

2018 #18

June 1, 2018

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Ebola in the Democratic Republic of Congo

The latest outbreak of Ebola, in the Democratic Republic of Congo (DRC), includes 37 confirmed, 13 probable, and 25 deaths. The total of 50 (as of May 30th from the [World Health Organization](#) (WHO)) is a decrease from earlier figures, based on the return of a few negative tests. The outbreak has caused substantial concern following the diagnosis of a handful of cases in a large urban center (Mbandaka with a population of 1.2 million), that hearken back to the West African outbreak starting in 2014 that exploded once urban transmission was established. The DRC Ministry of Health and WHO report that extensive surveillance, contact tracing, and an investigational vaccine campaign targeting case contacts (“ring vaccination”) are underway to control the epidemic.

The Centers for Disease Control and Prevention (CDC) has not classified this outbreak as evidence of widespread transmission of Ebola. U.S. Food and Drug Administration (FDA) [guidance](#) requires that “in the event that one or more countries is classified by CDC as having widespread transmission of Ebola virus, your donor history questionnaire (DHQ), including your full-length and abbreviated DHQ, and accompanying materials, must incorporate elements to assess prospective donors for symptoms of recent or current illness with Ebola virus infection or disease, and travel to, or residence in, an area endemic for Ebola virus in accordance with 21 CFR 630.10(e)(2).”

FDA Commissioner, Scott Gottlieb, MD issued a statement regarding the agency’s support of the efforts currently underway in the DRC. “We’re leveraging our robust global networks and working with federal colleagues, the medical and scientific communities, industry and international regulatory counterparts and organizations—including the WHO—to support these international response efforts. These efforts include continuing to provide scientific and regulatory advice to medical product developers and U.S. government agencies that support medical product development, including the National Institutes of Health, the Biomedical Advanced Research and Development Authority, the U.S. Centers for Disease Control and Prevention, and the U.S. Department of Defense... Specifically, the FDA’s experts are supporting the WHO’s efforts to assess currently available data on investigational drugs for Ebola as well as possible mechanisms to enable appropriate access outside of a clinical trial setting until scientifically sound clinical trials can be established.”

Citations: Soucheray, S. [Ebola cases drop as more specimens test negative](#). *Center for Infectious Disease Research and Policy News*. 2018.

FDA [Statement](#), 5/30/18 💧



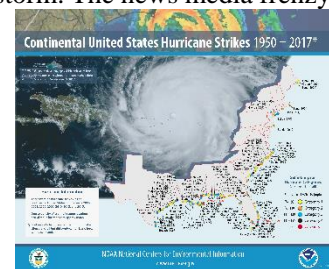
OUR SPACE

Ruth Sylvester, MS, MT(ASCP)SBB, Director, Regulatory Services

'Tis the Season for Review and Preparation

Today is the day, the Atlantic hurricane season has begun. Of course, we are all well-aware since the first named storm of the season, Alberto, dumped rain from Florida to Chicago this past week, prior to the start of hurricane season. Storm forecasters at the National Oceanic and Atmospheric Administration (NOAA) are predicting a “normal” hurricane season. We all know “normal” is a relative term. Last year, NOAA predicted that an “above-normal” season was more than likely. They got that one right (just ask the citizens of Houston)!

What is not relative, is the response that we have become accustomed to with any storm. The news media frenzy with 24-hour coverage and reporters standing in the wind and rain as they tell you to stay inside is customary, in addition to stores being unable to keep shelves stocked with bread, milk, and toilet paper, followed by the mandatory evacuation orders and long lines of cars making their way inland. Blood centers along the southern and eastern coasts have their responses down to a science from years of practice. Yet mother nature continues to challenge them with new twists not previously seen. Who could have predicted 40 inches of rain in Houston or delivering blood by boat?



Although it is easy to say we know how to do this, or feel that review and practice are unnecessary, I urge you to resist the temptation of complacency and implore all blood centers to review your disaster plans, revise as new lessons are learned, and share with your staff. Practice through exercises before the real thing happens. You'll be glad you did.

Useful resources:

- [Hurricane Preparedness Resource Document](#)
- [Department of Health and Human Services](#)
- [Department Homeland Security](#)
- [The Centers for Disease Control and Prevention](#)

Ruth Sylvester, MS, MT(ASCP)SBB
Director of Regulatory Services

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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 recognize 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 healthcare 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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The Shattuck Lecture: *Innovation for Pandemics*

Bill Gates, Co-Chairman of the Bill and Melinda Gates Foundation gave the prestigious Shattuck Lecture sponsored by the Massachusetts Medical Society and *New England Journal of Medicine*. The lecture examined the world's preparedness for a major pandemic 100 years after the great influenza pandemic of 1918. While great strides have been made in reducing child mortality and infectious diseases with the advances in antibiotics and vaccines, Mr. Gates believes that little progress has been made in preparing for a major pandemic. To enhance preparedness, he believes the world needs a three-pronged approach capitalizing on innovation: better tools, early detection systems, and a global response system.

According to a simulation by the Institute for Disease Modeling, nearly 33 million people worldwide would die in six months in the event of a 1918-like influenza. Strides have been made and efforts continue to develop a universal influenza vaccine protective against all highly pathogenic strains, which Mr. Gates believes is attainable. However, influenza is just one of the potential threats, as evidenced by other recent outbreaks such as SARS (severe acute respiratory syndrome) and MERS (Middle East respiratory syndrome) coronaviruses and other new infectious diseases that continue to emerge.

Additionally, work towards other novel approaches beyond vaccines are being sought, including antivirals, pre-activation of immune responses, and identification and development of broadly neutralizing antibodies for immunotherapy. Comparing the threat of a pandemic to a military weapon, Mr. Gates suggests that the world should react equally to the threat of millions of infectious deaths as it does to the threat of weapons of mass destruction. He believes the U.S. should be a leader given the depth of our innovative biopharmaceutical industry and international influence. The world has successfully eradicated smallpox and is nearing the same for polio. The success of the U.S. President's Emergency Plans for AIDS Relief (PEPFAR) in the AIDS crisis is a model of leadership Gates believes is needed for pandemic preparedness. The [complete lecture](#) is available for review as is a [recording](#) of the lecture and follow-up question and answer discussion.





AMERICA'S BLOOD CENTERS'
56TH SUMMER MEETING
July 30 – August 2, 2018 **Montréal, QC**

2018 SUMMER MEETING SCHEDULE

Monday, July 30	ABC Board Meeting
Tuesday, July 31	Medical Directors Workshop
Wednesday, August 1	SMT Forum Business Forum Host Event by Héma-Québec (off-site)
Thursday, August 2	ABC Members Meeting

All of us at Héma-Québec look forward to hosting our ABC colleagues, family and friends at the 2018 ABC Summer Meeting in Montréal. A striking union of European charm and North American attitude, Montréal seduces visitors with a harmonious pairing of the historic and the new, from exquisite architecture to fine dining. We hope you can take the opportunity to see what Montréal has to offer and discover its many colorful and vibrant neighborhoods which overflow with markets, museums, boutiques, restaurants and local cafés—diverse expressions of the inhabitants "joie de vivre."

Hotel Information
Hotel Omni Mont-Royal
Hotel room rate: \$234 (CAD) + tax

For registration information, visit
http://bit.ly/abc_summer_meeting.

For sponsorship opportunities, please contact Leslie Maundy at lmaundy@americasblood.org



— Luc Vermeersch,
Acting Chief Executive Officer
and Vice-President, Finance
and Strategic Project Management



America's Blood Centers®
It's About *Life*.



America's Blood Centers®
It's About *Life*.

INSIDE ABC

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

Letters from ABC Scholarship Recipients

America's Blood Centers' Scholarship Program, made possible by a grant from the Foundation for America's Blood Centers (FABC), provides scholarships to blood banking professionals at ABC's member blood centers to supplement costs for attendance to an ABC Specialty Workshop or Meeting. ABC recently held the Human Resources (HR) and Training/Development Workshop in Dallas, Texas from May 8th–10th. Below are excerpts from letters to the editor submitted by ABC members who received an ABC Scholarship to attend the workshop.

"Thank you for the opportunity to be a scholarship recipient. It was awesome to meet with like-minded HR professionals and trainers from other blood centers around the country. I thoroughly enjoyed each topic that each presenter discussed with us. It was refreshing to see that each presenter was able to help us understand our similar challenges, while also helping us think outside the norm to facilitate solution-driven topics.

The round tables allowed all of us to talk openly through all of our collective and individual concerns and achievements. I really enjoyed hearing from my peers and learning some new methods for improvement. Everything I learned was very beneficial in my growth and development in my Human Resources Manager role at my blood center. I will take everything I learned and apply it in my everyday tasks and duties.

I am glad that I was able to establish lasting connections with my peers, so that we can continue to reach out and help each other for years to come."



Scholarship recipients in Dallas, Texas at the Human Resources and Training/Development Workshop.

Terence Johnson, MSHRM, MSW, Manager, Human Resources, The Blood Connection, Inc.

"Thank you so much for the scholarship to support my attendance at the recent HR and Training/Development Workshop in Dallas.

This conference came at the perfect time for me! I have been in my position as Manager of Staff Development for three months with The Blood Connection. Being new to blood banking, this experience was invaluable. Not only was I able to listen and learn, I was able to connect with other HR and training professionals who will be a great resource for me.

From the first night's meet and greet, it was obvious this is a very knowledgeable group eager to share ideas and keep moving the blood banking industry forward. The topics covered during the presentations

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INSIDE ABC (continued from page 4)

and round tables were informative and insightful. Hearing other groups share how they are tackling these opportunities was very exciting and motivational.

Watching OneBlood's film, Lifeline: The Untold Story of Saving the Pulse Survivors was a highlight of the conference for me. The film is emotional to watch, but WOW, what a perfect reminder to all of us why we do what we do and why we care the way we care.

Thanks again for everything! I have so many new ideas from making fun, animated training videos to evaluating employee engagement. I am grateful I had the opportunity to attend and look forward to the next one!"

Becky Randall, Manager of Staff Development, The Blood Connection, Inc.

"I want to express my deepest gratitude for receiving a scholarship. This year's workshop was exceptional in so many ways, from being able to network with so many HR Professionals, to learning how other blood centers approach or find solutions to common challenges, while gaining knowledge on advanced ways to train staff. In those three days, I found it very beneficial to hear how other Human Resource representatives face the same challenges, and I learned different and creative ways to approach them. These workshops always help me come up with ideas on ways to improve our organization and current practices.

I look forward to participating in future workshops and will encourage my fellow colleagues to participate too."

Valerie Hernandez, Administrative Services & HR Coordinator, Coastal Bend Blood Center

"I would like to sincerely thank the Foundation for granting me the scholarship to attend ABC's 2018 Human Resources & Training/Development Workshop. Without this scholarship I would not have been able to attend. This workshop provided me with so much valuable information that will help me in my HR role as well as others in my organization with whom I shared the information learned.

I attended all three days of the workshop, so I had the opportunity to attend the first day's training subject matter. I wasn't sure how much this topic would apply to me, but as it turns out there was much that I could relate to HR training. The presentations on customer service training programs and creating effective learning videos gave me inspiration on how I could improve my HR training presentations. The round table on training challenges gave me some insight on how to conquer some training challenges in our organization.

The HR portion of the Workshop was terrific. The topics were very relevant and provided valuable insights that kept the group engaged. There were many great subjects and speakers, but the session on disaster preparedness was especially engaging for me, solidifying the importance of having a plan in place.

It was refreshing to meet many new and wonderful people and to have discussions that yielded valuable tools that we could all take home to help us going forward. Thank you again, I look forward to the opportunity to attend future Workshops!"

Lisa Houston, Director of Human Resources, Blood Bank of Delmarva

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INSIDE ABC (continued from page 5)

“It was an honor to be one of the recipients of the scholarship to attend my first ABC Human Resources & Employee Training/Development Workshop. The workshop was wonderful. The accommodations in Dallas, the receptions, the speakers, the participants, the workshop App, and our partnership with ADRP surpassed all my expectations.

I learned all about creating and making eLearning videos and how to apply that to all levels of training to excite the overall experience for learners. The customer service training program developed at Carter BloodCare was outstanding.

During the presentation on “Achieving Performance Improvement Through Critical and Creative Thinking”, we participated in a couple of exercises that caused me to think about how I can incorporate more creative thinking throughout my decision-making processes instead of relying on what worked in the past.

One of my favorite presentations was “HREvolution”. Is it the evolution of HR or the HR revolution? We discussed both. It was interesting to hear why HR should be more exciting and strategic and that we drive the culture of the organization.

Meeting all the participants and spending time together, talking and interacting with each other was instrumental to the success of the workshop. Thank you for a wonderful experience.”

Deborah Owsley, Director, Hoxworth Human Resources, Hoxworth Blood Center

“As a HR professional, this is the first extended workshop that I have attended, and it exceeded my expectations. I’m grateful for the opportunity. All of the sessions and group activities were very informative. I especially enjoyed the round table discussions.

To my surprise we are all facing similar challenges! By attending the workshop, I walked away with a wide range of knowledge and tools in different areas. Not only will these benefit my personal growth, but I will be able to share the information with my team members.

Thank you again for giving me the opportunity to meet and learn from so many people. The ABC team and committee did an excellent job of putting this workshop together.”

Naikee Yang, Employee Benefits Coordinator, LifeStream

“I want to sincerely thank ABC and FABC for providing scholarships to so many attendees of the conference. The opportunity to attend the conference is one that is definitely an experience that it lends itself to many relationships being built, while providing opportunities for self-reflection on what you are doing for your center and how to implement new strategies.

The presenters gave a great deal of insight on how they were doing things at their centers and potentially what we could be doing at ours. The non-blood banking industry speakers provided a great deal of information into aspects that are good for any training professional to understand and learn. It was also nice to sit and talk to others at different centers to hear their challenges and offer up some ideas. Thank you for the scholarship and for putting on the conference. I know it takes a lot of hard work and planning, but I can speak from experience that it is well worth it and things that are learned are invaluable to attendees.”

Jessica Ewoldt, Manager, Training, Mississippi Valley Regional Blood Center

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INSIDE ABC (continued from page 6)

“Many thanks to America’s Blood Centers’ Scholarship Program, made possible by a grant from the FABC. As an active participant of the HR Committee and current chair, I was very excited about the agenda developed by the committees and was thrilled to have been able to attend and participate! From highlighting some excellent work occurring at member centers, to introducing new concepts, to brainstorming on creative solutions, I felt the workshop delivered valuable content that will have direct application to my work and blood center.

In addition to the content, the ability to reconnect with colleagues and meet new ones was invaluable! Round tables were wonderful and allowed deeper discussion on a variety of topics. A great take-away from the roundtables were the unscheduled moments, when a discussion on a given topic took a tangent to another. These types of organic conversations really only occur when face-to-face with someone and having the opportunity to experience everything was very much appreciated.

I left Dallas feeling enlightened and recharged! Thank you again for the opportunity to attend!”

Jennifer Feeney, Vice President, Human Resources, Mississippi Valley Regional Blood Center

“It was an honor to have been selected as one of the scholarship recipients for the 2018 ABC Human Resource & Training/Development Workshop. Meeting peers, group discussions, and the presentations provided me with an experience and resources that will help me become even more proficient in my training role.

The workshop provided me with the opportunity to converse about best practices and challenges that each of our organizations face within the blood banking industry. From the very first day, discussions began and sparked questions such as “so tell me how do you all handle this/that at your blood center?” And comments like “wow if perhaps we could incorporate that at our blood center!”

During the round table discussions, I had the honor of leading and presenting the summary for our group. This was one of the most interactive areas in which we had ample time for discussion. With this segment, participants provided in-depth details about the challenges we all faced with training and merging of blood centers. With most of us having some of the same challenges (training, scheduling conflicts, multiple locations, etc.) it was very refreshing to hear some key best practices on do’s and don’ts in these areas.

The most emotional aspect of the training was the joint session with ADRP as we viewed “The Untold Story of Saving the Pulse Survivors.” I truly feel that everyone left that session with a renewed sense of just how important the blood banking industry is and the importance of each of our roles.

I am thankful for being a scholarship recipient and I look forward to implementing the knowledge acquired.”

Venus Chatman, Training and Development Manager, Rock River Valley Blood Center, Rockford, IL

“The field of HR is always in a state of evolution. This change is highly dependent on federal and state regulations, best practices, and so many other variables that seem to change from day to day. Many industries face different challenges, so it’s always a good idea to partner with peers in your industry.

Receiving a scholarship to the most recent ABC Human Resources & Employee Training/Development workshop granted me the opportunity to network with my peers within the industry and learn from their experiences, while sharing my own.

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INSIDE ABC (continued from page 7)

The agenda provided beneficial information for someone like myself that is new to the blood banking industry. I found key takeaways from the presentations to immediately help create effective strategies within my organization. The round tables proved to be just as beneficial. Many of the participants identified with some of the same pitfalls within the industry, but we were able to share just as many solutions.

Thank you ABC for the opportunity to attend the conference. The scholarship that I received secured my attendance and I am truly looking forward to participating in future conferences.”

Shawn Entrikin, Ed.D., Vice President, Human Resources, San Diego Blood Bank

2018 Summer Meeting Registration

[Registration](#) is open for the 2018 Summer Meeting and Medical Directors Workshop in Montreal, Québec hosted by ABC member Héma-Québec July 31st – August 2nd at the Hotel Omni Mont-Royal. Don't miss an exclusive opportunity for blood community leaders to experience peer-to-peer collaboration, while discussing the latest trends impacting community blood centers. The meeting will feature the Medical Directors Workshop, the Scientific, Medical, and Technical Forum, and the Business Forum. Additionally, Héma-Québec will host a networking event. Please make your hotel reservations by July 9th to ensure best availability and the group [rate](#). Member and government registration rates are below:

- 3-Day Summer \$760: MD Workshop, SMT Forum, Business Forum, Members Meeting
- 2-Day Summer \$655: SMT Forum, Business Forum, Members Meeting
- 2-Day Medical \$655: MD Workshop, SMT Forum, Business Forum
- 1-Day Medical \$435: MD Workshop

You will need a U.S. Passport to enter Canada. Please be sure to check the expiration date.

Hospital, public, and emeritus registration rates are available [here](#). Contact [Leslie Maundy](#) for available sponsorship opportunities. Click [here](#) for additional meeting information.

ABC Has Moved

ABC moved on April 1st. Our new mailing address is, 1717 K Street NW, Suite 900, Washington, DC 20006. All telephone numbers will remain the same except the fax line which changed to (202) 899-2621. Please update your records accordingly and contact [ABC Member Services](#) with any questions.



We Welcome Your Letters

The *ABC Newsletter* welcomes letters from its readers on any blood-related topic that might be of interest to ABC members. Letters should be kept relatively short and to the point, preferably about a topic that has recently been covered in the *ABC Newsletter*. Letters are subject to editing for brevity and good taste. Please send letters to the Editor at newsletter@americasblood.org or fax them to (202) 899-2621. Please include your correct title and organization as well as your phone number. The deadline for letters is Wednesday to make it into the next newsletter.



RESEARCH IN BRIEF

Transfusion dependence (TD) may delay and deter hospice referrals for leukemia patients. Hospice care at the end of life offers clinical and financial advantages to terminally ill patients. Many clinicians and transfusion medicine physicians have commented on the difficulty of providing palliative transfusions to hospice clients. To explore the access to hospice services by leukemia patients, authors from Duke, Brown University, and Rhode Island Hospital studied the relationship of TD (≥ 2 transfusions in the 30 days before death or hospice enrollment) to end-of-life alternatives in 21,033 Medicare beneficiaries with acute and chronic leukemias who died in 2001–11. They found that while TD in leukemia was associated with slightly higher hospice use, the associated patient stays were 51 percent shorter, and suggest that this increased hospice referral with much shorter lengths of stay means that there is an incompletely met need for hospice services and that TD is a barrier to timely referral. Their conclusion is that “policy solutions supporting palliative transfusions may maximize the benefits of hospice for leukemia patients.”

Citation: LeBlanc, T.W., Egan, P.C., Olszewski, A.J. Transfusion dependence, use of hospice services, and quality of end-of-life care in leukemia. *Blood*. 2018. doi: <https://doi.org/10.1182/blood-2018-03-842575>. ♦

REGULATORY NEWS

The U.S. Food and Drug Administration (FDA) has approved Grifols Procleix Panther system for West Nile virus (WNV) screening. The Procleix Panther platform is being used under an investigational new drug (IND) application for blood donor Zika screening and replaces the Procleix Tigris platform for WNV.

(Source: FDA Approval [Letter](#), 5/25/18)

The Centers for Disease Control and Prevention (CDC) issued an [update](#) on the outbreak alert regarding potential life-threatening vitamin K antagonist associated coagulopathy from the recreational use of synthetic cannabinoids (“K2” and “Spice”). Nine states (Illinois, Maryland, Florida, Indiana, Kentucky, Missouri, Pennsylvania, Virginia, and Wisconsin) have reported a total of 202 cases with five deaths. The largest concentration of cases is in Illinois (164) followed by Maryland (20). The severe bleeding is linked to the use of synthetic cannabinoids containing brodifacoum (an anticoagulant rodenticide). CDC continues to warn individuals of the potential risks associated with synthetic cannabinoids and is recommending health care providers screen presenting patients with unexplained bleeding and a possible history of synthetic cannabinoid for vitamin K-dependent antagonist coagulopathy, to check whether the individual(s) have recently donated blood or plasma and report potential cases to their local and state health departments. ♦

MEMBER NEWS

Illinois Secretary of State Jesse White recently honored **Rock River Valley Blood Center (RRVBC)** for its contributions in getting teens to become a part of the organ and tissue donation registry. “[For] sixteen and seventeen [year olds] to now join the registry is very important, because we still have twenty-two people dying each day and nearly 5,000 people in our state still waiting for an organ transplant,” said Jan Eschen, the regional coordinator for Life Goes On program. A representative from Secretary White’s office presented the award to RRVBC.

(Source: [WTVO Channel 17, Rock River Valley Blood Center recognized for teen recruitment efforts, 5/30/18](#))

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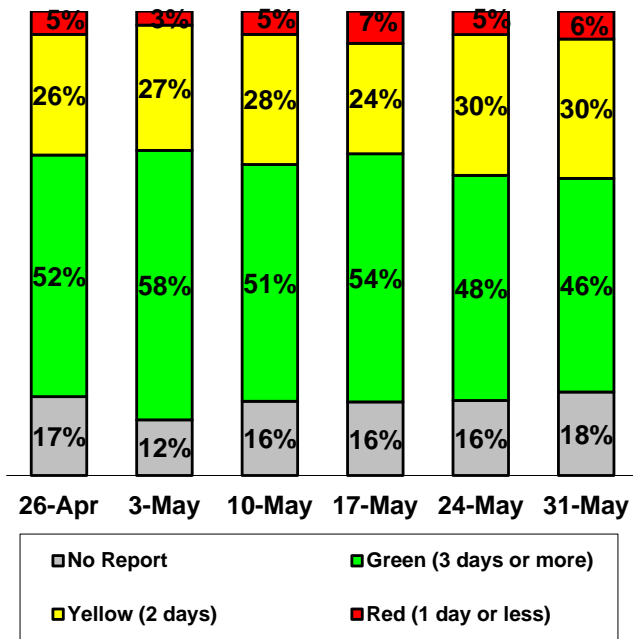
MEMBER NEWS (continued from page 9)

Central Blood Bank recognized Bill O’Hara for reaching his 500th donation milestone. Mr. O’Hara has been a staple at Central Blood Bank’s Monroeville location every other Sunday for the past 20 years donating platelets. “I don’t do it for recognition. I do it because it makes me feel good,” said Mr. O’Hara. “If somebody needs what I got, then it’s worth it.” The retired engineer and Navy veteran began donating whole blood, while serving, before becoming a platelet donor at the suggestion of a friend. “I think it’s absolutely amazing for him to donate so much of his time and blood. He has the biggest heart,” said Kimberly Abbott, a technician at Central Blood Bank that has seen Mr. O’Hara every other Sunday for the last 18 years at the blood center. “It’s something he looks forward to and I look forward to his coming in.”

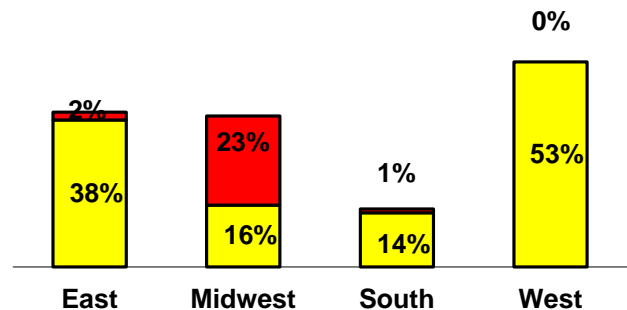
(Source: Associated Press, [500 donations, countless lives saved, for platelet donor](#), 5/25/18) 💧

STOPLIGHT®: Status of America’s Blood Centers’ Blood Supply

Total ABC Red Cell Inventory



Percent of Regional Inventory at 2 Days Supply or Less, May 31, 2018



Percent of Total ABC Blood Supply Contributed by Each Region
 East: 20%; Midwest: 25%; South: 24%; West: 31%

Daily updates are available at:
www.AmericasBlood.org

ABC Calendar of Events

ABC offers a variety of meetings, workshops and virtual opportunities for education and networking as well as participation in ABC business. The [calendar of events](#) includes annual and summer meetings, board meetings, workshops, and webinars, and details will be updated as confirmed. We look forward to your support and participation!



COMPANY NEWS

Grifols announced the launch of a new daratumumab neutralization test to prevent blood compatibility interference in pretransfusion patients. Daratumumab is an anti-CD38 monoclonal antibody used to treat multiple myeloma and interferes with routine pretransfusion compatibility testing. The Grifols assay neutralizes the presence of daratumumab in plasma using a soluble recombinant human CD38. “This milestone is a testament to Grifols expertise in recombinant antigen research and development,” said Grifols Diagnostic Division President Carsten Schroeder in a news [release](#). The test will be offered at Grifols Immunohematology Center in San Marcos, Texas.

(Grifols News [Release](#), 5/31/18)

HealthAware and Blood Centers of America, Inc. (BCA) have announced a partnership to make Kare-N® blood donor engagement and recruitment programs available to all BCA member blood centers. “Partnering with HealthAware and their adaptive chatbot program, Kare-N has provided a platform to engage and affect donor communications in ways not possible before. The ability to access real time data allows for immediate feedback to our blood centers and their operations,” said BCA President and CEO Bill in a news [release](#). “Undoubtedly, we are thrilled to have Kare-N being integrated with BCA members leading to improved show rates and donor engagement.” Kare-N allows blood centers to interact with and engage their donors through chatbot technology that automates, personalizes, and captures all donor communications providing key insights. “We are very excited with the opportunity to incorporate our adaptive chatbot technology and behavioral science to radically improve the donor experience in the blood bank industry, in partnership with BCA. As a healthcare innovator we are relentlessly focused on how to leverage behavioral evidence and technology to improve donor engagement and recruitment,” said HealthAware CEO and Founder Greg Gossett.

(HealthAware & BCA News [Release](#), 5/30/18) ♦

CALENDAR

***Note to subscribers:** Submissions for a free listing in this calendar (published in the last issue of each month) are welcome. Send information to Leslie Maundy by e-mail (lmaundy@americasblood.org) or by fax to (202) 899-2621. (For a more detailed announcement in the weekly “Meetings” section of the newsletter, please include program information.)*

2018

June 2-6. **35th International Congress of the ISBT, Toronto, Canada.** More details available [here](#).

June 22. **FDA Blood Products Advisory Committee Meeting, Silver Spring, MD.** More details available [here](#).

June 25-26. **FDA 2018 Center for Biologics Evaluation Research Science Symposium, Silver Spring, MD.** More details available [here](#).

July 18-19. **FDA Blood Products Advisory Committee Meeting, Silver Spring, MD.** More details available [here](#).

July 31-Aug. 2. **Summer Meeting & MD Workshop, Montreal, Québec.** Contact: ABC Meetings Dept. Phone: (202) 654-2917; e-mail: meetings@americasblood.org.

Sept. 5-7. **3rd European Conference on Donor Health and Management, Copenhagen, Denmark.** More details available [here](#).

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CALENDAR (continued from page 11)

Sept. 12. **8th Annual Symposium Red Cell Genotyping 2018: Patient Care, Bethesda, MD.** More details available [here](#).

Sept. 28. **36th Annual Immunohematology and Blood Transfusion Symposium, Bethesda, MD.** More details available [here](#). ♦

Learn ♦ Grow ♦ Lead

Shed Light on Your Future



This Month's Featured API Resources

- 1. Jerry Haarmann Leadership Program**
Six courses on leading teams

“This course gave me many ideas on how to work with the team in my department as well as working with other teams outside my department.”

- API pilot participant
- 2. Strategic Leadership Program**
Six courses on change management and communication challenges

Effective Leadership: How Do You Rate?

Check your leadership effectiveness by answering yes or no to the following questions:

- Do you know exactly what you want employees to understand, think, and do in response to your communications?
- Are trust and commitment part of your team's DNA?
- Do you know what motivates your employees?



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Professional Institute

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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 institutional 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, contact Leslie Maundy at the ABC office. Phone: (202) 654-2917; fax: (202) 899-2621; e-mail: lmaundy@americasblood.org.



POSITIONS

Director of Marketing and Recruitment. The Director of Marketing and Recruitment is responsible for developing and directing the blood center's strategic marketing and recruitment plan. Achieving annual collection goals. Responsible for management oversight of the department including budget, staffing administration, effectiveness assessment, and internal/external communication in alignment with Blood Bank of Hawaii's mission. Job Duties and Responsibilities: Strategic and Operational Planning - Develops strategic marketing and recruitment plan for donor recruitment, ensuring that the goals are congruent with the overall mission and vision of the organization. Oversees execution of the overall marketing and recruitment strategies, activities and services to the public in accordance with established policies, and plans. Leadership and Management: Provides leadership, motivation and accountability through key performance indicators. Effectively and collaboratively works with executive and senior management to improve the efficiency of operations, both within the department and on an organization-wide basis. Operational Efficiency and Effectiveness: Develops markets and business through effective implementation of strategies, programs and public outreach/education which measurably increase pint collections and donor base to attain established goals. Experience: Ten plus years of experience in sales and marketing strategic planning with demonstrated success of strategic plans. Five years supervisory experience managing multi-level staff. Other duties. Apply online at <http://bbh.org/about-bbh/careers.html>.

Director, Marketing and Public Relations. LifeStream (San Bernardino, CA) located 60 miles east of Los Angeles and 50 miles west of Palm Springs seeks qualified applicants for its Director, Marketing and Public Relations. This position is responsible for business strategies and organizational needs, and translates them into actionable marketing and public relations initiatives. Builds the long-term success of the Blood Bank "brand" through marketing and advertising. Determines and formulates overall marketing and public relations policies, objectives, and initiatives. Identifies opportunities and develops integrated marketing and public relations campaigns. Coordinates with outsourced creative services and advertising agencies in the production of advertising, promotions and public relations materials. Manages all the elements of the Blood Bank brand, advertising, media, publications, presentations, donor programs and events. Responsible for directing the tactical aspects of telephone recruitment, including the utilization strategy and selection process of new Tele-recruitment staff. Four-year bachelor's degree (BA/BS) in Marketing, Advertising, Business, Communications, Public Affairs, or a related field. Three to five years' work experience in marketing and/or public relations. Valid California Driver's license. This position reports to the Vice President/Operations. LifeStream is an Equal Opportunity Employer, M/F/D/V. LifeStream participates in the Federal government E-verify program to determine

employment eligibility. Apply online at <https://www.lstream.org/open-positions/>.

Lead Laboratory Technologists. SBBs wanted for Immunohematology Reference Labs (IRL) serving one of the largest population of sickle cell patients in the Southeast. LifeSouth's SBBs provide results of complex serologic investigations, compatibility testing and consultation services to hospitals. The LifeSouth IRLs have access to an extensive database of African American blood donors who have been previously typed by molecular methods. Positions are available in **Atlanta, GA and Gainesville, FL** for qualified individuals to join our dynamic interdisciplinary team. Specialty in Blood Banking (SBB) certification required. Bachelor's degree in clinical laboratory, chemical or biological science required. Clinical laboratory training program and five years of clinical laboratory experience at a licensed, certified or accredited facility required. Current certification [MT (ASCP), CLS (NCA), MT (AMT), MT (AAB) and/or NRCC] required. Relocation package negotiable. Follow this link to apply: <https://lifesouth.careerplug.com/jobs/750712/apps/new>.

Director, Information Services. LifeStream (San Bernardino, CA) located 60 miles east of Los Angeles and 50 miles west of Palm Springs seeks qualified applicants for its Director, Information Services position. This position is responsible for all Information Technology (Voice and Data) functions of the company. Primary responsibilities include Information Technology Administration duties, system security, cost control, systems hardware and software architecture, and support thereof. Supervision of Software Test Engineer, Programmer Analysts, Network/Telecommunications Administrator, and Help Desk Technicians. Ensures department provides excellent customer service. Ensures activities of the department are aligned with organizational goals. Four-year bachelor's degree (BA / BS) in Computer Science, Applied Math, or related Degree. Five or more years of a history of progressive experience and responsibilities culminating in advancement to a similar position. Five or more years' direct supervision/management of employees is required. Current California Driver's License. This position reports to the Vice President/Technical and Clinical Affairs. LifeStream is an Equal Opportunity Employer, M/F/D/V. LifeStream participates in the Federal government E-verify program to determine employment eligibility. Apply online at <https://www.lstream.org/open-positions/>.

Account Consultant I (Ada, Oklahoma, USA). Account Consultants must develop new partnerships with targeted decision makers in community organizations, educational and religious institutions and businesses to gain support in meeting the needs for volunteer blood donors. Responsibilities include organizing and promoting

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POSITIONS (continued from page 13)

blood donation events; assessing, developing and implementing strategic/tactical plans to achieve recruitment objective/goals. She/he is expected to develop a customer-focused culture that will result in successful community partnerships and donation awareness. Identify opportunities for growth within current group base, and facilitate a plan to achieve growth percentage for total unit collection within territory. Book recurring blood drives for the following year. Develop and maintain relationships with key accounts. Give presentations in order to promote blood collection. Identify and provide feedback on issues regarding customer needs/requirements, customer issues/concerns and satisfaction, competitor activities/strategies, etc. Interact effectively and professionally with team members and all internal/external contacts. Qualifications: Associate/bachelor's degree preferred, one to three years sales related experience, public speaking/presentation experience preferred, excellent communication skills, and valid driver's license with access to vehicle. Salary Range: Competitive salary, commission plan, and excellent benefits package including health, dental, vision, and life insurance, 401(k), paid time off, and holiday pay. How to Apply: <http://obi.org/careers/>. 💧