



ABC NEWSLETTER

CURRENT EVENTS AND TRENDS IN BLOOD SERVICES

Visit ABC's Web site at: www.americasblood.org

2018 #19

June 8, 2018

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ABC Enlists Congressional Support for World Blood Donor Day

Blood services around the globe are preparing to celebrate World Blood Donor Day (WBDD) on June 14 with activities spanning the entire week. The theme of this year's campaign, designated by the [World Health Organization](#), focuses on blood donation as an act of solidarity. WBDD also is an opportunity to thank blood donors who save lives every day through their blood donations and strongly encourage more individuals all over the world to donate blood regularly with the 2018 slogan, "Be there for someone else. Give blood. Share life."

ABC has taken the theme of solidarity to heart this year by securing congressional support for blood donation on the one-year anniversary of the tragic shooting in Washington, D.C. that took place during a congressional baseball practice nearly taking the life of U.S. House of Representatives Majority Whip Steve Scalise (R-La.). He required several blood transfusions and credited blood donors for saving his life.

Members of the Republican and Democrat baseball teams have united in bipartisan support for WBDD by joining forces to send a [letter](#) to all their fellow members of Congress encouraging them "to visit their local community blood center during the recess the week after June 14th to learn more about the continuous need for blood donation and to support their life-saving work."

Additionally, Reps. John Shimkus (R-Ill.), Erik Paulsen (R-Minn.), and Kevin Brady (R-Texas) will speak on the House floor recognizing World Blood Donor Day and the importance of blood donation on June 12th. We will make sure ABC members receive a video of their remarks.

ABC has received overwhelming support of this initiative with more than 70 congressional offices contacting ABC with interest in participating. Currently, ABC is connecting those offices with their local community blood centers and offering resources and tips to assist members with facilitating the visits. Members of ABC can reach out to their congressional members individually at any time using the [ABC Action Center](#).

Also, the Alliance of Blood Operators (ABO) is encouraging blood services around the world to participate in the "Missing Type" donor awareness campaign planned for next week. Participating organizations will have the letters "A", "B", and "O" disappear from social media posts, signage, publications, etc. and are encouraged to have their community partners and donors follow suit using #MissingType. The 2016 campaign took place in 19 countries with 70 percent of ABC members taking [part](#). More information about WBDD 2018 can be found on the [WHO](#) website. ♦



OUR SPACE

Kate Fry, Chief Executive Officer

It's an Exciting Time to be Part of ABC!

There is a buzz in Washington, D.C. right now, and it is not just because the Capitals won the Stanley Cup (#ALLCAPS!). With a renewed focus on advocacy, ABC is engaged in a flurry of activity on behalf of its member blood centers at all levels of the federal government and with other national stakeholders. Members of Congress and regulators are paying attention and recognizing the value of blood centers at the highest level of government.

ABC is especially excited about our work to promote World Blood Donor Day (WBDD) next week. This year, June 14th falls on the one-year anniversary of the shooting at the congressional baseball practice. As a tribute to the important role blood transfusion played in saving lives that day, members of Congress have joined together to exemplify this year's WBDD theme of "solidarity" and promote the importance of blood donation and the life-saving work of independent blood centers. Following a call-to-action to ABC members and an email from ABC to all congressional offices, more than 70 congressional offices have expressed interest in visiting their local blood center. We are connecting the offices to the centers in their area as quickly as possible, and sincerely thank all ABC members for their assistance in this vital effort. Of course, ABC's advocacy work spans all areas, including promoting blood donation as a national imperative, disaster preparedness and response, and regulatory reform. The "wins" are starting to stack up on all fronts. In the past few weeks alone, ABC has seen our work come to fruition in the following ways:

- A Senate health committee included recognition of blood banks and the importance of the blood supply as part of disaster planning in the reauthorization of the Pandemic and All-Hazards Preparedness and Advance Innovation Act after coalition work from ABC, AABB, and the American Red Cross;
- ABC helped lead an effort to have the U.S. Food and Drug Administration (FDA) clarify definition language related to Blood Establishment Computer Systems (BECS) and BECS Accessories in a Final Rule published in the May 18, 2018 Federal Register; and
- An amendment passed the House of Representatives as part of the National Defense Authorization Act to extend a voluntary program to pay for up to 50 percent of the costs associated with replacing blood irradiation devices, all the costs of removal and disposal, and implementation of new irradiation devices approved by FDA.

Advocacy is a team sport, and while momentum is building, victory is far from certain. As such, we encourage you to be part of our efforts and respond when called upon. To help keep ABC members engaged, ABC will launch a new electronic communication in the coming weeks specifically related to advocacy. One cannot help but become energized with all that is going on, thanks for being part of it!

[Kate Fry](#)

Chief Executive Officer 💧

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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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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.

ADRP Thank the Donor Webinar

[Register](#) for the upcoming June 14th [ADRP webinar](#): “Thank the Donor” scheduled to take place at 2 PM EDT, presented by Oklahoma Blood Institute (OBI). The webinar will introduce the donor and patient management tool used by OBI to allow transfusion recipients to thank their blood donor(s) anonymously. This tool helps motivate and inspire donors, while expressing the authentic gratitude of recipients. To become an ADRP subscriber, visit: www.adrp.org/subscribers.

WEBINAR SAVE THE DATE

ABC SMT Journal Club Webinar

August 7, 2018 at 3 PM EDT

Additional details coming soon!

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, the Business Forum, and ABC Members Meeting. 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

Trust is undermined when scientists make overblown promises about disease prevention. A comment in *Nature* maintains that developing effective surveillance for emerging epidemics may be smarter than investing in their prediction using pathogen discovery techniques like next generation nucleic acid synthesis. The new Ebola outbreak in the Democratic Republic of Congo is an example. During the 2014-16 West African epidemic there was more genome sequencing carried out than for any other, but no ability to predict the next one. Recent emergences of the viruses causing Severe Acute Respiratory Syndrome (SARS), Middle East Respiratory Syndrome coronavirus (MERS-CoV), and Zika have given rise to projects to fully characterize the worldwide virome to identify pathogens and predict which will cause human infection. The authors urge the scientific community to “focus funds and efforts on a much simpler and more cost-effective way to mitigate outbreaks — proactive, real-time surveillance of human populations.” The complexities of human, environmental and viral interactions are so vast, they maintain, that prediction is unlikely to be feasible within any reasonable time horizon, and even then, viral evolution may make practical prediction less effective. The anticipatory stockpiling of vaccines and therapeutics would cause costs to skyrocket. State-of-the-art surveillance of human populations is the authors prescription. Using available rapid pathogen discovery techniques will allow linking genomic, clinical, and epidemiological data as quickly as within days of recognition of an outbreak, followed by targeted control measures.

Citation: Holmes, E.C., Rambaut, A., Andersen, K.G. Pandemics: spend on surveillance, not prediction. *Nature*. 2018. doi: [10.1038/d41586-018-05373-w](https://doi.org/10.1038/d41586-018-05373-w).

Cost-effectiveness of stateside and Puerto Rican (PR) donor Zika screening described at 35th ISBT Congress in Toronto. Using assumptions from data during the recent epidemic, authors from Stanford, the American Red Cross, and Blood Systems Research Institute estimate that individual donation nucleic acid screening (ID-NAT) compared to no screening had a cost-effectiveness ratio of \$339,000 per quality-adjusted life-year (QALY) in Puerto Rico and \$341 million per QALY in the 50 states and District of Columbia. These estimates will be less favorable in times of lower Zika prevalence.

Citation: Russell, W., Stramer, S., Custer B. [Cost-effectiveness of screening the blood supply for Zika virus in Puerto Rico and the fifty U.S. states.](#) *Vox Sanguinis*. 2018.

An ISBT abstract suggests donor gender is not associated with clinical outcomes in transfused patients. Recent papers have alleged an association of adverse recipient outcomes in patients transfused with blood from female donors and with their parity. No such associations with gender were found in a 2003-12 cohort of 923,732 blood recipients using the Scandinavian Donations and Transfusions (SCANDAT) database. Neither the number of red-cell units from female donors (hazard ratio [HR], 1.00; 95 percent confidence interval [CI], 0.99–1.00), nor the number of red-cell units from previously pregnant donors (HR, 1.00; 95 percent CI, 1.00–1.01) were associated with recipient mortality. Several subset analyses (e.g. male recipients only) gave similar results. The authors conclude that “due to the completeness of the data and large sample size, these results should provide reassurance to the transfusion medicine community.”

Citation: Edgren, G. and Hjalgrim, H. [Effect of blood donor sex and parity on the outcome of transfused patients — the SCANDAT experience.](#) *Vox Sanguinis*. 2018.

Should extracorporeal life support (ECLS) be used in trauma patients? The applicability of ECLS techniques like extracorporeal membrane oxygenation to seriously injured patients has been controversial on medical and risk- and cost-benefit grounds. The transfusion management of these patients can be extremely complex. A retrospective review of ECLS use in a trauma registry spanning 1989-2016 identified 279 trauma patients receiving such measures with increasing use in recent years. Overall survivals were 70

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RESEARCH IN BRIEF (continued from page 4)

percent from ECLS and 61 percent to hospital discharge. According to the authors, “with growing experience and improved safety profile, trauma should not be considered a contraindication for ECLS.”

Citation: Swol, J., Brodie, D., Napolitano, L. *et al.* Indications and outcomes of extracorporeal life support in trauma patients. *J Trauma and Acute Care Surgery*. 2018. doi: [10.1097/TA.0000000000001895](https://doi.org/10.1097/TA.0000000000001895).

Synthetic platelets work in a mouse model of uncontrolled bleeding from experimental liver injury. Investigators at the University of Pittsburgh and Case Western Reserve University describe murine hemorrhage using “a synthetic platelet nanotechnology...that incorporates the proadhesive and proaggregatory properties of native platelets by virtue of decorating a combination of platelet function-mimicking peptides...on a biocompatible lipid vesicle platform.” Pretreatment with the product, compared to controls, reduced blood loss, as did treatment after injury.

Citation: Dyer, M.R., Hickman, D., Luc, N. *et al.* Intravenous administration of synthetic platelets (SynthoPlate) in a mouse liver injury model of uncontrolled hemorrhage improves hemostasis. *J Trauma and Acute Care Surgery*. 2018. doi: [10.1097/TA.0000000000001893](https://doi.org/10.1097/TA.0000000000001893).

Current risk factors for and clinical outcomes after transfusion-associated circulatory overload (TACO). Case control data from four hospitals in the Recipient Epidemiology and Donor Evaluation Study-III (REDS-III) group characterize TACO in 20,845 recipients of 128,263 blood components from May 2015 until July 2016. The TACO incidence was 1 percent. Cardiovascular disease, acute kidney injury, emergency surgery, pretransfusion receipt of diuretics, and plasma transfusion were identified as risk factors in multivariate analysis. Even after adjustment for potentially confounding variables, TACO cases were more likely to require ventilator support and to die than controls—ventilation 71 percent vs. 49 percent ($p<.001$) and death 21 percent vs. 11 percent ($p=.02$) respectively).

Citation: Roubinian, N.H., Hendrickson, J.E., Triulzi, D.J. *et al.* Contemporary Risk Factors and Outcomes of Transfusion-Associated Circulatory Overload. *Critical Care Med.* 2018. doi: [10.1097/CCM.0000000000002948](https://doi.org/10.1097/CCM.0000000000002948) ♦

RECENT REVIEWS

Gastrointestinal bleeding (GIB) from antiplatelet agents. Millions of patients now receive antiplatelet drugs, mainly for prevention of atherosclerotic cardiac and cerebrovascular events. A Mayo Clinic physician has published a review on the topic, which has vexed both clinicians and transfusion medicine physicians for years due to a lack of high quality data regarding risk, clinical management, and especially the optimal use of blood products during the treatment and control of bleeding occurring on the background of patient use of platelet function inhibitors. Their paper discusses “new paradigms” that incorporate strategic use of proton pump therapy and identification and eradication of *Helicobacter pylori*. They highlight data on new risks associated with using platelets to reverse the effects of these agents. It also emphasizes the value of prompt resumption of aspirin and other antiplatelet therapy after endoscopic therapy.

Citation: Abraham, N.S. New clinical paradigms for treating and preventing antiplatelet gastrointestinal bleeding. *Current Opinion in Gastroenterology*. 2017. doi: [10.1097/MOG.0000000000000394](https://doi.org/10.1097/MOG.0000000000000394). ♦

BRIEFLY NOTED

Fresenius Kabi is seeking nominations for its blood Donation Hall of Fame. It honors individuals that demonstrate a special commitment to blood donation within their communities by donating blood and

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BRIEFLY NOTED (continued from page 5)

encouraging others to give. Blood centers are encouraged to [nominate](#) their donors by June 22nd. Twelve individuals are inducted annually with a ceremony at their local blood center and recognition on the Fresenius Kabi website. Additional information and prior inductees are also located at the [Fresenius Kabi Donation Hall of Fame](#).

(Source: ADRP *The Drop*, 6/5/18)



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

2018 SUMMER MEETING SCHEDULE

Monday, July 30	ABC Board Meeting	<p>Hotel Information Hotel Omni Mont-Royal Hotel room rate: \$234 (CAD) + tax</p> <p>For registration information, visit http://bit.ly/abc_summer_meeting.</p> <p>For sponsorship opportunities, please contact Leslie Maundy at lmaundy@americasblood.org</p>
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."



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



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The National Institutes of Health (NIH) released its initial “[Strategic Plan for Data Science](#)” this week. It features “a roadmap for modernizing the NIH-funded biomedical data science ecosystem.” The agency will hire a Chief Data Strategist to lead and oversee implementation of NIH’s data strategies. The plan looks to leverage the use of data to improve health outcomes and will address the escalating costs of data management, the interconnectivity and interoperability of biomedical data sets funded by NIH, the development of new and integration of existing data management tools, and universalizing tools that meet the ease of use and operational efficiency standards. It includes strategies with a focus on the increasing growth of genomic data available. More information is available on the NIH [website](#).

(Source: NIH [Announcement](#), 6/4/18)


The Department of Health and Human Services announced the creation of the Division of Research, Innovation and Ventures. The division will fall under the Biomedical Advanced Research and Development Authority (BARDA) and be tasked with funding innovation through grants and investments with an

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BRIEFLY NOTED (continued from page 6)

initial focus on sepsis according to a [report](#) in *Fierce Healthcare*. “It’s now time to address those systemic problems, the ones common to most illnesses and injuries,” said Rick Bright, Ph.D., director of BARDA and deputy assistant secretary for preparedness and response in an agency [statement](#). “Those need to be resolved to save even more lives.”

(*Fierce Healthcare*, [HHS launches new initiative to address health concerns as national security threats](#), 6/5/18) 

WORD IN WASHINGTON

The 2019 National Defense Authorization Act (NDAA) has passed committee and awaits a full Senate vote. The NDAA report contains a provision that allows for expedited development and approval of medical products for use on the battlefield. It states: “[t]he committee is aware that a top priority for the Department of Defense’s Combat Casualty Care Research Program is to optimize survival and recovery from combat-related injuries by advancing and improving damage control resuscitation of traumatic hemorrhage, forward surgical and intensive critical care, casualty transport, and care for traumatic brain injury and other neurological trauma. Pathogen inactivation of blood products can facilitate the collection of blood in austere operating areas because it can eliminate the need for laboratory testing in such settings while still ensuring blood safety. To accomplish goals of optimizing survival and recovery, the Department needs to develop and transition to pathogen-inactivated blood products, including whole blood, platelets, plasma, and red blood cells that are ultimately authorized or approved for use under the Federal Food, Drug, and Cosmetic Act or the Public Health Service Act in treating U.S. military forces. The committee encourages the Defense Health Agency to use Congressionally Directed Peer-Reviewed Medical Research Program funding to expedite the development and approval of medical products for use on the battlefield.”



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Earlier this year, the Department of Defense’s Office of Health Affairs and the U.S. Food and Drug Administration (FDA) announced in a [news release](#) the “launch of a joint program to prioritize the efficient development of safe and effective medical products intended to save the lives of American military personnel.” To help expedite the review process, FDA’s Center for Biologics Evaluation and Research and DoD’s Office of Health Affairs will meet regularly. The FDA also issued a [guidance](#) that included provisions for vouchers that expedite the approval process of products that are “intended to diagnose, prevent, or treat diseases or conditions associated with chemical, biological, radiological, and nuclear threats and emerging infectious diseases.”

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WORD IN WASHINGTON (continued from page 7)

The House Energy and Commerce Subcommittee on Health held a hearing regarding reauthorization of the Pandemic and All-Hazards Preparedness Act (PAHPA) this week. The bill would reauthorize PAHPA through 2023. “As everyone here knows, this is not a question of ‘if’ we will face a threat, it is more of a question of ‘when’ we will face the threat – the threat of chemical, biological, radiological, or nuclear incidents continues to grow. Every day, our adversaries are looking for more effective and faster ways to produce a threat,” said Rep. Susan Brooks (R-Ind.) during the hearing. ABC, AABB, and the American Red Cross (ARC) previously submitted [joint comments](#) to the Senate that recommended recognizing the role that blood centers play in emergency preparedness and response in addition to financial costs incurred to ensure availability of a safe and robust blood supply when needed. ♦

MEMBER NEWS

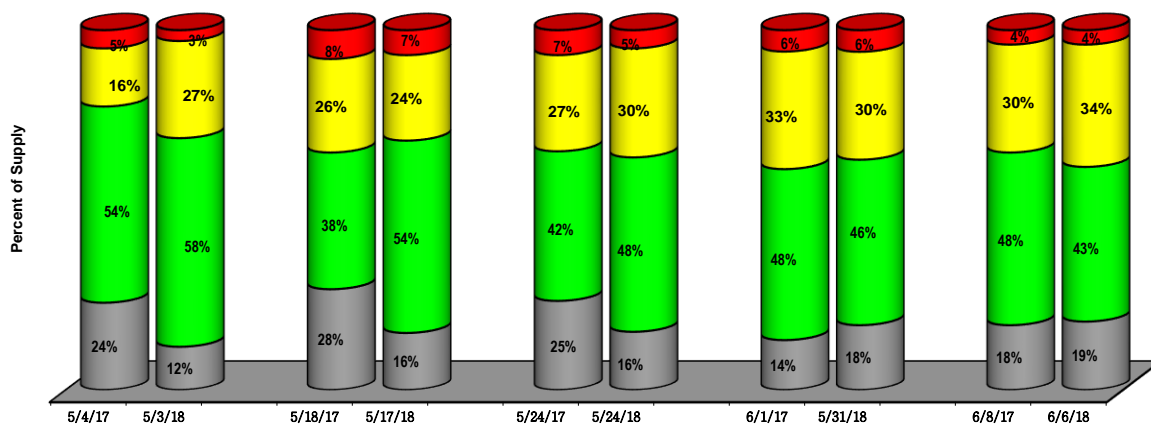
Carter BloodCare has been named a finalist for the *D CEO’s* 2018 Organization of the Year Award as part of their Nonprofit and Corporate Citizenship Awards program. It honors organizations and individuals “in the nonprofit world that continue to make a positive impact on the community” in the Dallas Fort Worth area. Carter BloodCare is one of 64 finalists from more than 340 nominations. Winners will be announced in August.

(Source: *D CEO*, [Finalists announced: D CEO’s 2018 Nonprofit and Corporate Citizenship Awards](#), 6/6/18)

San Diego Blood Bank recently honored Jim Walker for donating blood for 50 years. Mr. Walker began donating in 1968 when his wife was expecting their first child as part of the “stork club” for fathers to-be to donate for their children. He has since become a regular platelet donor that donates every two weeks. “It’s a pleasure being able to do it. It’s so simple,” said Mr. Walker according to [ABC 10 News](#). He also volunteers at the blood center weekly in the canteen and has become a fixture at San Diego Blood Bank, “It’s almost a family,” added Mr. Walker. ♦

(Source: ABC 10 News, [San Diego man celebrates 50 years of donations to San Diego Blood Bank](#), 6/5/18)

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



The order of the bars is (from top to bottom), red, yellow, green, and no response
 ■ No Response ■ Green: 3 or More Days ■ Yellow: 2 Days ■ Red: 1 Day or Less

Daily updates are available at:
www.AmericasBlood.org



PEOPLE



Penelope Meyers retired as Technical Director in the Division of Clinical Laboratory Improvement and Quality (CLIA) within the Center for Medicare and Medicaid Services (CMS) on May 31st. She worked at CMS for 15 years, in several roles that included policy development, interpretation of regulations, accreditation organization evaluation and approval, and surveyor training. Ms. Meyers also served as project manager for individualized quality control plan (IQCP) development and implementation and was the CMS liaison to the AABB Standards Committee. Prior to joining CMS, she worked for the American Red Cross at their national headquarters and was the blood bank supervisor at a community hospital. Ms. Meyers is an ASCP registered medical technologist and a specialist in blood banking. She graduated with bachelor's degrees in medical technology from Loyola College and Computer and Information Science from the University of Maryland, and a M.A. in management from the College of Notre Dame. "Whether it was in an ABC Workshop or webinar or answering inquiries about CLIA regulations, Penny was always willing to share her expertise with ABC members," said Toni Mattoch, MA, MT(ASCP)SH, SBB. "Thank you very much Penny for the many years of assistance to ABC members! We wish you the very best in retirement!"

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](#).

Sept. 11. **37th Annual Immunohematology and Blood Transfusion Symposium, Bethesda, MD.** More details available [here](#).

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

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!

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>. 💧