

Please Note: The *Newsletter* will be abbreviated next week due to the upcoming holidays.

Issue #44
December 16, 2016

Blood Center Apps: Donor Scheduling on the Run

For better or worse, smartphones are an integral part of our everyday lives. According to a 2015 Pew Research Center report, 64 percent of Americans own a smartphone (based on 2,002 respondents). That percentage increases to 85 percent when looking at the younger demographic of 18 to 29-year-olds. The number of users since this study's data was collected in December 2014 has likely increased as price-points have lowered for older model phones and more low-cost mobile carrier options have become available.

While Apple and Google's app stores have been around for nearly a decade, many blood centers have either not had enough resources or budgetary flexibility to pursue development of a mobile app.

"Time and resources were our biggest pain-points," said Asuka Burge, national manager of marketing and communications of New Zealand Blood Services (NXBS). "But the final product has exceeded expectations, so it has been worth the investment."

A number of U.S. blood centers have seen the need to increase their presence on users' mobile devices, yet only a handful have taken the plunge from websites to the mobile Web.

"About 15 years ago, we introduced software that enabled donors to transact with us online to schedule appointments, view their donation history, redeem points in our loyalty program etc.," said Harvey Schaffler, executive director of Donor Marketing at New York Blood Center (NYBC) and Community

Blood Center (CBC) of Greater Kansas City. "Our mobile app is an extension of this channel and allows donors to transact with us wherever they may be."

NYBC developed their mobile app a couple years ago and now has thousands of users who mostly use the app to schedule their next appointment. The app development was a mixture of inside IT personnel and an outside software company called



Donor Dialogue, which other blood centers, like Blood Bank of Delmarva, have also used for their mobile apps. The app, available on both Google's and Apple's mobile app stores, can locate a mobile or fixed donation site depending on the user's zip code and/or address and can search for drives happening that day or in the future. CBC, a partner of NYBC, has a very similar app that was just launched a few months back.

United Blood Services (UBS) launched their app at the end of August 2016 with the goal of proving the concept over a specific recruitment goal, noted Joe Heinel, digital marketing manager at UBS. Mr.

INSIDE:

Our Space:	
Tis the Season!.....	2
The Annual <i>Awards of Excellence</i> Celebrates 20 Years	4
RESEARCH IN BRIEF....	5
BRIEFLY NOTED	6
INFECTIOUS DISEASE UPDATES.....	7
STOPLIGHT: Status of the ABC Blood Supply .	8
Nominate a Colleague for an ADRP Award.....	8
PEOPLE	10
MEMBER NEWS	10
GLOBAL NEWS.....	11
CALENDAR	11
POSITIONS	12



OUR SPACE

ABC Directory of Regulatory Services Ruth Sylvester

Tis the Season!

I have shoveled the first snowfall of the year. Luckily, I finished cleaning up the last of the leaves and exchanged the rake for the snow shovel just as the first flakes of snow started to fall. It came on the heels of the horrific fires in Gatlinburg and Oakland that caused so much death and destruction. I tend to put out disaster preparedness reminders once or twice a year, unfortunately, I get reminded after such tragedies occur. So here it is for Fall 2016.

Winter challenges aren't quite as destructive as tornados or hurricanes, but blizzards and ice storms prevent donors from reaching the blood drives. Coupled with the holidays and influenza season, I think winter can be a more challenging time of the year for donor collections. Let's hope this year will be different and we can offset the lows our inventories tend to dip to. Urge your staff and donors to get their flu shot. December 6-10, 2016 was National Influenza Vaccination Week in case you missed it. And while you're at it, put a bottle of hand sanitizer at every corner, it can't hurt. Other helpful information can be found on [Centers for Disease Control and Prevention's \(CDC\) Winter Weather Checklist webpage](#).

Our hearts go out to the victims, their friends and families in Tennessee and California as well as to our members supporting them. Fire is an ever present risk, particularly for those that live and work in areas prone to wild fires. CDC has some very helpful information on their webs about [wildfires](#), for before, during and after. Readiness begins before a disaster strikes and while we can't always prevent every crisis, preparation is key to survival.

As always, I also urge each and every center to review and exercise your disaster plans periodically throughout the year. Remember your mobile operations in those plans. Do your mobile operations checklist include evacuation routes from buildings and locations? Perhaps they should. Encourage your staff to have a plan at home. They should review and practice it as well. Their kids may think they are dorks until the day they actually need it. Plans on a shelf are dust collectors. It is the act of planning and exercising those plans that prepares you to respond when a disaster strikes. Have a safe and joyous holiday season. 🍀

rsylvester@americasblood.org

The *ABC Newsletter* (ISSN #1092-0412) is published 46 times a year by America's Blood Centers® and distributed by e-mail. Contents and views expressed are not official statements of ABC or its Board of Directors. Copyright 2016 by America's Blood Centers. Reproduction of the *ABC Newsletter* is forbidden unless permission is granted by the publisher. (ABC members need not obtain prior permission if proper credit is given.)

ABC is an association of not-for-profit, independent community blood centers that helps its members provide excellence in transfusion medicine and related health services. ABC provides leadership in donor advocacy, education, national policy, quality, and safety; and in finding efficiencies for the benefit of donors, patients, and healthcare facilities by encouraging collaboration among blood organizations and by acting as a forum for sharing information and best practices.

America's Blood Centers

President: Susan Rossmann
 CEO: Christine S. Zambricki
 ABC Publications Editor: Lisa Spinelli
 Subscriptions Manager: Leslie Maundy
Annual Subscription Rate: \$390

Send subscription queries to
lmaundy@americasblood.org

America's Blood Centers
 725 15th St. NW, Suite 700, Washington, DC 20005
 Phone: (202) 393-5725

Send news tips to newsletter@americasblood.org.

BLOOD CENTERS APPS (continued from page 1)

Heinl noted that their high adoption rates of over 40 percent of their active user base validates the usability of the app.

“We have had a pretty robust online scheduling for quite some time,” said Andrew Fry, senior director of Donor Sourcing at UBS. “We continue to see nice movement in self-booking online rather than to place outbound calls to book those appointments. The app gives them another way to answer the donor history questionnaire before they arrive on site.”

The next step in UBS’s app is to be able to utilize push-notifications to the users. This would allow the blood center to alert users when there is a nearby mobile blood drive or when the user’s next scheduled appointment is coming up.

NZBS’ app is able to notify users of upcoming appointments and send out appeals to blood type-specific users as well. Launching their new app to coincide with the World Blood Donor Day 2016, the blood center had a huge response by users downloading the app—about 5,000 users in just one day. “We had overwhelmingly positive feedback from donors,” said Ms. Burge. The blood center conducted market research for four months after the launch and saw that 61 percent of their active donors were aware of the app, 38 percent had downloaded it, 97 percent said it had provided useful information to them when they wanted it, and 77 percent indicated it was a good or excellent app. As of December, NZBS’ blood donation app had been downloaded over 41,000 times.

The differences in the old and new version of the app were primarily enhancements to make the app more user-friendly and adding push notifications.

“The old app had approximately 4 percent of appointments booked through it. The new app now has 14 percent of appointments booked through it, which in turn has reduced cost at the call center—whose appointment booking dropped from 38 to 28 percent,” said Ms. Burge. “When we had to go on appeal for O-negative, we were able to use the appeal notification function in the app to just notify O-negative donors that their blood was needed through the app. The app home page carousel also enables us to push messages to donors.”

For those blood centers considering entering into the app marketplace, these blood center professionals noted communicating with blood donors either in-person or via social media can help in setting clear and obtainable goals and metrics that help deliver a successful product. Starting basic with a stress on functionality and ease-of use can also help ensure your app gets not just downloaded, but used and appreciated.

“Keep it simple so whatever you have on there works,” said Mr. Schaffler. “If someone has a poor experience or there is too much too soon, you might hurt yourself in the long run. If the app doesn’t do what it’s advertised to do, donors will lose interest quickly.” 💧

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 ABC Publications Editor Lisa Spinelli at newsletter@americasblood.org or fax them to (202) 393-1282. 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.



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.

The Annual Awards of Excellence Celebrates 20 Years



America's Blood Centers will celebrate exceptional individuals and institutions in the blood donation community at the 20th Annual Awards of Excellence. This landmark award ceremony will take place on Monday, March 27, 2017, during the Washington D.C.-based ABC Annual Meeting at the Ritz Carlton in Pentagon City. ABC staff, members blood centers, industry partners, and volunteers all look forward to this event that shines the spotlight on those who go the extra mile in the blood community from recruitment to media, and science to advocacy, and beyond.

ADRP, an international division of ABC, and ABC took the opportunity to review our separate awards programs and created a streamlined approach. Combining the awards to reduce redundancies and increase the scope of potential nominees and awardees, the awards process created new awards for ABC, such as the ABC Outstanding Blood Drive of the Year Award and the Outstanding Public Relations Campaign Award. ABC will continue the Corporation of the Year Award, as well as the discretionary awards, such as the Thomas F. Zuck Lifetime Achievement Award, William M. Coenen President's Award and the Blood Community Advocate of the Year Award. ABC and ADRP will jointly present The Larry Frederick Award as a tribute to the prestige of this award honoring a leader in raising awareness for blood donations in their local community. The Larry Fredrick Award presentation will take place at the ABC Annual Meeting in March by Mr. Frederick and the recipient will also be honored at the ADRP Annual Conference in Chicago in May. For a full description of ABC Awards, please click [here](#). The ADRP awards can be found [here](#) for the ADRP awards.

The Foundation for America's Blood Centers will also be accepting nominations for the ITxM Award of Excellence in Technical Operations. Nomination information will be available to members Wednesday, December 21.

Nominations for all awards are due by Friday, January 27, 2017. Nomination forms can be found [here](#). Once the nominations have been submitted, an independent committee will review and select the winners in each category. Winners will be announced the week of February 6. The event registration fee is included in the meeting registration fee for ABC members and sponsors. Award winners will receive two complimentary tickets to the event. The nominating blood center is encouraged to provide transportation and lodging costs for the winner.

Please email [Jodi Zand](#) with any questions. ♦



RESEARCH IN BRIEF

Between 2010 and 2012, 640 blood donations contained confirmed West Nile Virus (WNV) RNA. Donor detection rates closely correlated with those for clinical neuroinvasive disease (NID) as reported to Centers for Disease Control and Prevention's ArboNET. Of over 10.1 million blood collections nationwide, rates of positive donation were 33.4 donations per 100,000 (95 percent confidence interval [CI] 22-45), 25.77 (95 percent CI 15-34), and 119.9 (95 percent CI 98-141) in 2010, 2011, and 2012 respectively, with NID to infected donor ratios of 1/164, 1/158 and 1/131 respectively for the three years studied. Data for this study was obtained from multiple ABC member centers, including, Blood Systems, Inc.; New York Blood Center; Carter BloodCare; and OneBlood, as well as from the American Red Cross. The current dataset captured about 60 percent of the U.S. blood supply for those three years.

Citation: Betsem E, Kaidarova Z, Stramer SL, *et al.* Correlation of West Nile virus incidence in donated blood with West Nile neuroinvasive disease rates, United States, 2010–2012. *Emerging Infectious Diseases*. December 2016 Early Online. DOI: 10.3201/eid2302.161058.

Red blood cell (RBC) survival studies confirmed that cells stored longer survive less well. Autologous RBC recipients receiving transfusion units that were stored for six weeks had more extravascular hemolysis, higher saturated serum transferrin, and higher circulating non-transferrin-bound iron than RBCs stored for shorter periods. Longer storage duration was also associated with decreasing post-transfusion RBC recovery, decreasing elevations in hematocrit, and increasing serum ferritin. The authors noted that some countries in Western Europe—the United Kingdom, Ireland, the Netherlands, and large blood services in Germany—have restricted RBC storage duration to a maximum of 35 days and the National Institutes of Health's blood bank has a similar policy. Multiple randomized trials have found no evidence of adverse outcomes associated with longer storage, but the number of recipients studied after transfusion with blood in the last week of storage has been relatively small.

Citation: Rapido F., Brittenham G.M., Bandyopadhyay S., *et al.* Prolonged red cell storage before transfusion increases extravascular hemolysis. *The Journal of Clinical Investigation*. December 12, 2016. DOI: 10.1172/JCI90837.

Using a combined real-time quaking induced conversion (RT-QuIC) seeding assay on cerebrospinal fluid or nasal brushings provides sensitive and specific diagnosis of sporadic Creutzfeldt-Jakob (sCJD) disease. A diagnostic algorithm using RT-QuIC for detecting sCJD had a 100 percent sensitivity and specificity for 61 cases of sCJD compared to 71 non-prion disease cases using cerebrospinal fluid (CSF) and/or olfactory mucosa (OM) samples, which can be collected with a relatively non-invasive brush. RT-QuIC seeding assay amplifies minute amounts of the prion protein. In a six-month Italian study of 86 patients suspected of having CJD in 2015, 69 had a final diagnosis of sCJD or genetic prion disease and 17 were negative for both. Additionally, the researchers found the mean data from OM sampling via a swab or cytobrush samples showed similar effectiveness. The authors suggested patients who have a negative RT-QuIC testing of CSF, but in whom CJD is still suspected, be retested using OM samples.

Citation: Bongiani M., Orrù C., Groveman B.R., *et al.* Diagnosis of Human Prion Disease Using Real-Time Quaking-Induced Conversion Testing of Olfactory Mucosa and Cerebrospinal Fluid Samples. *The Journal of the American Medical Association Neurology*. December 12, 2016. DOI: 10.1001/jamaneuro.2016.4614.

Investigators describe an immunotherapeutic approach to treatment of acute myeloid leukemia (AML) patients. Chemotherapy for AML is rarely curative, especially for older patients with only 15 to 20 percent of those undergoing chemotherapy remaining leukemia-free after two years. A “personalized vaccine” made by fusion of autologous tumor cells and autologous dendritic cells was used in 19 patients

(continued on page 6)


RESEARCH IN BRIEF (continued from page 5)

in remission after standard chemotherapy. Sixteen of the patients received at least two vaccine injections and one patient relapsed after one dose. Thirteen of the 19 patients who completed vaccine generation were in remission [68 percent; 90 percent confidence interval (CI), 51 to 86 percent]; 12 of the 17 patients who received at least one dose of vaccine remain alive and in remission (71 percent; 90 percent CI, 52 to 89 percent) at 16.7 to 66.5 months after vaccination.

Citation: Rosenblatt J., Stone R.M., Uhl L., *et al.* Individualized vaccination of AML patients in remission is associated with induction of antileukemia immunity and prolonged remissions. *Science Translational Medicine*. December 7, 2016. DOI: 10.1126/scitranslmed.aag1298.

Six percent of U.S. babies infected with Zika *in utero* were born with a Zika-related birth defect. Preliminary analysis of data from the U.S. Zika Pregnancy Registry from the Centers for Disease Control and Prevention found that of 442 completed pregnancies in the continental U.S. and Hawaii, 47 fetuses died and 26 babies were born with birth defects including or excluding microcephaly. Nine babies were born with birth defects after being infected in the first trimester exclusively, while the rest were infected in the first and subsequent trimesters. Eleven percent of pregnancies infected during the first trimester were affected and six percent of all the pregnancies. None of the babies infected during only the second or third trimesters presented any obvious birth defects. The study authors, and those of a commentary, noted the need for prolonged follow-up of live babies born infected with Zika in order to understand the total burden of the congenital Zika syndrome.

Citation: Honein M.A., Dawson A.L., Petersen E.E., *et al.* Birth Defects Among Fetuses and Infants of U.S. Women With Evidence of Possible Zika Virus Infection During Pregnancy. *The Journal of the American Medical Association (JAMA)*. December 15, 2016 online. DOI: 10.1001/jama.2016.19006

Muller W.J., Miller E.S. Preliminary Results From the U.S. Zika Pregnancy Registry: Untangling Risks for Congenital Anomalies. *JAMA*. December 15, 2016 online. DOI: 10.1001/jama.2016.18632. 

BRIEFLY NOTED

Blood from older animals inhibits performance of younger animals almost immediately, but youthful blood did little good for older mice. Heterochronic parabiotic experiments surgically connect the circulations of two animals, and models have suggested that perfusion of parabiotic infusion of older animals with blood from young animals may have beneficial effects. These models cannot control for the effects of the shared organs of the donor animals and other influences. These investigators devised a method to exchange only blood between experimental mice removing the influence of shared organs and adaptation to joining. The older mice improved their muscle regeneration only slightly with possible detrimental effects to the their livers and no effects to their neurogenesis. Detrimental effects on neurogenesis and muscle regeneration in the younger animals occurred within a few hours after the blood exchange started.


Citation: Rebo J., Mehdi-pour M., Gathwala R., *et al.* A single heterochronic blood exchange reveals rapid inhibition of multiple tissues by old blood. *Nature Communications*. November 22, 2016. DOI: 10.1038/ncomms13363.

Canadian Blood Services (CBS) has studied iron status in a sample of their blood donors. Plasma ferritin was tested in 12,569 individual whole blood donor samples collected by CBS. In the 18-month study, 2.9 percent of first-time and reactivated male donors, and 32.2 percent of first-time and reactivated female donors, were iron depleted (ferritin results less than 25 µg/L). Those donors with low ferritin levels were sent a letter about two weeks after their donation, given guidelines to see their primary care physicians,

(continued on page 7)

BRIEFLY NOTED (continued from page 6)

and advised not to donate again until they had their ferritin retested. Additionally, these donors had a lower return rate, donated less often, and had an increase in ferritin testing upon return (about one year after the initial testing) compared to donors with normal ferritin results. On review of the data and its limitations they intend to increase their minimum Hgb threshold from 125 g/L hg to 130 g/L for male donors and increased the time between donations from a minimum of 56 days to 84 for females.

Citation: Goldman M., Uzicanin S., Osmond L. *et al.* A large national study of ferritin testing in Canadian blood donors. *Transfusion*. December 9, 2016. DOI: 10.1111/trf.13956. 

INFECTIOUS DISEASE UPDATES

Incidence estimates for human immunodeficiency virus (HIV) infection in repeat donors. Scientists for the National Heart, Lung, and Blood Institute's Recipient Epidemiology and Donor Evaluation Study-III (REDS-III) found the standard approach for estimating HIV incidence in repeat blood donors is still recommended. In a simulation study comparing HIV incidence estimates for seven methods, only one method produced consistently unbiased estimates. This method involved standard epidemiological approach of tabulating all inter-donation intervals (IDIs) within the estimation interval. Three alternative methods were continuously biased and the remaining three were biased under some conditions. The authors concluded that "investigators should use caution when comparing incidence estimates among studies that use different estimation methods or donation frequencies."

Citation: Donald J. Brambilla D.J., Busch M.P., Dodd R., et al. A comparison of methods for estimating the incidence of human immunodeficiency virus infection in repeat blood donors. *Transfusion*. November 2016. DOI: 10.1111/trf.1393. 



**ABC's
Got Talent**

.....

Season II Is Coming

MARCH 27, 2017

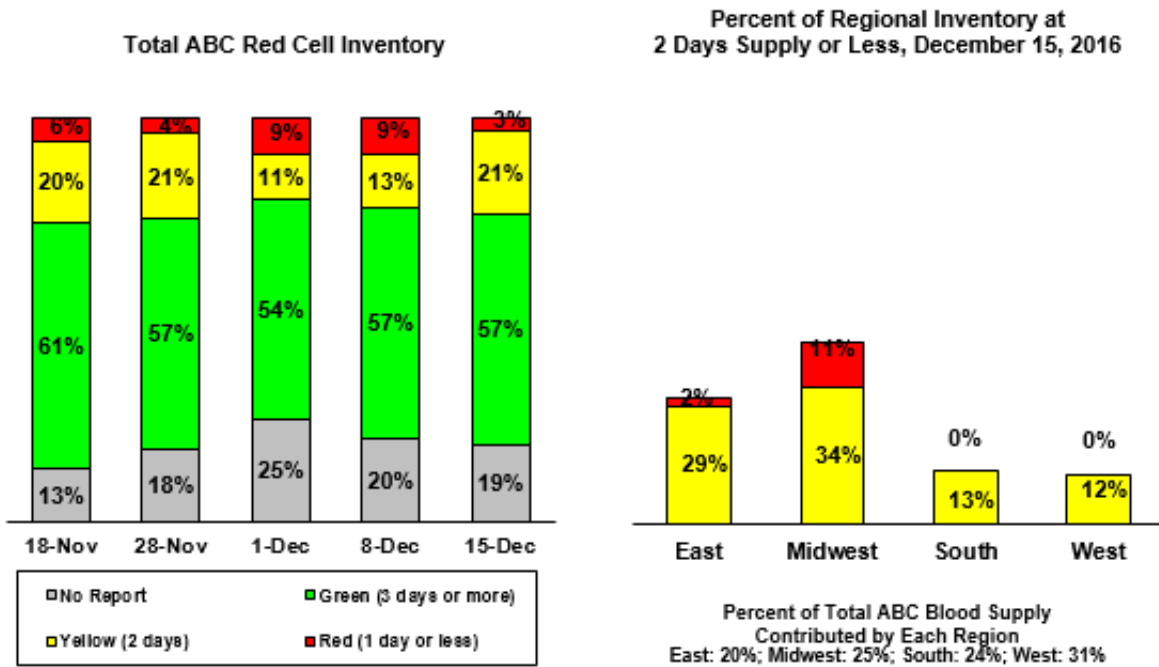
**Start Practicing & Stay
Tuned for Details!**



America's Blood Centers
It's About Life.



STOPLIGHT: Status of the ABC Blood Supply



Daily updates are available at:
www.AmericasBlood.org

Nominate a Colleague for an ADRP Award



Award winners at the 2016 Annual Conference, Orlando, Fla., along with 2015 to 2016 ADRP President Carla Peterson.

Every year, ADRP, an international division of ABC, recognizes those who have contributed to the donor experience and professions who have demonstrated outstanding service, accomplishments or leadership in the donor recruitment community. Winners are all provided with complimentary ADRP Annual Conference registration. This year, ADRP is looking for nominations for their annual awards of: Donor Recruiter of the Year Award; Rolf Kovenetsky Leader of the Year Awards for Collections or Recruitment Supervisors, Managers or Directors; Donor Collections Team Member Award; Ron Franzmeier Lifetime Achievement Award; and Media Partner of the Year Award. ADRP is also looking for nominations for these new awards: Humanitarian Service Award given to a community organization (civic or faith-based group); Blood Drive Award given in two categories: most creative and most productive; and the School Blood Drive Award given to a high school or college. 📌



Registration is now open for the 2017 America’s Blood Centers Annual Meeting



AMERICA'S BLOOD CENTERS

55th ANNUAL MEETING



"The 2017 ABC Annual Meeting in Washington, DC is the premier place for industry leaders to experience peer-to-peer collaboration and networking, exclusive educational events and the opportunity to be an advocate for your blood center on Capitol Hill."
 – Christine Zambricki, Chief Executive Officer, America’s Blood Centers

Meeting Schedule

<p>Friday, March 24 International Blood Safety Forum</p> <p>Saturday, March 25 Business Forum ABC Board Meeting</p> <p>Sunday, March 26 ABC Members Meeting SMT Forum & Celso Bianco Lectureship FABC Reception</p>	<p>Monday, March 27 Blood Center Leadership Forum 20th Annual <i>Awards of Excellence</i> ABC’s Got Talent Season II</p> <p>Tuesday, March 28 Advocacy Forum Capitol Hill Visits</p>
--	--

Hotel Information
 Ritz-Carlton (Pentagon City)
 Hotel room rate: \$249 + tax
[Reserve](#) hotel by March 3

March 24-28, 2017 – Washington, DC

Future Leader Scholarship Program (Funded by FABC)
 Details available upon registration.

Registration Fees (Member/Non-member)
 Annual Meeting: \$975 / \$1,605
 International Blood Safety Forum (Friday only): \$275 / \$275
 International Blood Safety Forum & Business Forum (Fri & Sat only): \$410 / \$410
 Business Forum through Advocacy Forum (Sat through Tue): \$760 / \$1,330
 Registration opens early December. For questions, contact [Lori Beaton](#).

Sponsorship Opportunities
 For questions or to learn more about sponsorship opportunities, contact [Jodi Zand](#).



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

New

ABC’s Premier Education Resource is now online

Register today for industry-leading education

The **ABC Professional Institute** Learning Portal provides access to webinars and self-paced online courses and resources that are intended to support the success of blood center employees and industry partners. The **ABC Professional Institute** offers industry-level training, allowing you to focus on organization-level training.

Current Course Offerings Include

- Community Blood Center Advocacy Day
- Leadership development courses
- Customer service courses
- Selection of recorded ABC webinars





Industry Fundamentals

Customer Service Strategies & Techniques

Leadership Best Practices

Find out more and register: americasblood.org or members.americasblood.org

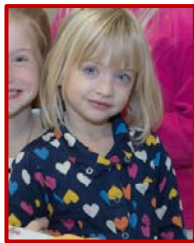


PEOPLE

New CEO for Versiti announced. Versiti, Inc. announced its Board of Directors has selected Chris Miskel as the new president and chief executive officer of Versiti, effective February 1, 2017. Mr. Miskel will take over for Jacquelyn Fredrick, who [announced](#) she would retire effective February 3, 2017. Mr. Miskel worked for Baxter International for the last three years and Shire and Eli Lilly and Company in a broad range of capacities from 1996 to 2013. He will provide leadership for Versiti and its four affiliates: BloodCenter of Wisconsin, headquartered in Milwaukee, Indianapolis-based Indiana Blood Center, Heartland Blood Centers, headquartered in Aurora, Ill., and Michigan Blood, headquartered in Grand Rapids, Mich. “It is an honor and privilege to be selected as the next CEO of Versiti,” said Mr. Miskel. “I would like to express my sincere, heartfelt appreciation to Dick, Peter, and the entire search committee for this tremendous opportunity. Versiti’s mission is inspiring, and I’m thrilled to continue the extraordinary journey that Jackie has led with our exceptionally talented colleagues across Versiti. Mr. Miskel is a graduate of Butler University in Indianapolis with a degree in Business Administration. He later earned his MBA from Harvard Business School. (Source: [Versiti press release](#), December 14, 2016) ♦



MEMBER NEWS



Nebraska Community Blood Bank (NCBB) held an awards ceremony for donors who have given more than 15 gallons of platelets or 25 gallons of red blood cells. Presiding over the crowd of 200 was little five-year-old Leyna, who received multiple platelet and blood transfusions due to her neuroblastoma diagnosis at the age of 18 months. NCBB President Ellen DiSalvo, MBA presented awards to a handful of long-time donors and volunteers as well as those who have hosted blood drives in their communities. (Source: *Lincoln Journal-Star*, [Nebraska Community Blood Bank recognizes donors](#). December 8, 2016.)

San Diego Blood Bank’s (SDBB) “Chargers Drive 38,” presented by San Diego County Credit Union, was held on Tuesday, November 22. The SDBB blood drive partnered with the San Diego Chargers team of the National Football League (NFL) to help collect more than 825 units of blood products for hospital patients. Members of the team signed photographs and visited with patients and donors alike at the blood drive. Over the past 38 years, the blood drive has accounted for the collection of more than 73,000 pints of blood. The annual, daylong community-wide blood drive is considered one of the largest and longest-running single-day blood drives in the nation. (Source: SDBB, December 12, 2016)



The Blood Connection participated in the 32nd Blood Bowl last month. The annual battle was held between Clemson University and rival University of South Carolina (USC) to see which university could donate more blood. The Blood Bowl lasted from November 14 to 18 with Clemson University winning with 3,393 units collected versus USC, who collected 3,035. The Blood Connection was on

(continued on page 11)

MEMBER NEWS (continued from page 10)

Clemson's campus in seven different locations collecting blood all week and Clemson donors received a long-sleeved Blood Bowl t-shirt and a Clemson 'Blood Donor' sweatshirt. (Source: Blood Connection, December 6, 2016.) ♦

GLOBAL NEWS

Medical glider under development in Israel. The Israeli Defense Forces (IDF) Medical Corps and the Israel Institute of Technology are developing a glider to deliver medical supplies, such as those needed to perform a blood transfusion, to soldiers in conflict zones. The glider can carry up to 50 kilograms (110 lbs.), fly for 20 kilometers (12 miles) within eight minutes and is designed to fold up if necessary and would cost upwards of \$10,000 per unit. "Several key aeronautical aspects are still being discussed, but we're already seeing excellent capabilities and we hope the glider could provide a solution in the foreseeable future." Major Doctor Dean Nachman of the Medical Corps explained to Israeli news site Israel Hayom. In Africa and the U.S., we've reported on drones being used to take medical supplies, including blood units, to remote locations. The reasoning behind the IDF developing a glider over a drone was said to be because gliders require less maintenance and cost less money to produce. (Source: IsraelHayom.com, [Military, Technion join forces to develop innovative 'medical' glider](#). December 8, 2016) ♦

CALENDAR**2017**

Feb. 13-14. **AABB U.S. Hemovigilance Symposium, Atlanta, Ga.** To register and more information, click [here](#).

Mar. 2-3. **IPFA 2nd Asia Workshop on Plasma Quality and Supply, Yogyakarta, Indonesia.** To register for the workshop, click [here](#).

Mar. 24-28. [Annual Meeting, America's Blood Centers, Washington, D.C.](#) Contact: ABC Meetings Department. Phone: (202) 654-2901; e-mail: meetings@americasblood.org.

Mar. 25. **Board Meeting, America's Blood Centers, Washington, D.C.** Contact: ABC Meetings Department. Phone: (202) 654-2901; e-mail: meetings@americasblood.org.

May 1 -3. **2017 ADRP Annual Conference, Chicago, Ill.** More information is available on the [website](#).

May 16-17. **IPFA/PEI 24th International Workshop on "Surveillance and Screening of Blood-borne Pathogens", Zagreb, Croatia.** To register, click [here](#).

June 17-21. **27th Regional Congress of the ISBT, Copenhagen, Denmark.** [Click to register for the event.](#)

Aug. 1-4. **Summer Meeting, MD Workshop & Golf Tournament, America's Blood Centers, Providence, R.I.** Contact: ABC Meetings Dept. Phone: (202) 654-2901; e-mail: meetings@americasblood.org.

Aug. 3. **Board Meeting, America's Blood Centers, Providence, R.I.** Contact: ABC Meetings Dept. Phone: (202) 654-2901; e-mail: meetings@americasblood.org.

Sept. 11-12. **IPFA/BCA 3rd Global Symposium on The Future for Blood and Plasma Donations, Atlanta, Ga.** To register, click [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) 393-5527; e-mail: lmaundy@americasblood.org.

POSITIONS

Medical Technologist. The Rhode Island Blood Center (RIBC) is seeking a Medical Technologist (MLT, MT, SBB, or BB). This position is based in Providence, RI. The primary responsibilities of the Technologist position include: routine testing of donor blood samples with proper technique and documentation, labeling of blood components, performing and documenting quality control procedures, and generating client reports for donor testing. MLT, MT, BB or SBB (ASCP) certification is required. Please apply online at www.ribc.org. JOIN THE TEAM THAT GIVES THE GIFT OF LIFE!!! RIBC is an equal opportunity employer.

Director, Product Management (DPM) (Shreveport, LA). LifeShare Blood Centers, a community partner since 1942, is currently seeking a key leadership position to assist with building a culture focused on quality and efficiency while ensuring all operational policies, procedures and SOPs meet requirements of regulatory bodies. Provides oversight for product manufacturing and distribution to hospitals across a multi-state area. Provides oversight of distribution activities for seven LifeShare locations while maximizing opportunities of resource sharing products. Monitors demand to coordinate collection needs, ensuring availability of blood products. Develops and maintains training programs on compliance and error reduction, works with others to plan and meet budgetary goals and operational performance trends to ensure the business viability. Bachelor's in health or related field. Four plus years' blood banking or five years in management with logistics and sales experience. Experience in leading teams in regulated environment. Must have knowledge of strategic planning, budgeting, organizing and implementing initiatives. To apply: www.lifeshare.org under the careers tab. LifeShare Blood Centers is an EEO/AAP – M/F/D/V/Genetic Data employer maintaining Tobacco and Drug Free Workplace. All qualified applicants will receive consideration without regards to race, color, ethnicity, religion, gender, national origin, disability, veteran status, genetic data or other legally protected status.

Chief Medical Officer. Hoxworth Blood Center seeks a Chief Medical Officer to be responsible for the medical activities of Hoxworth, oversight of the operation of the Transfusion Service, and maintains service relations with 30 other hospitals in the Cincinnati area. The position accomplishes this through a respectful, constructive and collaborative style, guided by local, state and national regulations and the objectives of Hoxworth Blood Center

and the University of Cincinnati College of Medicine. The position provides medical oversight, regulatory expertise and leadership to ensure the delivery, potency, purity and safety of blood/cell services and products. This position requires an active Unrestricted Ohio Medical License (or eligibility to obtain the license). Apply online at: <https://jobs.uc.edu> (Req ID# 15461). Visit our website at www.hoxworth.org. Hoxworth Blood Center is dedicated to the promotion of research and education in transfusion medicine and cell therapies. The University of Cincinnati is an affirmative action/equal opportunity employer/M/F/Vet/Disabled.

Director of Technical Services. Blood Bank of Hawaii, a medium-size blood center (50,000 RBC distribution annually), is seeking a strong leader to oversee all technical operations in the component manufacturing, quality control, and immunohematology reference laboratories and the 16-member team. Headquartered in Honolulu, we are the sole provider of blood to the state's hospitals. If you are a CLS and/or SBB with at least five years' technical and management experience in a blood bank setting, come join a dynamic, cohesive team that is effecting positive change. We offer a competitive salary and excellent benefits. Apply online now at www.BBH.org.

Director of Center Operations (DCO) (Shreveport, LA). LifeShare Blood Centers, a part of the community since 1942, is currently seeking to fill a key leadership position within our organization. The DCO is building a culture focused on Quality while ensuring all operational policies, procedures and SOPs meet the requirements of all regulatory bodies. Provides oversight for LifeShare Donor Centers (LDC) while working with peers to create departmental standards for Donor Services and Donor Recruitment. Direct oversight of Shreveport location. Works with ED-DO and other team members to develop collection plans to meet budgetary goals and operational performance trends to ensure the business viability. Bachelor's in health or related field. Four plus years' blood banking or five years in progressively responsible management positions or leading a Sales team. Demonstrated experience in leading teams in a regulated environment. Must have knowledge of strategic planning, budgeting, organizing and implementing initiatives. To apply, please visit: www.lifeshare.org under the careers tab. LifeShare Blood Centers is an EEO/AAP –

(continued on page 13)

POSITIONS (continued from page 12)

M/F/D/V/Genetic Data employer maintaining a Tobacco and Drug Free Workplace. All qualified applicants will receive consideration without regards to race, color, ethnicity, religion, gender, national origin, disability, veteran status, genetic data or other legally protected status.

Director of Laboratory Services. SunCoast Blood Bank (SCBB) located on Florida's Gulf Coast, is seeking an experienced blood bank professional to direct and manage our transfusion service. SCBB provides services for an 800 bed hospital that also includes a trauma center, open heart unit and a neonatal intensive care. In addition, we provide reference laboratory services for other area hospitals. Ideal candidates will have increasing levels of responsibility in blood banking or clinical laboratory management including supervisory experience. Bachelor's degree in appropriate field, SBB preferred and Florida Supervisor license in all laboratory areas. Competitive compensation and benefits package. Preemployment drug screening and background checks required. Interested candidates please apply at: <https://www.paycomonline.net/v4/ats/in-dex.php?/job/apply&clientkey=499F8FB2132431F0DF8E2684FF0D251A&job=16402&jpt>

Director Donor Recruitment & Client Services (8821-San Antonio, TX). Responsible for developing, leading, and directing Donor Recruitment and Client Services. Will conduct customer service, sales, and marketing services on behalf of the South Texas Blood & Tissue Center's (STBTC) operational business units. Will develop, ensure, and maintain positive and lasting donor and customer relations, and serve as the liaison between internal and external customers. Will ensure the accomplishment of donor recruitment and marketing goals under the supervision of the Vice President, Blood Operations. Bachelor's degree in Business Administration or Marketing/Sales preferred or equivalent work related experience required. Seven years marketing or sales management experience required. Five years leadership experience required. Five years management experience required. Relevant computer software experience required. Three years driving experience with good driving record required. BioBridge Global and its subsidiaries are proud to be an EEO/AA-M/F/D/V/Genetic Data employer that maintains a Tobacco & Drug-Free Workplace. All qualified applicants will receive consideration for employment without regard to race, color, ethnicity, religion, sex, national origin, disability, veteran status, genetic data or other legally protected status. Apply online at <https://career4.successfactors.com/sfcareer/jobreqcareer?jobId=8821&company=biobridge&username>.

Director, Donor Recruitment (Location: San Bernardino, CA). Responsible for managing/developing systems and internal resources necessary to retain current

active blood donors, increase the number of first time donors, increase the number of career donors, and increase donation frequency. Responsible for directing the tactical aspects of both mobile and telephone recruitment, including the utilization strategy and selection process of new Area Representatives and Tele-recruiters. Works closely with Collections leadership to ensure donor satisfaction and effective production planning. Works closely with the Vice President of Marketing and Public Relations on developing recruitment materials and promotional campaigns. The ideal candidate will have a bachelor's degree (BA) in Business, Marketing, Public Relations, or related field. One to two years of experience managing a Recruiting, Sales and/or Community Development function is required because of the complexity and subtlety of issues required to lead the Department. Five or more years of direct experience in the Art of Communication with a strong background in Customer Service. Sales and Marketing experience preferred. Bilingual a plus. Current California Driver's License. For further information and to apply online please visit: www.LStream.org. Must pass pre-employment background check and drug screen. LifeStream is an Equal Opportunity Employer, M/F/D/V.

Vice President, Corporate and Community Resources. Carter Bloodcare (CBC), is seeking a missionfocused, seasoned, strategic and process-minded leader with experience in leading a group of talented individuals. The candidate must be a leader who is able to help others deliver measurable, cost-effective results that drive performance. He/she oversees core operations for the blood program. This position reports to the CEO. Qualifications: Minimum five years senior level management experience; Advance degree; Experience in blood banking; Competency in strategic planning and business development; Working knowledge of data analysis; Energetic, flexible, collaborative, and proactive; Outstanding organizational and leadership abilities; Excellent interpersonal and public speaking skills; and aptitude in decision-making and problem solving. Carter Bloodcare is an EEO/Affirmative Action employer. CBC provides equal employment opportunities to all employees and applicants and will not discriminate in its employment practices due to an employee's or applicant's race, color, religion, sex, age, national origin, genetic, and veteran or disability status. In addition to federal law requirements, Carter BloodCare complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. CBC is a Pro Disabled & Veteran Employer. Please apply online at: www.carterbloodcare.org. We maintain a drug-free workplace and perform pre-employment substance abuse testing.

Donor Services Supervisor (OneBlood Inc., Port Charlotte, FL). Supervises the phlebotomy of blood donors in a defined collection area. This position oversees the Port Charlotte Donor Center, North Port Donor Center, Venice Donor Center and two blood mobiles. The

(continued on page 14)

POSITIONS (continued from page 13)

candidate for this position should be a proficient and knowledgeable operator of the apheresis technologies Alyx and Amicus. The candidate chosen for this position will be a trustworthy and proven leader, who embodies a fair and consistent leadership attitude. The candidate who is chosen for this role should be a capable multitasker and extremely detail oriented. The functions of this role will require the chosen candidate to work long hours, including early mornings, evenings, weekends and some specified holidays. This candidate should be a team player and fully embody the mission statement and vision of Oneblood Inc. Please apply online at: <https://application-oneblood.icims.com/jobs/2218/donor-servicessupervisor/job?mode=view>. OneBlood is an Equal Opportunity Employer/Vet/Disability. 📍