS community and working with CMS and others to advance policies that will increase patient access to lifesaving prehospital blood transfusions.”

(Source: CAP [Position Statement](#), 11/18/25) 💧



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INSIDE ABC

The programs and services described in the Inside ABC section are available to ABC member blood centers and their staffs only, unless otherwise specified.

INPUT REQUESTED: Help Shape ABC's 2026 Advocacy Agenda

The development of America's Blood Centers' (ABC) 2026 Advocacy Agenda is officially underway, and we are encouraging all ABC members to share your input through our [2026 ABC Advocacy Agenda Survey](#) by December 5th. Each year, ABC updates its [Advocacy Agenda](#) to reflect the federal legislative and regulatory issues most critical to blood centers across the country. This process ensures that our priorities remain relevant, actionable, and aligned with the evolving needs of community blood centers. More information is available [here](#). Please [contact us](#) with any questions.

Medical & Scientific Achievement Award Nominations Are Open

We are thrilled to announce the inaugural [ABC Medical & Scientific Achievement Award](#)! This honor will recognize and support early to mid-career medical and scientific professionals (those within 20 years of completing their training) who demonstrate outstanding leadership, innovation, and a commitment to advancing the field of blood banking and/or transfusion medicine. The ABC Medical & Scientific Achievement Award aims to foster engagement and encourage future contributions to the fields of blood banking and/or transfusion medicine. You may [submit a nomination or self-nominate](#) by the Monday, December 15th deadline. Eligibility criteria for nominees include:

- active in the field of blood banking and/or transfusion medicine and employed by an ABC member organization;
- demonstrated commitment to advancing the mission and values of ABC;
- demonstrated leadership in clinical, research, or operational roles; and
- must meet at least one of the following criteria:
 - contributions to innovation, education, or advocacy in blood banking and/or transfusion medicine;
 - engagement in mentorship or professional development activities; or
 - evidence of impact through publications, presentations, or program development.

The award winner will present a 1-hour lecture during the Medical & Scientific Emerging Leader Lecture-ship Session at the 2026 ABC Annual Meeting in Tucson, Ariz. on March 11th. The lecture is meant to inform, inspire, and stimulate thought-provoking conversations as well as give the awardee an opportunity to gain lecture experience and make connections with experts and peers. The recipient of this award will receive registration and travel expenses to support the opportunity to speak at the meeting. Please [contact us](#) with questions.

Two Spots Remain for the 2026 ABC Executive Fellows Program Cohort

Don't miss out as ABC is encouraging senior leaders from ABC member blood centers, hospital-associate members, and affiliate organizations to [apply](#) to participate in the 2026 [ABC Executive Fellows Program \(EFP\)](#)! With two spots remaining in the 25-person cohort, the deadline has been extended.



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ABC is partnering with Vanderbilt University's Owen School of Management. This groundbreaking initiative offers industry-specific, best-in-class leadership training to blood community executives, elevating individuals, organizations, and the nation's blood supply. The cohort of fellows will participate in:

- “a week-long leadership residency at Vanderbilt;
- three additional in-person learning immersions;
- virtual seminars taught by Vanderbilt faculty;
- a 360-leadership assessment;
- individual executive coaching; and
- a capstone project presented at ABC Annual Meeting 2027.

The EFP strives to accept participants from a wide variety of backgrounds and leadership roles. Final selections for the 2026 cohort will occur this month. An independent selection committee is responsible for choosing each year's cohort. Additional information regarding tuition rates is available [here](#).

ABC Awards of Excellence Nominations Are Open

ABC is now [accepting nominations](#) for the *29th Annual Awards of Excellence*. This program provides ABC members with the opportunity to offer national recognition and showcase the best and brightest in the blood donation community. This year we will recognize award winners at a lunch during the 2026 ABC Annual Meeting in Tucson, Ariz. March 9th-12th, where we can celebrate their achievements with fellow meeting attendees. Descriptions of each award are available [here](#).

The following awards will be presented and are currently open for nominations:

- ABC Outstanding Blood Drive of the Year; (*drive must fall between Oct. 1, 2024 – Sept. 30, 2025*)
- Outstanding Public Relations Campaign;
- Corporation of the Year Award; and
- Larry Frederick Award.

ABC will also present the following discretionary awards:

- William Coenen President's Award;
- Blood Community Advocate of the Year Award; and
- Thomas F. Zuck Lifetime Achievement Award (click [here](#) for a list of past winners).

The Foundation for America's Blood Centers will present:

- ITxM Award for Excellence in Technical Operations.

ABC encourages all members to take advantage of this opportunity to recognize your supporters by submitting your nominations before December 15th. We are accepting up to three nominations per category from each member blood center. Nominations will be reviewed by an independent committee. Award recipients will be announced in January 2026. Travel and hotel expenses of recipients of the *ABC Awards of Excellence* are the responsibility of the nominating blood center.

The recipient of the ITxM Award for Excellence in Technical Operations will have their expenses covered by the Foundation for America's Blood Centers. Please [contact us](#) with questions.

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Celso Bianco Lectureship Nominations Are Open

The Dr. Celso Bianco Lecture Series is an endowment that funds the search, travel, lodging, and speaker fees to allow a blood banking industry expert to speak on a topic related to blood banking or transfusion medicine every year at the ABC Annual Meeting. This lecture series is an outstanding opportunity to honor the more than 40 years of Dr. Bianco's contributions and accomplishments as well as to recognize other leading blood banking and transfusion medicine experts and continue the cycle of knowledge transfer. You may [submit a nomination or self-nominate](#) by the December 15th deadline. A listing of previous lecturers is [available](#). Please [contact us](#) with any questions.

Submit an Abstract for the 2026 ADRP Annual Conference

The call for 2026 ADRP Annual Conference presenters [is open](#)! You are encouraged to please share your knowledge, insights, and expertise with ADRP's global community in Minneapolis, Minn. May 14th-16th. The submission form can be started and revisited at your convenience prior to the January 5th submission deadline. Sessions include abstract presentations and discussions (60 minutes), quick hits (25 minutes), and digital posters! Abstracts should include data and research findings, case studies, practical pilots, and innovative policy and practices. Desired topics include:

- donor recruitment, engagement, and retention;
- collaboration between blood center departments for best outcomes;
- collections: technical and operational topics;
- social media applications in blood centers/TikTok use/social interaction;
- marketing initiatives, earned media and public relations strategies;
- first-time donors;
- donor journey/donor management;
- social sciences and donor behaviors;
- artificial intelligence (AI) practices, policies, and implementations;
- industry innovations; and
- cellular therapies/biotherapies.

A webinar titled "Creating a Successful Presentation Application for 2026 Annual Conference" will take place on December 9th. Stay tuned for details on registering. Please [contact us](#) with any questions.

SAVE THE DATE: SMT Journal Club Webinar Set for December 12th

The next ABC Scientific, Medical, and Technical (SMT) Journal Club webinar will take place on December 12th at 12 p.m. EST. The webinar is complimentary for all ABC members as this virtual event will review two scientific/medical articles followed by open discussion by participants, presenters, and article authors. The articles to be reviewed are listed below:

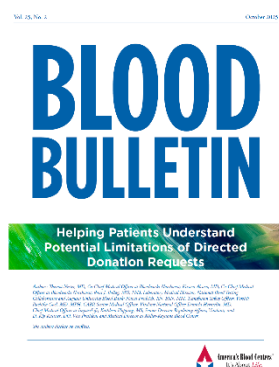
- [The efficacy and safety of therapeutic thrombocytapheresis in patients with extreme thrombocytosis](#) (*Transfusion Medicine*); and
- [Collaboration is key: Case report of suspected *Pseudomonas fluorescens* transfusion-associated infection](#) (*Transfusion*).

A Continuing Medical Education (CME) credit (1.0) is now offered for all ABC SMT Journal Club webinars upon completion of the activity and evaluation. Additional information and a link to registration will be available to ABC members soon. Please [contact us](#) with any questions.

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INSIDE ABC (continued from 8)

October Blood Bulletin Available



The latest [edition](#) of *Blood Bulletin*, titled “Helping Patients Understand Potential Limitations of Directed Donation Requests” has been published. This issue of [Blood Bulletin](#) was written by: Teresa Nester, MD, Co-Chief Medical Officer at Bloodworks Northwest; Kirsten Alcorn, MD, Co-Chief Medical Officer at Bloodworks Northwest; Roni J. Bollag, MD, PhD, Laboratory Medical Director, National Blood Testing Collaborative and Augusta University Blood Bank; Nanci Fredrich, RN, BSN, MM, Transfusion Safety Officer, Versiti; Ruchika Goel, MD, MPH, CABP, Senior Medical Officer, Vitalant National Office; Daniela Hermelin, MD, Chief Medical Officer at ImpactLife; Kathleen Hopping, MS, Senior Director Regulatory Affairs, Vitalant; and D. Kip Kuttner, DO, Vice President and Medical Director at Miller-Keystone Blood Center. The authors of this publication disclose no conflicts. *Blood Bulletin* is reviewed and edited by

the America’s Blood Center (ABC) Scientific, Medical, and Technical Publications Committee.

Workforce Trends Survey Report Available

ABC has published the [2025 Workforce Trends Survey Report](#). This resource offers deep insights into compensation, benefits, human resources policies, turnover and retention rates, and workforce trends specific to blood centers. Those ABC member blood centers who participated in the Workforce Trends Survey can purchase the report at a discounted price (code required and has been emailed to authorized individuals) of \$450 while non-participating blood centers can purchase the report at the full price of \$900. This survey combines the previous Compensation & Benefits and Employee Turnover & Retention surveys. Please [contact us](#) with questions. 💧

MEMBER NEWS

Vitalant recently [announced](#) that the Vitalant Foundation has launched a \$1 million fundraising campaign, to support the establishment of the Dr. Michael P. Busch First Response Fund. The initiative, “will support, further innovation and advances in blood and biotherapies [and has been named] to honor a forerunner in the field of transfusion medicine, the fund will provide Vitalant Research Institute (VRI) annual support for rapid-response pilot projects, advance scientific priorities, support trainees and collaborators, and lay the groundwork for larger studies funded by national and international partners.” Vitalant Chief Executive Officer (CEO) David R. Green stated in the announcement, “[t]he First Response Fund is vital to our mission to save and improve lives. It guarantees that VRI can quickly pivot its research to address emerging threats, maintaining the high standards of safety and sufficiency the public expects from the blood supply.” The announcement described Dr. Busch as, “[o]ne of the world’s leading experts in blood safety and infectious disease research, Michael P. Busch, M.D., PhD, is the director emeritus of VRI, vice president for research and scientific programs at Vitalant, and a professor of laboratory medicine at the University of California, San Francisco. Dr. Busch led development of universal HIV and West Nile virus screening for blood donations and was a founding leader of the leading research program in the country for blood collection and transfusion safety, the National Institutes of Health’s Recipient Epidemiology and Donor Evaluation Study (REDS) program. The principal investigator or co-investigator on dozens of large-scale, multicenter studies, Dr. Busch has been published in more than 750 peer-reviewed scientific articles and has received dozens of accolades.” The campaign hopes to hit its \$1 million campaign goal by July 2026 which, “coincide[s] with Dr. Busch’s 40-year anniversary with Vitalant and VRI. A generous donor will match the first \$250,000 in contributions. Secure, tax-deductible contributions to the Dr. Michael P. Busch First Response Fund can be made at www.vitalant.org/legacy.”

(Source: Vitalant [Announcement](#), 11/26/25) 💧

GLOBAL NEWS

NHS Blood and Transplant (NHSBT), the national blood provider for England and transplant services for the United Kingdom (UK), has [issued](#) a statement of support in response to a draft guidance proposing wider use of tranexamic acid (TXA) to reduce the need for blood transfusions and improve patient care.” The NHSBT statement explained that, “[w]e welcome this draft National Institute for Health and Care Excellence (NICE) guidance on the wider use of TXA which has been shown to reduce the need for transfusions. Blood saves lives but every transfusion carries a risk, and a blood transfusion is often not the best option. The safest transfusion is often no transfusion. [NICE’s current guidance] on blood transfusion, introduced in 2015, recommends TXA for adults expected to lose more than 500ml of blood during surgery. However, implementing the recommendation has been inconsistent: a 2024 national audit found that one in four eligible patients were not given TXA. New evidence shows TXA is clinically safe and cost-effective even for patients expected to lose smaller amounts of blood. It also extends the recommendation to include children as well as adults undergoing surgery. NICE’s updated recommendations have been published for public consultation. They redraw the line between those people having surgery who should get TXA and those who should not, simplifying decision-making for clinicians. Instead of having to estimate how much blood a patient is expected to lose, the draft recommendations say TXA should be offered if all the following conditions are met:

- surgery is being performed in an operating theatre;
- there is a risk of bleeding; [and]
- the procedure will breach the skin or mucous membrane.

The updated guidance also advises considering TXA in children using the same criteria.” NICE develops guidance for UK, “health and care practitioners, which includes rigorous, independent assessment of complex evidence for new health technologies. [Their] recommendations [focus] on what matters most and drive innovation into the hands of health and care practitioners.”

(Source: NHSBT [Statement](#), 11/27/25)

***The Bastille Post Global* is [reporting](#) that Hong Kong has experienced a surge in blood donations in the wake of a mass casualty fire at a residential building that has claimed more than 125 lives.** The publication wrote that, “[s]ince the fire broke out, Hong Kong’s Red Cross has organized a blood donation drive to support the victims. Donor centers across Hong Kong have experienced an influx of residents patiently waiting in long lines to donate blood. [The Hong Kong Red Cross Blood Transfusion Service has said] that blood banks are currently stable and that the central blood bank has up to around 10 days’ worth of stock, but as more victims emerge, demand may also increase.”

(Source: *The Bastille Post Global*, “[Blood donations from HK residents surge following deadly residential building fire](#), 11/29/25) 💧

COMPANY NEWS

Velico has [announced](#) an expansion of its manufacturing and supply chain operations to help demand, “for its FrontlineODP™ Spray Dried Plasma Manufacturing System,” according to a company news release. Plans are being finalized for, “new production facilities dedicated to manufacturing FrontlineODP™ consumables for the European and Indo-Pacific markets. Each fully automated, world-class facility will manufacture up to 250,000 units annually. Combined with two U.S. facilities, Velico’s total manufacturing capacity would support production of nearly one million units of spray dried plasma per year,” explained Velico in the announcement. “The FrontlineODP™ System is designed to allow military and civilian blood centers to produce their own dried plasma from liquid donor plasma in just 30 minutes. Dried plasma is stored in an ultra-lightweight plastic bag with a shelf life of up to two years, ensuring long-term stability

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COMPANY NEWS (continued from 10)

and ease of deployment. The product rehydrates at the point of injury in under three minutes to allow immediate, life-saving care for bleeding patients.”

(Source: Velico [News Release](#), 11/20/25)

Blood Centers of America (BCA) and **Illumant** are [partnering](#) to, “offer comprehensive security solutions to BCA members, including thorough security risk assessments, penetration testing, and tailored security program development,” noted a joint news release. The strategic alliance specifically aims to, “proactively identify vulnerabilities, strengthen cybersecurity defenses, and ensure compliance with stringent healthcare industry standards. [This alliance] underscores a mutual commitment to safeguarding sensitive healthcare information and ensuring the resilience of critical infrastructure [as both] organizations anticipate that this partnership will serve as a model for healthcare cybersecurity, protecting critical data and operations essential to maintaining a robust collection and delivery network.”

(Source: BCA & Illumant [News Release](#), 11/24/25)

Terumo Blood and Cell Technologies (Terumo BCT) has [reported](#) an, “advancement in T cell therapy manufacturing in a collaboration with Richard Koya, M.D., Ph.D., and his team at University of Chicago.” The announcement from the Terumo BCT noted that, “[f]or the first time, researchers have successfully completed all three critical steps in T cell receptor (TCR) T cell therapy (TCR-T) manufacturing — activation, transduction, and expansion — using a single Quantum Flex™ Cell Expansion System small bioreactor. [In the study,] 10 million peripheral blood mononuclear cells (PBMCs) were activated, transduced with a gamma retroviral vector, and expanded on Quantum Flex to up to 9 billion cells in 10 days while maintaining high viability.”

(Source: Terumo BCT [News Release](#), 11/18/25)

CSL recently [announced](#) a planned \$1.5 billion in capital investments over the next five years with the goal to expand its U.S. presence and capabilities to develop plasma-derived therapies. The company explained in the news release that the investments are, subject to approval by the CSL Board of Directors, and would, generate hundreds of high-quality American jobs, strengthen U.S. manufacturing capabilities of plasma-derived therapies (PDTs), and help secure the U.S. medicine supply chain.” CSL has previously invested more than \$3 billion towards its U.S. operations since 2018.

(Source: CSL [News Release](#), 11/18/25) 💧

CALENDAR

Note to subscribers: Submissions for a free listing in this calendar (published weekly) are welcome. Send information to newsletter@americasblood.org. (For a more detailed announcement in the weekly “Meetings” section of the newsletter, please include program information.)

2025

Dec. 9. **ADRP Webinar (Virtual): Creating a Successful Presentation Application for the 2026 Annual Conference.** [Registration](#) is open. More information is available [here](#).

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CALENDAR (continued from 11)

2026

Feb. 11-12. **4th Biennial International Plasma and Fractionation Association (IPFA) & EBA Symposium on Plasma Collection and Supply.** Leuven, Belgium. [Registration](#) is open. More information is available [here](#).

Mar. 9-12. **2026 ABC Annual Meeting.** Tucson, Ariz. More information is coming soon.

May 12-14. **2026 ADRP Annual Conference.** Minneapolis, Minn. More information is coming soon.

June 8-9. **2026 ABC Advocacy Workshop.** Washington, D.C. More information is coming soon.

June 20-24. **International Society of Blood Transfusion (ISBT) 39th International Congress.** Kuala Lumpur, Malaysia. [Registration](#) is open. More information available [here](#).

Oct. 4-7. **American Association of Tissue Banks (AATB) Annual Meeting.** San Francisco, Calif. More information available [here](#).

Oct. 17-19. **Association for the Advancement of Blood & Biotherapies (AABB) Annual Meeting.** Atlanta, Ga. More information is coming soon.

Nov. 17-20. **American Society for Clinical Pathology (ASCP) and Canadian Association of Pathologists- Association Canadienne des Pathologistes (CAP-ACP) Joint Annual Meeting.** Montreal, QC . [Registration](#) is open. More information available [here](#). 💧

CLASSIFIED ADVERTISING

Classified advertisements, including notices of positions available and wanted, are published free of charge for a maximum of three weeks per position per calendar year for ABC members. There are charges for non-members: \$139 per placement for *ABC Newsletter* subscribers and \$279 for non-subscribers. A six (6) percent processing fee will be applied to all credit card payments. Notices ordinarily are limited to 150 words. To place an ad, e-mail: newsletter@americasblood.org

POSITIONS

Reference Lab Supervisor. OneBlood is currently recruiting for a Lab Supervisor in our AABB-Accredited Immunohematology Reference Laboratory in Orlando, FL. This position provides leadership and technical expertise, coordinates workflow and staff scheduling, and performs training and quality activities for the staff responsible for performing basic through advanced testing procedures on patient and/or donor samples. Applicants must have a bachelor's degree in medical technology, biological science or related scientific field from an accredited college or university. Three or more years in a clinical laboratory, preferably blood banking environment, or an equivalent combination of education, certification, training and/or experience. Applicants must have a valid and current Florida Clinical Laboratory Technologist license in Immunohematology or Blood Banking; Florida Supervisor license and SBB certification preferred. To apply and view a complete Job Description of this position, go to www.oneblood.org and click on the **Careers** tab. OneBlood, Inc. is an Equal Opportunity Employer/Vet/Disability.

Chief Scientific Officer. A national search is underway to recruit a recognized executive with exceptional vision

and leadership abilities to become the next Chief Scientific Officer (CSO) of Gulf Coast Blood, headquartered in Houston, Texas. Reporting to the CEO, the CSO serves as the senior medical and scientific leader of Gulf Coast Blood. They are responsible for ensuring the highest standards in quality, clinical and operational excellence, and innovation across all laboratory and blood services, in addition to ensuring compliance with regulatory and accreditation standards. As a physician and strategic thought leader, the CSO drives the organization's quality and continuous improvement agenda while also serving as the medical expert to advise on future investments in the blood research investment fund which will advance translational initiatives. The CSO also oversees the scientific coordination of research partnerships, leads the medical advisory committee, serves as a part of the diligence team, and champions laboratory strategy and performance. This role is instrumental in aligning operational excellence with a forward-looking research and innovation agenda that supports the mission to save and sustain lives. To be considered for the role, inquiries,

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POSITIONS (continued from page 12)

nominations, and applications (detailed CV for now) should be submitted electronically in confidence, to: charlotte.fredericks@kornferry.com.

Vice President, Donor Outreach & Collections. ImpactLife is seeking a talented, passionate individual to join our leadership team as the **Vice President, Donor Outreach & Collections**. The VP is responsible for the Donor Outreach and Collections Division, ensuring consistent, adequate recruitment and retention of donors across our four-state geography, as well as the Marketing and Public Relations function, ensuring collaboration to ensure name recognition and support of donor recruitment efforts. Additional responsibilities include

departmental budgeting and development of control systems to ensure organization objectives are met. Qualifications include bachelor's degree (preference given to candidates with a graduate degree) and minimum ten (10) years of leadership experience in a blood center, with oversight of donor recruitment or collections required. This position will be located at one of ImpactLife's main hubs: Davenport, Iowa; Springfield, Illinois; or Earth City, Missouri. Candidates should expect some travel both within the ImpactLife geography as well as nationally. At ImpactLife, we keep our mission, vision, and values at the forefront. As a leader you will lead, inspire, and mentor with clear communication leading to collaboration within your team and across the organization remaining focused on achieving our goals and fulfilling strategic initiatives. For more information including benefits and compensation, click here: [Join Us!](#)

Laboratory Testing Manager (Fresno, CA). The Laboratory Testing Manager will assist in managing and maintaining the day-to-day activities of all Laboratory Testing, including staff assets. The Laboratory Testing Manager will need to use their experience and judgment to ensure all quality control mechanisms in the laboratory comply with blood bank cGMP, FDA, CLIA, California Department of Health, and AABB regulations and standards. Must be comfortable in a fast-paced, dynamic team environment. The testing manager will report directly to the Director of Hospital Services and will collaborate with teams across the organization to ensure Laboratory Testing excellence in supplying and distributing safe blood products with the utmost quality and fiscal integrity. Persons filling this position are responsible for the oversight of outsourced testing, product quality control testing, and patient testing. Please click [here](#) to view the full job description and apply. **The deadline to apply is Friday, December 12, 2025.**

Quality Assurance and Compliance Specialist (San Diego Blood Bank). Make a Difference in Patients' Lives as a Quality Assurance and Compliance Specialist.

The San Diego Blood Bank is seeking a Quality Assurance and Compliance Specialist II who will participate in maintaining a Quality Management System that supports the manufacture of FDA-regulated biologic blood, cell, and tissue products and other related regulatory activities. The Specialist ensures that the performance and quality of products conform to established standards and regulatory requirements. Reports to: Manager, Quality and Regulatory Affairs. Ideal candidates possess a bachelor's degree and at least four (4) years of experience in a Quality Assurance or Regulatory Affairs role that includes participation in FDA and State site inspections, experience with GMP requirements, application of quality assurance principles, and healthcare compliance within the biologics/pharmaceutical industry. Click [HERE](#) for the full job description and to apply.

Regional Director – Donor Operations. OneBlood seeks an experienced leader to direct all donor blood collection operations in Jacksonville, FL, ensuring compliance with regulatory and accreditation standards. This position oversees managers and supervisors, drives recruitment and collection goals, and works across departments to maintain a safe, sufficient blood supply. Responsibilities include improving operational processes, managing budgets and resources, and contributing to strategic planning to meet regional blood demands. **Qualifications:** Bachelor's degree required and 10+ years of management experience in a related field (or equivalent combination of education and experience). Strong leadership, analytical, and communication skills. Ability to travel up to 50 percent. We offer competitive salary, medical, dental, vision, life, and short/long-term disability programs to qualified employees. Paid time off (PTO) and a 403b program are also available. Join our life saving Mission and [apply here](#).

Associate Medical Director/Medical Director. Serve as the physician face of Versiti and Versiti Ohio, translating complex medical issues to educate other physicians, support staff, and the public. Opportunities in educational initiatives and clinical/applied research are available within Versiti and with our affiliated health systems. As part of the Versiti physician team you will have the opportunity to participate in clinical research projects with investigators at our world-renowned diagnostic laboratory and blood research institute. Joining our Medical Science Institute transfusion medicine physician team will provide you with a uniquely diverse and collaborative experience. Requirements: MD or DO Degree. Board certified/eligible in Blood Banking/Transfusion Medicine. At least three years of experience in blood center/transfusion medicine practice preferred. Licensed or eligible for an Ohio and Indiana; other state licenses may be required. Driver's License in good standing. Please click [here](#) to read the full job description and apply.

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POSITIONS (continued from page 13)

Medical Laboratory Scientist – Transfusion Services (ARUP Laboratories, Salt Lake City, UT). ARUP Laboratories is seeking two Medical Laboratory Scientists to join our Transfusion Services team. Our Transfusion team is dedicated to delivering exceptional patient care by meeting the transfusion needs of University of Utah Hospitals and Clinics, as well as Huntsman Cancer Institute. Our mission is to ensure the right blood product reaches the right patient, at the right time, for the right reason. As a Level 1 trauma center, the University of Utah Hospital also provides solid organ and bone marrow transplants and serves as the burn center for the Mountain West. Our testing capabilities include type and screens, crossmatches, antibody identification using both manual and automated methods, and neonatal testing. This department offers a dynamic and fast-paced environment with diverse immunohematology experiences. Team members collaborate closely with residents, medical directors, and patient care teams and work in close proximity to patients. Schedules we have open are: On/Off B week 10:00 PM – 8:30 AM & 7-On/7-Off A week 8:00 PM – 6:30 AM with training schedule of Monday – Friday, 8:00 AM – 4:30 PM. Posting numbers are: MEDIC01276 & MEDIC021408 located on our careers page at www.aruplab.com/careers.

Supervisor: Blood Bank and Transfusion Services (ARUP Laboratories, Salt Lake City, UT). ARUP Laboratories is seeking a results-driven Quality Supervisor to lead quality initiatives and provide regulatory expertise within our Donor Services. As a national nonprofit and academic reference laboratory, ARUP is at the forefront of diagnostic medicine. We are FDA, CAP, CLIA-, and ISO 15189-certified, with over 40 years of experience delivering exceptional quality and service. This is a unique opportunity to oversee and enhance quality systems in transfusion medicine. The Quality Supervisor will drive implementation of quality processes, standardization efforts, and best practices across the division. Key Responsibilities: Lead and coordinate quality initiatives for Donor Services and Transfusion Services. Support internal and external audits, risk assessments, and continuous improvement efforts. Serve as a liaison between ARUP and University of Utah staff to address quality issues and lead CAPA (Corrective and Preventive Actions). Oversee staff development, performance management, and promotions. What We're Looking For: Strong leadership and communication skills. Experience in donor services and/or transfusion services. A passion for quality and a commitment to organizational excellence. Interested candidates can apply at <https://www.aruplab.com/careers>.

Medical Director (Miller-Keystone Blood Center (MKBC)). Are you a mission-driven leader seeking to integrate patient care with public health while improving work-life balance? Join MKBC, where we save lives daily by supplying blood to hospitals across Pennsylvania (PA) and New Jersey (NJ). As **Medical Director**, you'll lead clinical oversight for transfusion medicine and ensure the safety, quality, and regulatory compliance of our blood services. You'll guide donor eligibility, review protocols, supervise lab operations, advise on complex medical issues, and collaborate with hospitals and public health partners. You'll also support staff education, represent MKBC in professional forums, and provide executive leadership to promote excellence and innovation. **Requirements:** M.D. or D.O. with Board Certification in Clinical Pathology, Internal Medicine, or Hematology. Board Certified or Eligible in Transfusion Medicine. Five to seven plus years in healthcare with a focus in blood banking. Medical licensure in PA & NJ. Strong knowledge of AABB, FDA, CLIA, and cGMP standards. **Benefits include:** Medical/Dental/Vision, FSA, Life Insurance, Disability, PTO, Retirement Plan & more. Make a lasting impact—apply today to join our lifesaving mission and see the full position description here <https://hcsc.isolvedhire.com/jobs/1583606> 💧