



ABC NEWSLETTER

CURRENT EVENTS AND TRENDS IN BLOOD SERVICES

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2018 #27

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SMT & Business Forums Highlight 56th Summer Meeting

The Scientific, Medical, and Technical (SMT) Forum at the 56th ABC Summer Meeting in Montreal, Quebec began with Gregory Denomme, PhD of Versiti (BloodCenter of Wisconsin) presenting interim data from the ABO titer harmonization study. It seeks to evaluate anti-A and B blood group titers by standardizing their performance using gel column agglutination and a reproducibility exercise across all titer methods with characterized samples categorized as low, moderate, and high titer. This is a subject of much interest as “low titer” whole blood is increasingly used in resuscitating trauma patients.

David Oh, MD, chief medical officer at Hoxworth Blood Center, explored the dynamics of supply and demand strategies for low titer group O whole blood. He explained its advantages from simplicity of administering to the immediacy of support it provides with increased potency. Dr. Oh reinforced the concerns with ABO titer standardization and the challenges it presents for inventory management and the potential for unnecessary requests.

Insights on Clinical Laboratory Improvement Amendments (CLIA) regulations were provided by AABB’s Anne Chenoweth, MBA. She described the purpose and intent behind CLIA regulations. Ms. Chenoweth help the audience gain better understanding of competency requirements for testing personnel and laboratory directors including tips for successful integration of CLIA requirements into the workload of facilities. Additionally, she explained the role of AABB in the application of the CLIA regulations.

The SMT Forum concluded with a presentation on hot topics by ABC Chief Medical Officer Louis Katz, MD. His presentation included updates on U.S. Food and Drug Administration’s (FDA) regulatory agenda, an update on iron depletion of blood donors, discussions from the Blood Products Advisory Committee (BPAC) on bacterial contamination of platelets, and the significance of FDA’s babesia guidance. Dr. Katz also provided a primer of the upcoming meeting of the Department of Health and Human Services Advisory Committee Meeting on Blood and Tissue Safety and Availability (ACBTSA).

The Business Forum explored the everchanging landscape of healthcare, the impact on community blood centers, and the role of advocacy in making sure stakeholders account for the implications of policy changes for the blood community. Anu Singh, managing director of Kaufman Hall & Associates, LLC, provided an overview of

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SMT & BUSINESS FORUMS (continued from page 1)

trends that signal rapid, fundamental changes in healthcare that included: the payer market, care delivery, consumerism, competition, consolidation and scale. He explained the potential issues with treating consolidation and acquisition as strategy rather than consequence, and tips to survive disruption within the health care industry.

Polsinelli Public Policy Group's Tim Casey presented new developments in health policy and the opportunities and challenges that result from these developments. Mr. Casey provided a brief overview of the regulator entities that govern policy in the healthcare industry and gave strategies and tactics that can be used to advocate successfully with regulators and legislators. He forecasted the trends that will continue to impact policy, including payers continuing to seek ways to cut costs, an emphasis on value-based care, a shift to outpatient and virtual care utilization, and transparency in both quality and costs driven by consumers. The Business Forum closed with a panel discussion on how to win in Washington, D.C. that featured advocacy-related success stories and the path to legislative and regulatory victories. ABC CEO, Kate Fry, MBA, joined Tim Casey, Express Scripts' Heather Cutler, and MaryAnne Sapio, of the American Association of Nurse Practitioners as part of the panel that examined the changing legislative and political environment and the importance of building relationships with congressional members. The panel also advised attendees to build coalitions and mobilize advocates to raise awareness of their causes and help build strong, sustainable advocacy programs. Attendees were later treated to a reception hosted by Héma-Québec at La Perché located on the rooftop of the Hotel William Gray complete with picturesque views of Old Montreal and an opportunity to network with their peers at the end of the day. 💧



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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.

America's Blood Centers

Chief Executive Officer: Kate Fry

Chief Medical Officer: Louis Katz

Editor: Mack Benton

Subscriptions Manager: Leslie Maundy

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Send subscription queries to

lmaundy@americasblood.org

America's Blood Centers

1717 K St. NW, Suite 900, Washington, DC 20006

Phone: (202) 393-5725

Send news tips to newsletter@americasblood.org.



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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.

IN MEMORIAM - Celso Bianco, MD



Former America's Blood Centers (ABC) Executive Vice President Celso Bianco, MD passed away on Thursday, August 16th. Dr. Bianco was a dear friend, colleague, and mentor to many. ABC will provide additional details regarding arrangements and memorials as they become available and will publish a tribute to Dr. Bianco next week. Please join us and all of Dr. Bianco's friends in sending your thoughts to his family.

Summer Meeting Presentations Available

ABC members can access [presentations](#) from the 2018 Summer Meeting. The presentations have been posted to the [ABC Member Website](#). Members can download slides from the Medical Directors Workshop, Scientific, Medical, and Technical Forum, Business Forum, and ABC Members meeting. Please contact [Member Services](#) with any questions.

(Source: [MCN 18-033](#))

ABC Issues Talking Points on Iron Depletion of Donors and Mitigation Strategies for Member Blood Centers

ABC has provided its members with tools to assist with any inquiries regarding iron depletion of donors and mitigation strategies. [MCN 18-032](#): Donor Iron Update was distributed last week and includes links to both [talking points](#) and a [position statement](#). Members of ABC can access these documents through the [ABC Member Website](#).

(Source: [MCN 18-032](#)) 💧

Upcoming ABC Webinars – Don't Miss Out!

- **Quality Integration Part I** – September 18th at 3 p.m. EDT. Additional details forthcoming!
- **Quality Integration Part II** – November 29th at 3 pm. EST. Additional details forthcoming!



BRIEFLY NOTED

The *New York Times* published an article this week on the promise of gene therapy for those suffering from hemophilia. Advances in gene therapy are providing new hope for these individuals and a reprieve from the need for infusion of clotting factor concentrates. In two ongoing clinical trials, patients have received a one-time gene therapy treatment that has demonstrated some promise, “[p]atients in Biomarin’s hemophilia A trial got, on average, normal or above normal levels of factor VIII in their blood, but in the second year, those levels dropped to a median of 46 percent. It’s not clear why. Patients in Spark’s hemophilia B trial only reached on average 35 percent of normal blood levels of factor IX. But those levels have remained steady for the two years they have been followed.” These levels are sufficient for normal blood coagulation.” Such experimental treatments provide cautious optimism that a cure may be achievable in the future. The U.S. Food and Drug Administration Center for Biologics Evaluation and Research issued a [draft guidance](#) earlier this summer for therapies that treat hemophilia.

(Source: *New York Times*, “[They thought hemophilia was a ‘lifelong thing.’ they may be wrong](#),” 8/13/18)



REGULATORY NEWS

The U.S. Food and Drug Administration (FDA) has approved Grifols Procleix Panther system for Zika virus screening. The Procleix Panther platform was previously being used under an investigational new drug (IND) application for blood donor Zika screening. “This approval marks yet another milestone for Grifols Diagnostic Division, and continues to strengthen our leadership position in NAT blood screening safety,” said Carsten Schroeder, President of Grifols Diagnostic Commercial Operations in a news [release](#). “With more assays currently under development, our teams will relentlessly continue to address any threat to the blood supply, and support our mission to improve patients’ well-being and blood safety worldwide.”

(Source: Grifols News [Release](#), 8/14/18)

The Department of Health and Human Services published a meeting notice this week in the [Federal Register](#) for the next meeting of the Advisory Committee on Blood and Tissue Safety and Availability (ACBTSA). As previously [reported](#), the meeting will take place on September 13th from 8 a.m. – 5 p.m. at the Crystal City Marriott at Reagan National Airport located at 1999 Jefferson Davis Highway in Arlington, VA 22202. The Committee will discuss “defining a tolerable risk for infectious diseases from a patient’s perspective” and will consider the history of combating infectious disease risks to the blood supply along with “ongoing” mitigation efforts and “emerging considerations.” The opportunity for public comments will be available at the meeting and limited to five minutes per speaker. Interested individuals must submit their name, email, and comment summary by the close of business on September 7th. For additional information, contact ACBTSA@hhs.gov. A webcast of this meeting will be available.

(Source: *Federal Register* Meeting [Notice](#), 8/16/18) ◆

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.



PEOPLE



Terumo BCT [announced](#) that **David Perez** is retiring as President and CEO of Terumo BCT effective March 31st, 2019. “It has been an honor and a privilege to lead Terumo BCT and to serve on Terumo’s Board of Directors,” said Mr. Perez according to a Terumo news [release](#). “I have a deep emotional connection to the company, to our associates and customers, and to the patients we ultimately serve. When I retire, I will have been leading the company for almost 20 years and I am truly thankful for the incredible experiences that have shaped my life and will forever be part of who I am. He began his career with the company in 1999 when it was known as COBE BCT. Mr. Perez has lead the organization through ownership changes to Gambro BCT, CaridianBCT, and most recently in 2011 when it became a part of Terumo Corporation. “David is an established leader in the global blood management and transfusion medicine industry and will leave behind an enduring legacy of leadership, impact and influence,” said President and CEO of Terumo Corporation Shinjiro Sato in a news release. “Under his leadership, the company grew revenue almost six fold, nearing \$1 billion, and introduced multiple innovative products that have fundamentally changed and improved blood transfusion and cellular therapies. I would like to thank David for his contributions over many years and wish him every success in the future.”

(Source: Terumo News [Release](#), 8/16/18)

Antoinette Gawin has been [appointed](#) as the next President and CEO of Terumo BCT. She will become President on October 1st, 2018 and CEO on April 1st, 2019. “I joined the Terumo BCT community to help shape healthcare,” said Ms. Gawin in a Terumo news [release](#). “The solutions and clinical expertise we bring to the frontiers of medicine truly can unlock the potential of blood and cells to advance therapies. I am honored to be selected as David’s successor. I’m looking forward to working with David and other leaders over the coming months to ensure a smooth handover and continue to develop plans for 2019 and beyond.” Ms. Gawin began working at Terumo BCT in 2016 and currently serves as the executive vice president of global commercial. She is a healthcare executive with more than 20 years of leadership experience including stints at Baxter and multiple General Electric (GE) subsidiaries with roles as chief marketing officer, CEO, and general manager.



“I am very pleased to announce Antoinette’s appointment after a very comprehensive selection process,” said President and CEO of Terumo Corporation Shinjiro Sato in the news release. “David and I share the belief that Antoinette is the right person to lead Terumo BCT into the future. She is an outstanding leader with highly valuable experience and a strong track record of delivering growth and driving performance in healthcare.”

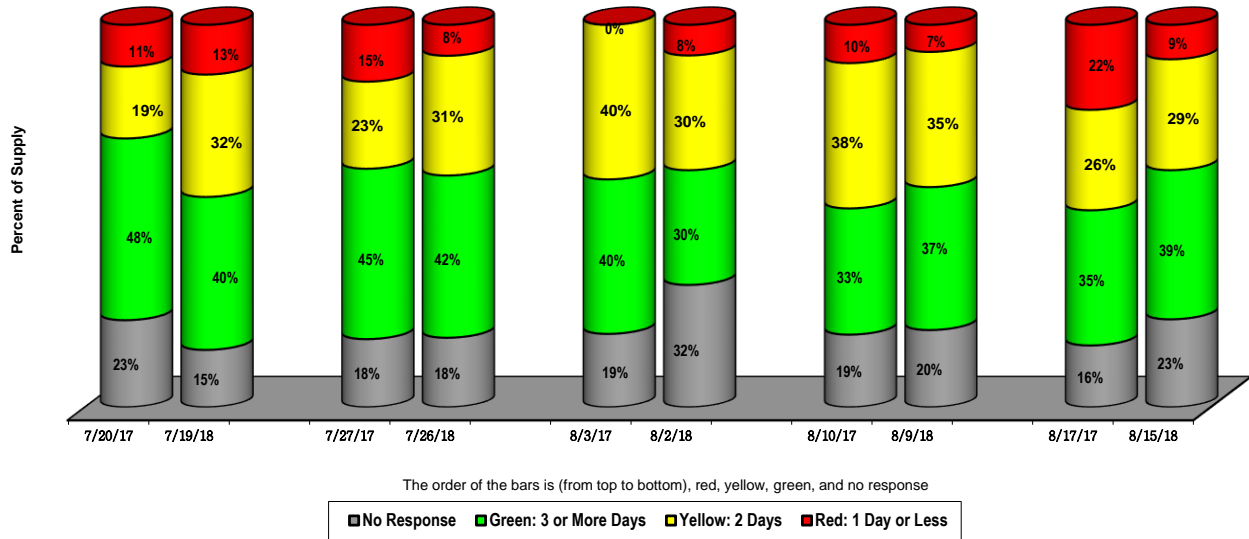
(Source: Terumo News [Release](#), 8/16/18) 💧

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!



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



Daily updates are available at:

www.AmericasBlood.org

MEMBER NEWS



Ribbon cutting at the grand opening of The Blood Connection Raleigh Donor Center

The Blood Connection recently celebrated the grand opening of their Raleigh, N.C. donor center. Joined by community leaders, board members, hospital partners, drive sponsors, and blood donors, The Blood Connection held a historic ribbon cutting and open house for the community that featured food from local restaurants, special giveaways, and live TV coverage. “We’re excited to be able to offer Raleigh residents a convenient new option for donating blood,” said The Blood Connection President and CEO Delisa English. “Until now, many blood donors have only been able to donate on our blood mobiles.” This fixed donation site represents a new milestone for the organiza-

tion’s expansion into Central and Eastern North Carolina. Local business and owner and vice chair of The Blood Connection Board of Directors, Karen Sheriff was the first blood donor at the new center.

(Source: The Blood Connection Announcement, 8/10/18)

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MEMBER NEWS (continued from page 6)

The **Coastal Blood Foundation**, created through the 2015 merger of **The Blood Alliance** and **OneBlood**, awarded a \$75,000 grant to the National Blood Foundation for its early career Scientific Research Grants Program. “We are proud to help fund important projects like this in our community,” said Jim Sebesta, chairman of the board of Coastal Blood Foundation in a news [release](#). Jeanne Hendrickson, chair of the National Blood Foundation Scientific Grants Review Committee added “[t]he work National Blood Foundation is doing is important in directly improving the health of our region’s residents, ensuring a safe blood supply, and helping in the fight against blood disorders. We are incredibly grateful for the generosity of the Coastal Blood Foundation. Support from organizations like theirs is instrumental to the success of the [National Blood Foundation] Grants Program. The future of blood safety and transfusion medicine research lies in the hands of the next generation of researchers.”

(AABB/National Blood Foundation News [Release](#), 7/23/18) 💧

LETTER TO THE EDITOR: An open letter to the U.S. health care community: steps to ensure a strong national blood supply

Letters to the editor reflect the opinions of the writer and are not position statements of ABC. Members are reminded to consult their legal counsel regarding antitrust considerations before engaging in discussions with other centers or third parties about the pricing of goods or services.

Industry professionals and transfusion medicine experts have warned of the perils that befall a weakened blood system. Via a growing list of publications, these thought leaders have expressed concern that the vitality of the US blood supply is severely threatened. Unfortunately, their efforts have merely served to sound the alarm, but failed to ignite action or reform. With nearly fifteen percent of all hospitalizations involving one or more blood products, patient care is fundamentally compromised when blood is not readily available and the safest, most effective blood products cannot be accessed due to cost.

The American Red Cross has seen red cell distributions drop nearly one-third over the past decade and this decline is expected to continue. Some estimates are that the industry will decrease by 40% overall. Furthermore, there is an increased demand for universal types that offer hospitals greater flexibility when stocking fewer products, but only serves to amplify the challenges blood centers confront when collecting blood from an already limited and diminishing donor pool.

Transfusing less blood is appropriate for improved patient care. Red Cross fully supports responsible transfusion practices and has worked to educate hospitals on the need for less blood. In fact, Red Cross helps drive down blood usage by assisting hospitals enact patient blood management strategies and programs designed to transfuse effectively.

With fewer transfusions, blood providers have responded accordingly by reducing infrastructure and recruitment and collection activities to better contain expenses. Through less volume and controlled expenditures, the industry has shed an estimated \$1.3B in expenses since 2009. Red Cross itself has eliminated more than \$500M by restricting excess capacity and implementing other cost containment initiatives.

Now blood centers, including the Red Cross, face the pressure of balancing overall collections capability while maintaining sufficient blood product inventories to meet critical need. The capacity to quickly mobilize collections is limited and hospitals and blood centers are unable to maintain adequate blood reserves to respond to surge demand. Acute blood shortages such as those experienced nationwide this summer are

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MEMBER NEWS (continued from page 7)

increasingly more common and will continue if action is not taken.

Compounding this burden is the regulatory landscape for donor eligibility, component testing and recipient safety that grows progressively more rigorous. Blood providers struggle to keep pace. While these important safety measures are needed for both donors and patients alike, they have markedly increased the complexity of operations with insufficient remuneration for the expense and labor burden incurred by blood collectors. Today, blood centers are challenged to maintain a viable donor base, particularly rare-type donors in light of the escalating cost of recruitment and the mounting requirements pertaining to hemoglobin levels, TRALI risk and travel deferrals, as well as for HLA, ferritin and Zika virus testing.

Despite the credible efforts by blood centers to control costs, these have not sufficed. Most blood products distributed in the US are supplied at a cost lower than that to produce them. The disparity between escalating costs and diminishing prices is highlighted when comparing Medical Consumer Price Index (MCPI) to average sales price. Between 2010 and 2017, the Red Cross average red cell price decreased by 11% whereas MCPI increased by 26% (as reported by the Bureau of Labor Statistics).

Simply stated, gaps in meeting hospital and patient needs are not acceptable and blood providers operating at a loss is not sustainable. The American Red Cross, like all blood collectors in the US, is a nonprofit organization and operates on a cost recovery basis to preserve a blood supply adequate to meet patient needs. To deliver the service expectations of our customers and ensure the long term financial stability of our industry, increased cost recovery is essential.

Improved cost recovery for blood centers can be achieved through two primary channels: innovation and pricing. First, by modernizing operations, upgrading platforms and developing creative partnerships with hospitals and industry associates, blood centers can improve their financial position. Red Cross has dedicated resources within our Innovations Office to drive productivity and efficiency through transformation, modernization and new technologies.

The second source of cost recovery for blood centers is raising prices for products and services. As such, the American Red Cross will be increasing prices to its hospital clients, several of which have already received notification of these changes. Moving forward, pricing offered by the Red Cross will be commensurate with the value of these vital products and services and reflect the true cost to collect, produce, test and distribute blood in today's environment. As we have done in the past, Red Cross will continue to advocate for increased reimbursement for in-patient and outpatient services from Centers for Medicare & Medicaid Services (CMS) to hospitals for the products and services we jointly provide.

Red Cross is committed to the wellbeing of the blood supply and determined to secure its future. We continue to devote the necessary resources to strengthen our infrastructure as we invest in innovative donor recruitment programs and new, safer blood products to enhance blood inventories and restore the resilience of the blood system.

Without these immediate changes an adequate and safe blood supply cannot be guaranteed. The American Red Cross stands ready to collaborate with our hospital and other industry partners to rebuild the stable supply of blood products and services essential to patients and hospitals. Ensuring the sustainability of the nation's blood resources is the highest priority of the Red Cross and the industry.

Submitted by Chris Hrouda, President, Biomedical Services at the American Red Cross ♦



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

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](#).

Sept. 13. **Advisory Committee Meeting on Blood and Tissue Safety and Availability. Arlington, VA.** More details available [here](#).

Sept. 24-26. **The MedTech Conference, Philadelphia, PA.** More details available [here](#).

Oct 15-16. **510(k) Submissions Workshop, Washington, D.C.** More details 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 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 Project Management. Central California Blood Center is seeking a Director of Project Management. Reporting to the CFO, this position is responsible to ensure the processes and organization IT infrastructure are designed and operating at maximum efficiency/effectiveness. Continuously evaluate for potential of increasing efficiency/effectiveness in collaboration with the appropriate coworkers, develop and manage new projects as assigned as well as identify new projects for improvement. As appropriate coordinate and collaborate with Subject Matter Experts (SME's) to complete RFP's if outside vendors are part of the process improvement or change process. Organize/lead teams with guidance from project champion to accomplish strategic inter/intra departmental goals. Develop goals/timelines according to the priority of implementation of new or existing project/processes. Qualified candidate will have a BA or BS degree with minimum five years previous project management/coordination or management experience. Requires good working knowledge of IT Systems along with leadership/mentoring skills and excellent communication and collaboration skills. Blood Bank or medical experience preferred, Lean/Six Sigma training a plus.

EOE/M/F/VET/Disability/Gender Expression. Apply at <https://www.donateblood.org/career-opportunities/>

Laboratory Supervisor – Processing and QC. Stanford Blood Center, a subsidiary of Stanford Health Care, is seeking a Laboratory Supervisor, to lead and administer laboratory processing functions. Core Duties: Direct and supervise the processing CLS and QC LST II staff. Lead the planning and operations for functions or programs. Schedule staff and workflow to ensure coverage for testing needs throughout the lab. Review quality control data and proficiency testing and take corrective action as needed. Serve as technical resource for instruments in the department. Oversee completion of equipment maintenance, instrumentation calibration, QC, documentation and ensure adequate supply of supplies and equipment. Perform manual and automated testing on donor and clinical samples. Evaluate programs, policies and procedures. Qualifications: Bachelor's degree in medical technology or life science and five years of relevant experience in a clinical lab or blood center required. Current California Clinical Laboratory Scientist License

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POSITIONS (continued from page 9)

required. Prior supervisory experience desired. Ideal candidates will also possess: demonstrated ability to establish priorities, manage shifting priorities, and handle numerous

time-sensitive projects with multiple deadlines; ability to accomplish goals working through formal and informal channels, with diplomacy and tactfulness. For a complete job description, and to apply visit: www.stanfordhealthcarecareers.com/ and reference #47128.

Chief Executive Officer. Coastal Bend Blood Center, Corpus Christi, Texas is in search of a strong individual to replace retiring Chief Executive Officer (CEO). The CEO is responsible for management and leadership to ensure that the mission and core values of the Blood Center are put into practice. Responsible for operations including compliance with all accreditation standards, federal regulations and applicable laws, and aspects of the Blood Center including fiscal, technical, administrative, recruiting and collection activities. The CEO is accountable for all functions of the Corporation and the execution of all programs and undertakings of the organization. The CEO shall have the authority to employ, dismiss, establish salaries and direct the activities of the agents and employees of the Corporation. The CEO oversees the quality management system, and enforces compliance of all quality standards, and is responsible for all matters of compliance set forth in the Code of Federal Regulations, Dept. of Health & Human Services with authority to represent the Blood Center in all pertinent matters with the Center for Biologics & Research (CBER). Strong leadership, organizational and communication skills. Minimum 10 years of experience in the blood banking field with at least five years in Management. Bachelor's degree or higher required. Submit resume to hr@coastalbendblood-center.org.

Controller. LifeShare Blood Center is seeking a Controller. The Controller plans, organizes, and directs the Financial Services Department functions for LifeShare Blood Center, Blood Center Properties, and LifeShare Blood Center Foundation. They are responsible for keeping abreast of trends and developments in Generally Accepted Accounting Principles (GAAP), advising the CFO of pertinent issues, and developing any necessary changes to the financial statements. The Controller manages the cash flow, receipts and deposits; supervises and reviews the preparation of monthly financial statements and quarterly board reports; monitors the General Ledger and updates the Sage 100 system as needed. Provides direction to Financial Analyst, Financial Services Manager, and Payroll Administrator, as necessary, to accomplish departmental goals and objectives. Requirements include college degree with emphasis in Accounting or related field, a Louisiana CPA license, and excellent written and verbal communication skills. Must have a thorough

knowledge and understanding of Generally Accepted Accounting Principles, and must be highly organized and demonstrate initiative in fulfilling established duties and responsibilities. Must have the ability to deal with the public and employees in a tactful, professional manner, maintaining a high level of confidentiality when appropriate. Review complete job description and submit applications at www.lifeshare.org/careers.

President/Chief Executive Officer. Houchin Community Blood Bank is currently seeking a President/CEO to lead our successful, local, non-profit community blood bank, serving all of Kern County for over 60 years. We operate in a state-of-the-art, 42,000 square foot facility, with an additional location for donations. Qualifications include a bachelor's degree (master's degree preferred) in Business Administration or a related field. The successful candidate should have several years of excellent leadership experience and exceptional strategic planning abilities. He or she should have experience in blood banking or related health services and should embrace the ever-changing regulations and advances in the industry. The CEO will be responsible for effectively leading and inspiring a staff of up to 100 people to continued success. This executive leadership position requires the ability to make sound financial decisions to ensure continued financial success. He or she will maintain a strong presence in the local community and will work with the Board of Directors to accomplish our mission of providing a safe and adequate blood supply for our community and beyond. For more information on our company, please visit us at www.hcbb.com. Interested applicants may email resumes to careers@hcbb.com.

Senior Director of Marketing and Communications. LifeShare Blood Center is seeking a Senior Director of Marketing and Communications (SDMC). The SDMC will provide leadership, strategic direction, branding, and communication for LifeShare Blood Center. The SDMC will create strategies that increase the organization's local, regional, and national image for individuals, corporations, foundations, public and private sources, in support of the company's mission, vision, objectives, and needs. Requirements include bachelor's degree or equivalent preferred, with emphasis in advertising, marketing, journalism, communications, non-profit management, or public administration. A minimum of five years' experience in public relations, government relations, or fund development for a mid-sized company. A minimum of five years of increasing responsibility and supervision of employees and/or departments. Demonstrated effectiveness in written and verbal communications. Must have excellent grammar, punctuation and spelling ability. Must have public speaking or organizational representative experience. Review complete job description and submit applications at www.lifeshare.org/careers. 💧