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ABC NEWSLETTER

CURRENT EVENTS AND TRENDS IN BLOOD SERVICES

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2023 #25 **July 14, 2023**

INSIDE:

Please Note: The *ABC Newsletter* will not be published on July 21st. We will resume regular publication on July 28th. Thank you for your continued interest.

ABC Encourages Support for Legislation Improving Access to Palliative Transfusions for Hospice Patients

America's Blood Centers (ABC) is urging member blood centers, their staff, and individuals within the community to contact their members of Congress to encourage Senators to cosponsor Senate Bill 2186 (Improving Access to Transfusion Care for Hospice Patients Act of 2023) and Representatives to introduce a companion bill in the House. Letters can be sent via the ABC website here by simply adding your name, address, and any desired personalization of the letter.

Sens. Jacky Rosen (D-Nev.), John Barrasso (R-W.Y.), and Tammy Baldwin (D-Wis.) officially announced the introduction of the bill in a recent news release. "[The proposed legislation] would carve out payment for transfusion services within the Medicare hospice benefit, billing Medicare for transfusion separately. This would improve access to hospice care for patients who rely on transfusion care to maintain quality of life."

ABC Chief Executive Officer Kate Fry, MBA, CAE added in the news release "[b]lood transfusions are a crucial palliative measure to improve the quality of life for patients with life-limiting illnesses. It is imperative that patients have access to blood transfusions, while also being able to benefit from the comprehensive care provided under the Medicare hospice benefit. We thank Sens. Rosen, Barasso, and Baldwin for introducing this important legislation to take a major step toward ensuring that all patients receive the best possible care."

As previously reported in the *ABC Newsletter* Issue #23, the proposed legislation is a top priority of the 2023 ABC Advocacy Agenda and was addressed during ABC's Blood Advocacy Week 2023. Specifically, the proposed Senate bill states "[n]ot later than one year after the date of enactment of this subsection, the C[M]MI shall establish and implement a model under which blood transfusions furnished to an individual receiving hospice care are paid separately from the hospice all-inclusive per diem payment under section 1814(i). The separate payment amount for such blood transfusion shall be the amount that would otherwise apply under title XVIII if the transfusion was not furnished as part of hospice care." The bill instructs the agency to "ensure it compares participants under the model with similar patients outside of the model with respect to the following metrics:

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Support Improving Access to Palliative Transfusions for Hospice Patients (continued from page 1)

- [t]he number of chemotherapy services furnished in the last 14 days of life.
- Hospital utilization in the last 30 days of life, including emergency department visits, in-patient and observation status stays (including the length of the stays), and intensive care unit (ICU) days.
- How many days receiving hospice care before the end of life.
- The number of patients receiving hospice care who received a transfusion compared to patients with similar diagnoses not receiving hospice care.
- The average frequency of transfusion for patients receiving hospice care compared to patients not receiving hospice care.
- The number of transfusions for patients receiving hospice care compared to patients not receiving hospice care.
- Other areas determined appropriate by the CM[M]I.''

ABC will continue to provide updates on both our advocacy efforts and the legislation as they become available. Please contact ABC Senior Director of Federal Government Affairs Diane Calmus, JD with questions.

(Sources: Sen. Jacky Rosen News Release, 6/30/23; Senate Bill 2186, 6/22/23)

Spray-dried Plasma Clinical Trial Underway

A phase I clinical trial of a spray-dried plasma product from Velico Medical has begun. In a July 12th news release, the company announced this is the first in-human clinical trial using the product and that ABC member blood centers Hoxworth Blood Center (Cincinnati, Ohio) and Versiti Blood Center of Wisconsin (Milwaukee, Wis.) are participating along with Spaulding Clinical Research (West Bend Wis.). "Dried plasma will become an integral part of transfusion care for the bleeding patient. In the prehospital and emergency care settings, minutes count and dried plasma has an important role to play," said José Cancelas, MD, PhD, director of the Hoxworth Blood Center at the University of Cincinnati College of Medicine in the news release. Mark Popovsky, MD, chief medical officer at Velico Medical, added in the news release, "[c]linicians who treat life-threatening h[e]morrhage are seeking a plasma product that can be administered prior to the patient arriving at a trauma center. Spray-dried plasma provides the biologic potency of frozen plasma with logistical convenience in situations where minutes can mean the difference between life and death." Velico Medical's development program "has been funded in whole or in part with federal support from the Department of Health and Human Services, Administration for Strategic Preparedness and Response, and the Biomedical Advanced Research and Development Authority."

(Source: Velico Medical News Release, 7/12/23)

The *ABC Newsletter* (ISSN #1092-0412) is published by America's Blood Centers® and distributed by e-mail.

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

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WORD IN WASHINGTON

The Centers for Medicare and Medicaid Services (CMS) has released an "unpublished" version of the calendar year 2024 Medicare Hospital Outpatient Payment System (OPPS) and Ambulatory Surgical Center Payment System Proposed Rule (CMS 1786-P). According to a news release from CMS, the agency "proposes updating OPPS payment rates for hospitals that meet applicable quality reporting requirements by 2.8 percent. This update is based on the projected hospital market basket percentage increase of 3.0 percent, reduced by a 0.2 percentage point for the productivity adjustment." The proposed rule is scheduled to officially be published on July 31st. The comment period will conclude on September 11th.

(Source: CMS News Release, 7/13/23)

The U.S. Food and Drug Administration's (FDA) Center for Biologics Evaluation & Research (CBER) recently announced a shortage of Prometic Biotherapeutics, Inc.'s RYPLAZIM® (plasminogen human-tvmh). The therapy is used to treat plasminogen deficiency type one, also known as C-PLGD. According to the announcement from the FDA, the therapy "is currently provided in a very limited supply and is expected to be out of stock in mid-July 2023. At this time, it is not known when the stockout will be resolved."

(Source: FDA Announcement, 7/12/23)

The FDA published a draft guidance titled "Manufacturing Changes and Comparability for Human Cellular and Gene Therapy Products" on July 13th. The agency states that the purpose of the guidance is to provide FDA's current thinking on:

- the management and reporting of manufacturing changes for human cellular therapy or gene therapy (CGT) products based on a lifecycle approach;
- and comparability studies to assess the effect of manufacturing changes on product quality."

(Source: FDA Announcement, 7/13/23)

INFECTIOUS DISEASES UPDATE

DENGUE

The Pan American Health Organization (PAHO) and the World Health Organization (WHO) recently issued an "Epidemiological Update [on] Dengue in the Region of the Americas." The communication from the agencies explained that "[b]etween epidemiological week (EW) 1 and EW 24 of 2023, a total of 2,102,848 cases of dengue were reported in the Region of the Americas, with a cumulative incidence rate of 214 cases per 100,000 population. The highest cumulative incidence rates were observed in the following subregions: the Southern Cone with 564 cases per 100,000 inhabitants, the Andean Subregion with 253 cases per 100,000 inhabitants, and the Central American Isthmus and Mexico with 54 cases per 100,000 inhabitants…Regarding the number of severe dengue cases, the highest number of cases was observed in the following countries: Brazil with 654 cases, Colombia with 652 cases, Peru with 597, Bolivia with 590 cases and Mexico with 573 cases. Additionally, in the same period, a total of 876 deaths were reported in the Region. With an increase in the number of cases and deaths, PAHO and the WHO "urge[d] member states to continue to strengthen surveillance, triage, diagnosis, and timely and adequate treatment of cases of dengue, chikungunya, and other arboviral diseases. Simultaneously, it calls for intensified preparedness actions of health care services to facilitate access and proper management of patients with these diseases."

(PAHO/WHO Epidemiological Update, 7/5/23)

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INSIDE ABC

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

Register Today for the ABC Summer Summit & MD Workshop

Registration is still open for the America's Blood Centers (ABC) Summer Summit and Medical Directors Workshop in St. Louis, Mo. The meeting will take place August 1st-3rd. Registration is open. This year's program brings together recognized experts on a wide variety of hot topics impacting all blood center leaders, including brand positioning, diversification opportunities, current and future trends in transfusion medicine, and societal disruptors. Key highlights include:

- keynote speaker, Andrea Hagelgans of Edelman, and a panel of blood centers discussing strategies and experiences in positioning blood centers on divisive social and political issues;
- Jonathan Carlson, PhD, head of Microsoft's Life Sciences research and incubation within Microsoft Health Futures – Microsoft Research, discussing developments in the artificial intelligence space and how it will impact healthcare;
- further insights into the business impact of precision medicine and cellular therapies directly from those already at the forefront.

This event will also be livestreamed. We encourage blood centers to take advantage of the group registration discounts and attend virtually.

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INSIDE ABC (continued from page 4)

August SMT Journal Club Webinar Articles Announced

The ABC Scientific, Medical, and Technical (SMT) Journal Club Webinar on August 11th at 1 p.m. EDT will feature the articles below:

- Comparison of platelet quality and function across apheresis collection platforms (*Transfusion*);
- Emergency transfusion with whole blood versus packed red blood cells: A study of 1400 patients (*Transfusion*); and
- Severe complications in a 25-year-old male after brown recluse spider bite treated by therapeutic plasma exchange: A case report and review of other case studies (*Journal of Clinical Apheresis*).

Additional details including a registration link to sign-up for the webinar are now available to ABC members in MCN 23-063. Please contact us with questions or to receive a copy of the MCN.

(Source: MCN 23-063, 7/11/23)

Deadline Extended for Compensation & Benefits Survey

The deadline has been extended to complete the ABC annual Compensation & Benefits Survey. Responses are now due by July 21st. This benchmarking survey has become a valuable tool for identifying trends in compensation and benefits programs at ABC member blood centers. New this year, ABC has transitioned the survey to an online platform that allows for improved comparison capabilities. The survey consists of two parts – benefits questions and compensation data. Individuals can save their data and return to the survey at any time. You are also able to download the questions once you log-in to the system. Individual links to complete the survey have been sent via email. All data is kept strictly confidential and managed by a third-party, Dynamic Benchmarking. Results are only reported in aggregate. Please contact ABC Chief Executive Officer Kate Fry, MBA, CAE with questions.

(Source: MCN 23-049, 6/13/23)

Registration is Open for ADRP Masterclass: Change is Good — The Journey of Donor Eligibility

Registration is open for ADRP's Master Class, "Change is Good — The Journey of Donor Eligibility," taking place September 20th-21st. This is a virtual event held over two days featuring both blood center professionals and invited speakers. Join ADRP, as the masterclass will explore all aspects of eligibility changes. This includes community outreach and education, public relations, blood donor recruitment, staff training, member resources, community partnerships, and much more. Participants will hear case studies and best practices from those who have already implemented changes. ADRP encourages teams to register together to take advantage of the discounted rate and build on the momentum of post-conference collaboration.

RESEARCH IN BRIEF

Does Prehospital Tranexamic Acid Benefit Patients with Severe Trauma? Results from the Pre-hospital Antifibrinolytics for Traumatic Coagulopathy and Hemorrhage (PATCH-Trauma) trial published in the *New England Journal of Medicine* evaluated "the efficacy and safety of tranexamic acid therapy in patients with severe trauma." The authors explained that the "patients were adults (≥18 years of age) with severe traumatic injuries treated at the scene by paramedics or physicians and transported to participating trauma

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RESEARCH IN BRIEF (continued from page 5)

centers." The study "randomly assigned patients in a 1:1 ratio to receive tranexamic acid or placebo…Clinicians administered tranexamic acid [1g] or placebo intravenously at the scene…After hospital arrival, the second ampule was infused over eight hours." The researchers stated that the "primary outcome was survival with a favorable functional outcome at six months, assessed with the Glasgow Outcome Scale–Extended (GOS-E)…Secondary outcomes included death within 24 hours, 28 days, and six months after injury…[A] total of 1,310 patients were enrolled in Australia, New Zealand, and Germany." The authors noted that a "favorable functional outcome (a GOS-E level of ≥5) was recorded for 307 of 572 patients (53.7 percent) in the tranexamic acid group and 299 of 559 patients (53.5 percent) in the placebo group (P = 0.95)…By 24 hours, 64 of 657 patients (9.7 percent) in the tranexamic acid group and 90 of 640 patients (14.1 percent) in the placebo group had died (risk ratio, 0.69; CI, 0.51 to 0.94)…By 28 days, 113 of 653 patients (17.3 percent) in the tranexamic acid group and 139 of 637 (21.8 percent) in the placebo group had died (risk ratio, 0.79; CI, 0.63 to 0.99)…By six months, 123 of 648 patients (19.0 percent) in the tranexamic acid group and 144 of 629 (22.9 percent) in the placebo group had died (risk ratio, 0.83; CI, 0.67 to 1.03)." The study concluded that "[a]mong adults with major trauma intravenous tranexamic acid initiated in the prehospital setting followed infusion over eight hours in the hospital [was] associated with lower early mortality but [not more] patients surviving with a favorable functional outcome at six months."

Citation: Shakur-Still, H. and Roberts, I. "Tranexamic acid for trauma patients — more lives to save and outcomes to consider." *New England Journal of Medicine*. 2023.

Contributed by Richard Gammon, MD, Medical Director at OneBlood

STATE ADVOCACY BRIEFS

North Carolina Governor Roy Cooper recently signed a bill into law that prevents anyone under the age of 18 from donating blood "without the permission of a parent or guardian," according to a report from the *Winston-Salem Journal*. The publication stated that "Senate Bill 389, titled 'Raise the age for donating blood,' was passed by the North Carolina House by a 105-0 vote on June 22, while the Senate voted 45-0 on June 27." State law previously allowed "those age 16 to donate blood with parental permission, while 17-year-olds could previously give blood without parental permission."

(Source: *Winston-Salem Journal*, Governor signs youth blood donation bill into law, 7/7/23)

PEOPLE

Jeff Wren, MBA has been named vice president of Biotherapies at the Asssociation for the Advancement for Blood & Biotherapies (AABB). He most recently served as the director of Product Services, Product Development, and Innovation at Be The Match. In his new role, Mr. Wren will "drive efforts to advance the biotherapies industry and increase the supply and safety of these transformative therapies. He will also champion the development of new and existing AABB programs and services to meet the evolving needs of the biotherapies field." He received a "Master of Business Administration specializing in medical industry leadership from the University of Minnesota and a Bachelor of Science in Biology and History from the University of Wisconsin, Madison." Mr. Wren will begin working at AABB on July 17th.

(Source: AABB Announcement, 7/12/23)

MEMBER NEWS

Shepeard Community Blood Center has implemented individual donor assessments as of July 10th following the U.S. Food and Drug Asministration's recommended policy shift on donor eligibility guidelines. Shepeard Community Blood Center President and Chief Executive Officer (CEO) Benjamin Prijatel was the first to donate under Shepeard's amended Donor Hitory Questionaiire. "I finally ran out of excuses and had to roll up my sleeve," said Mr. Prijatel. "For years, I've been telling people that donating blood is easy and doesn't hurt, but I always assumed I was lying. I was pleasantly surprised to learn first-hand that it was simple, quick, and painless." Ahead of the implementation, Shepeard held an educational event at Augusta Pride where more than 350 people were blood typed and informed of the upcoming changes.

(Source: Shepeard Announcemnt, 7/11/23)

Contributed by Shepeard Community Blood Center

Versiti has acquired Quantigen, a specialty lab based in Fishers, Indiana. According to a July 10th news release, the acqusition "[f]urther expand[s] Versiti's clinical trial expertise and service offering[.] Quantigen provides a range of services supporting preclinical and clinical research as well as clinical diagnostics. The Quantigen team specializes in assay development, biomarker validation, and diagnostic regulatory filings for a wide range of methods and disease states." Versiti President and CEO Chris Miskel, MBA added in the news release, "Quantigen brings valuable expertise in medical diagnostics and device development, along with a shared mission-focused approach to advancing medical science and patient care. This move fortifies the depth and breadth of our research-based offerings from Versiti Clinical Trials, strengthening our portfolio of capabilities to partner in curing diseases from pre-clinical stages all the way to commercialization."

(Source: Versiti News Relase, 7/10/23)

Rep. Mariannette Miller-Meeks (R-Iowa), a blood donor and blood donaiton advocate, visited **ImpactLife** (Davenport, Iowa) on June 16th, raising awareness for blood donation and supporting and the mission of the blood center. "The need for blood is crucial," said Rep. Miller-Meeks in a video taken during her visit. "Both my husband and I donate blood. [The need] is vast. The need is urgent. So please conside giving blood."

(Source: Impact Life Announcement, 7/3/23)

GLOBAL NEWS

The 2022 Annual Serious Hazards of Transfusion (SHOT) Report has been published. The SHOT Report is the annual United Kingdom (UK) hemovigilance report that describes transfusion-related adverse events across the UK. Key takeaways from the available data include:

- "the risk of death related to transfusion in the UK is 1 in 63,563 (1.57 per 100,000) components issued and the risk of serious harm is 1 in 15,449 (6.47 per 100,000) components issued;
- errors (including near miss) continue to account for majority of the reports. In 2022, 2,908/3,499 (83.1 percent) of all reports were due to errors;
- near miss events continue to account for a large proportion, 1,366/3,499 (39.0 percent) of the incidents reported to SHOT;
- trends in pathological transfusion reactions, such as febrile, allergic, hypotensive, and h[e]molytic reactions are similar to previous years. All staff involved in transfusions must be competent and confident in recogni[z]ing and appropriately managing transfusion reactions in recipients;
- transfusion delays and transfusion-associated circulatory overload (TACO) continue to be the leading causes of transfusion-related deaths in the UK. These two categories together accounted for 21/35 deaths reported in 2022 (60.0 percent); [and]
- ABO-incompatible red cell transfusions continue to occur and are the tip of the iceberg often."

Previous SHOT Reports can be accessed here. Since 1996, SHOT has been collecting and analyzing anonymized information on adverse events and reactions in blood transfusion from healthcare organizations that are involved in the transfusion of blood and blood components in the UK.

(Source: 2022 Annual SHOT Report, 7/12/23)

The Canadian Transfusion Trials Group (CTTG) has received $2.3 million in funding for Canadian Blood Services. According to a news release, the funds will be "disbursed over five years, will be used to support the development of a cohesive and diverse transfusion medicine research community across Canada. The pan-Canadian group of physician-investigators, transfusion scientists, students, medical trainees and research staff will address high-impact research questions in transfusion medicine…Funding will also support the creation of a multi-cent[er] 'vein-to-vein' transfusion data platform to enable clinical trials, model demand forecasting, monitor changes in transfusion practice, and assess the impact of blood production modifications on patient outcomes."

(Source: McMaster University News Release, 7/11/23)

COMPANY NEWS

The U.S. Food and Drug Administration (FDA) has cleared the **Roche Diagnostics** cobas® pro serology solution. According to an announcement from Roche, the approval includes not only "the cobas® pro serology solution [but also] the first of a menu of tests, the Elecsys® HIV Duo for the qualitative detection and differentiation of HIV-1 p24 antigen and antibodies to HIV, HIV-1 (groups M and O) and HIV-2." Joining the cobas® 6800/8800 molecular systems with the cobas® pro serology solution provides Roche Diagnostics with "the first comprehensive testing solution for protecting the safety of the U.S. blood and plasma supply," stated the news release.

(Source: Roche Diagnostics News Release, 7/11/23)

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COMPANY NEWS (continued from page 8)

Takeda "voluntarily" withdrew its biologics license application (BLA) submission to the FDA for a dengue vaccine. In a news release, the company explained that the withdrawal "follow[ed] discussions with the FDA on aspects of data collection, which cannot be addressed within the current BLA review cycle. The future plan for [the vaccine] in the U.S. will be further evaluated given the need for travelers and those living in dengue-endemic areas of the U.S., such as Puerto Rico. The vaccine is approved in multiple endemic and non-endemic countries, with more approvals expected over the coming years." Takeda added in the news release that last year, the vaccine "received a positive opinion from the Committee for Medicinal Products for Human Use (CHMP) of the European Medicines Agency (EMA) after going through the EU-M4all process, a parallel review of the vaccine for use in the EU and participating dengue endemic countries around the world." Currently, the vaccine is approved for use in the EU, United Kingdom, Brazil, Argentina, Indonesia, and Thailand.

(Source: Takeda News Release, 7/11/23)

Upcoming ABC Webinars & Virtual Events – Don't Miss Out!

- **ABC Scientific, Medical, and Technical Committee Journal Club Webinar** – Aug. 11. More information available to ABC Members, including a link to registration, in MCN 23-063.
- **ADRP: The Association for Blood Donation Professionals Master Class: Change Is Good – The Journey of Donor Eligibility** – Sept. 20-21. Registration is open. More information available here.

CALENDAR

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

2023

July 31. **Blood Centers of America (BCA) Medical Directors Meeting, St. Louis, Mo.** The meeting will be held from 9-5 pm at the Loews. Please contact Stacy Conway for more information.

Aug. 1-3. **ABC Medical Directors Workshop and Summer Summit, St. Louis, Mo.** Registration is open. More information available here.

Aug. 11. **ABC Scientific, Medical, and Technical Committee Journal Club Webinar.** More information available soon.

Aug. 14-16. **National Heart, Lung, and Blood Institute (NHLBI) Annual Sickle Cell Disease Research Meeting (Hybrid).** Registration is open. More information available here.

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CALENDAR (continued from page 9)

Aug. 30. **U.S. Food and Drug Administration's (FDA) Center for Biologics Evaluation and Research (CBER) Officer of Therapeutic Products (OTP) Town Hall: Nonclinical Assessment of Cell and Gene Therapy Products (Virtual).** More information available here.

Sept. 7-9. **European Blood Alliance European Conference on Donor Health and Management. Vienna, Austria.** Registration is open. More information available here.

Sept. 17-20. **American Association of Tissue Banks Annual Meeting, National Harbor, Md.** Registration is open. More information available here.

Sept. 20-21. **ADRP Masterclass: Change Is Good – The Journey of Donor Eligibility (Virtual).** Registration is open. More information available here.

Oct. 9-11. **Advanced Medical Technology Association (AdvaMed) The MedTech Conference, Anaheim, Calif.** Registration is open. More information available here.

Oct. 14-17. **AABB Annual Meeting, Nashville, Tenn.** Registration is open. More information available here.

Oct. 18-20. **American Society for Clinical Pathology (ASCP), Long Beach, Calif.** More information available here.

Nov. 18-21. **ISBT Regional Congress, Cape Town, South Africa.** Registration is open. More information available here.

2024

Feb.7-8. International Plasma and Fractionation Association & EBA Symposium on Plasma Collection and Supply. Leiden, Netherlands. More information available here.

Mar. 4-6. **ABC Annual Meeting, Arlington, Va.** More information available here.

May 15-17. **2024 ADRP Annual Conference, St. Louis, Mo.** More information available here.

CLASSIFIED ADVERTISING

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

POSITIONS

Quality Systems Director. Rock River Valley Blood Center, based in Rockford IL, is looking for a Quality Systems Director to oversee the strategic planning, development and execution of all quality systems and process improvement initiatives center wide. This includes business operations relating to blood collection, testing, manufacturing, distribution, document control, customer service, safety, risk management, training, internal and external audits/inspections. The position is responsible for ensuring the organization is in full compliance with all applicable federal and state regulations and professional contract requirements. A successful candidate is a self-starter who will lead and champion all quality initiatives from start to finish, taking an influential, collaborative, team-oriented and business friendly approach. Must possess strong leadership skills with advanced knowledge and business acumen in quality system concepts and process improvement. Must have advanced analytical and problem-solving skills; exceptional attention to detail; ability to prioritize tasks; effective communication skills both verbally and in writing. Strong skills in Microsoft Office applications. Qualifications include: Five plus years' experience in a progressive quality systems role within a highly regulated environment, three plus years supervisory and leadership experience, previous experience interpreting and implementing regulatory/accrediting standards, Bachelor's degree in health science, quality management or related field. M.T. or M.L.S. (ASCP) a plus. CMQ/OE and/or CQA (ASQ) highly preferred. Please visit our careers site online to apply https://www.rrvbc.org/careers/.

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POSITIONS (continued from page 10)

Director, Donor Engagement (Austin, Texas). We Are Blood (WrB) is looking for an Engagement Director to contribute in-office to development and implementation of blood donor recruitment and retention strategies including goal setting, analysis of operations and territories, lead staff, and act as a liaison between other WrB departments. Oversee all blood donor recruitment operations, including donor center and mobile blood drive recruitment activities. Coach, develop, and lead a team of recruitment staff in a dynamic and growing market. The Director will be an integral part of WrB's management team and community engagement team as the organization sets priorities for growth in the areas of recruitment to meet blood product utilization across Central Texas. Click here for details and to apply.

Director, Marketing and Public Relations. LifeStream, based in San Bernardino, CA, providing blood services for more than 80 hospitals in Southern California, is searching for a Director, Marketing and Public Relations. Reporting to the Vice President, Operations, and managing a staff of four employees, the Director of Marketing and Public Relations is responsible for developing and implementing marketing and communication strategies to ensure daily, monthly, and annual blood collection targets are achieved. The position is also responsible for account planning, staffing (marketing and creative resources), and oversight of all day-to-day marketing and public relations activities to ensure quality work is being achieved and delivered. This individual will monitor the effectiveness of marketing efforts, including: campaigns, promotions, special events, and communications with internal and external key stakeholders. This position works closely with multiple departments to ensure successful market delivery. The ideal candidate will possess a bachelor's degree (BA) in Marketing, Advertising, Business, Communications, Public Affairs, or a related field. Five years' work experience and a minimum of one year management experience in marketing and/or public relations is required. The candidate will demonstrate strategic thinking and analytical skills to help set marketing agendas. Relocation package is available for out of region candidates. Apply online: www.LStream.org. E-mail: recuitment@LStream.org. EOE.