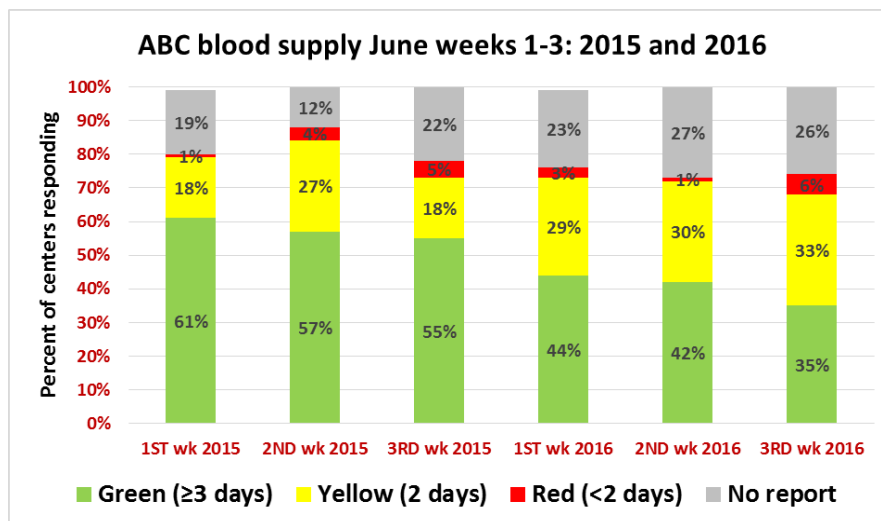


Please Note: The Newsletter will continue to have layout and formatting changes. If you like/dislike them, send an email to [newsletter@americasblood.org](mailto:newsletter@americasblood.org).

## Blood Community Bracing For a Difficult Summer: Will There Be a Crisis?

We all believe that a safe and adequate blood supply saves countless lives in the United States every year. We all know someone who has urgently needed blood and, almost always, the blood was on the shelf at the hospital at the time of need. ABC members are increasingly concerned that this summer may be different as a number of independent factors are converging in what may create a blood availability crisis.

This chart shows ABC Stoplight data comparing the first three weeks of June 2015 to the same weeks in 2016, and suggests that we will be having a difficult summer. While the reasons for the apparent decline in supply is complex, in the short run, we need to reengage donors who have not been coming in in recent years, and find new donors. Appropriate blood use is always critical to maintenance of the blood supply, but it is not likely we can influence that greatly in the short run, absent frank shortages.



Centers have responded, appropriately, to decreases in the demand for blood over the last several years by cutting back donor recruitment and collection to avoid waste. Anecdotal evidence from ABC members suggests that demand has flattened and may even have increased regionally. With continued price pressures in the health care system the buffer between blood supply and demand has disappeared as blood centers have had to decrease

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## OUR SPACE

ABC Directory of Regulatory Services Ruth Sylvester

### Dot The Is and Cross Your Ts

I participated in a training session on table-top exercises yesterday. It was basic training, but still very informative. The first lesson was that you have to set the ground rules and Rule Number One is that participants can't challenge the scenario. You know, complain that a scenario wouldn't possibly happen. As the instructor discussed the key points of scenarios and inputs, he stressed making them believable, no zombie invaders or blizzards in Southern California. Certainly a mass shooting a few blocks from a blood collection center would be believable, as would an overwhelming response by hundreds if not thousands of donors following the shooting. Set the scenario during the summer when the inventory historically dips, and while plausible, the exercise participants are beginning to squint at you. Next input, a massive international media response. But what about an exercise input that the blood bags you use are now under recall? Holy smokes, the participants are beginning to hate the designer of the exercise. They start complaining that that would never happen. You remind them of Rule Numero Uno.

What happened in Orlando a little over a week ago was not an exercise, and the leaders and staff of OneBlood faced just such a scenario. Their scenario was complicated even more by the challenges of Zika, the implementation of the Final Rule and the issue of male-to-male sex given that the target was an LGBT nightclub. OneBlood responded and they faced each challenge the way a well-prepared organization should, with a calm, measured response.

The Orlando tragedy will teach valuable lessons, as do all disasters. The most important lesson being that you need to have a plan and that plan has to be tested and updated at least annually. No one could have conceived of such a confluence of events occurring, but OneBlood was ready. They have the fortune, or misfortune, of living in a prime area for hurricanes and review their plans at the start of each hurricane season. They have activated their plan numerous times in the past 10 years. I am certain it is the regular activation of their plan that enabled them to meet the challenges that they have faced over the past two weeks.

No plan will ever identify all potential scenarios. I believe disaster plans are the template for what to do, but it is the practice of disaster drills that trains leaders how to respond. As with golf, the more you do it, the better you get. When was the last time your team truly exercised your disaster plans? Perhaps the time is now. ♦

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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.

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### Blood Community Bracing For a Difficult Summer (continued from page 1)

costs and increase efficiency. Consequently, less blood is available for surge or “insurance” requirements (for example, collection has decreased 12.1 percent, compared to decreasing 7.3 percent from 2011 to 2013, according to 2013 AABB National Blood Collection and Utilization Survey).

When summer arrives, the blood community’s ability to ensure an adequate inventory of blood and components is, under the best of circumstances, strained. There are well-understood factors. From Memorial Day to Labor Day and during summer vacations, donors disappear from centers. However, there are unique threats this summer that will further add to those challenges.

- By May 23, 2016, blood collectors were required to have implemented the FDA’s donor final rule changing the hemoglobin threshold for male donors to 13.0 g/dL from 12.5. The resulting male donor loss at ABC member centers responding to a June 1 survey averaged 2.4 percent, but individual centers had deferral rates above 10 percent. It is likely this shortfall will require aggressive and complex iron replacement programs for both men and women before it will be remediated.
- In February, the FDA issued a final guidance to reduce the risk of Zika virus transmission by transfusion. Since donors have the opportunity to self-defer, in addition to formal deferrals at the time of donor history screening, the real impact of these measures is not known. Survey research data from the AABB Transfusion Transmitted Diseases Committee suggest that something above 2 percent of donors will be lost nationally, with higher rates regionally, e.g. in southern states, especially those along the border with Mexico, as well as some large urban centers with high rates of international travel. Whether testing for Zika virus will be an effective and affordable alternative to donor deferral remains to be seen.
- Some blood centers have implemented *Babesia* screening, which under current investigational new drug testing, does not permit a reactive donor to reenter the donor pool.
- Finally, on June 20, all lots of Leukotrap RC system with RC2D filters for whole blood collection manufactured from April 14, 2016 to June 17, 2016 were [recalled](#). The eventual impact has not been estimated. However, the recall has caused the loss of a large number of components that cannot be used as leukoreduced, and has resulted in a shortage of leukoreduction bags and leukoreduced blood products, leaving affected centers struggling with alternative arrangements for collection and processing.

The ABC Stoplight data suggest that we will be having a difficult summer. In the short run, blood centers need to reengage donors who have not been returning in recent years, and find new donors. Appropriate blood use is always critical to effective maintenance of the blood supply, but it is unlikely blood centers can influence its use greatly in the short run, absent frank shortages. The responsibility of assuring there is enough blood on hospital shelves for routine use, surges, and in case of disasters, is primarily on blood centers, but also lies with the outside community—donors, companies, hospitals and clinicians. We need to engage them all to avoid frank shortages this summer and keep the communities we serve safe.

The *Newsletter* thanks Rob Purvis and Beth Shaz, MD, at the New York Blood Center for their contributions to this article. ♦



**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.*

### Join the Links for Life Golf Tournament



Kick off the ABC Summer Meeting by participating in the 6th Annual Links for Life Golf Tournament! Not a noteworthy golfer? Don't worry, the tournament—taking place on Monday, August 1, at the Kaneohe Klipper Military Golf Course—offers breathtaking views with the relaxed comradery of your fellow blood banking professionals. With a great cause, and one of the world's best military golf courses, Links for Life golfers will be treated to a first-class golf experience.

“This championship military course is bordered by the dramatic green velvet Koolau mountain range on one side and the Pacific Ocean laced with white sand beaches

on the other. The layout is challenging, yet enjoyable. And the bonus—you have a great reason for any bogey saying the gorgeous Hawaii setting distracted you,” said Albert Yoza, former chief financial officer at Blood Bank of Hawaii and local golf enthusiast.

Transportation will be provided to and from the ABC Summer Meeting hotel, the Hilton Waikiki, to this Marine golf course. Registration includes lunch, cart, green fees, snacks and drinks on the course, and a tournament goodie bag. Shotgun start will begin at 12:30 p.m. After the tournament, golfers will be transported back to the Hilton for a reception and dinner, including awards such as longest drive, closest to the pin, and winning team.

Registration is \$200 per golfer for any ABC member, including spouses and family members. Register through your Summer Meeting registration or contact [Lori Beaston](#). Industry partners and meeting attendees are also welcome and encouraged to attend. Limited club rentals are available for \$50 per set. Please contact [Jodi Zand](#) for more info on rentals.

As Kevin Belanger, CEO of Shepard Community Blood Center and former Links for Life Chair, said about Kaneohe Klipper, “The Marines do it right, a great oceanfront course with views of the mountains and a great time for fellowship.”

### Executive Compensation Survey Deadline Fast Approaching

The July 7 deadline is fast approaching to get in your [Executive Compensation Survey](#) responses. A critical tool for member centers, the Executive Compensation Survey gives a crucial look into the C-suite landscape for blood banks.



## INSIDE ABC (continued from page 4)

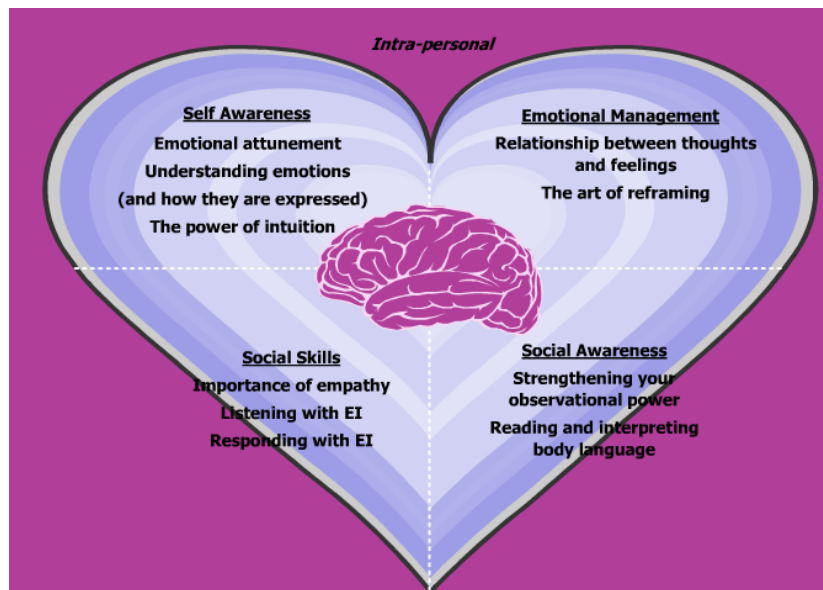
Data is collected on C-suite salary, benefits, bonuses, and other compensation data, and is only made available to participating CEOs. Members frequently share the results with their boards, and use the data for decision making in their blood centers.

Member participation in this survey creates value for all ABC members. The survey results also provide strong benchmarking data and help to identify trends that strengthen ABC advocacy efforts on your behalf. If you have any questions about the survey, please do not hesitate to [email Bill Coenen directly](#).

## Register for the IT Workshop

Join the ABC IT Workshop on September 13 and 14 at The Depot Renaissance Minneapolis Hotel in Minneapolis, Minnesota. Member center experts in the field will gather in Minneapolis to discuss the implications of blood center corporate mergers on IT, service metrics, and cost saving initiatives. Come for the discussions on pressing IT topics and stay to network with your peers at this ABC workshop. To register or learn more about this workshop, contact the ABC Meetings Department at (202) 654-2901 or e-mail: [meetings@americasblood.org](mailto:meetings@americasblood.org). ♦

## Managing Millennials Takes Skill and Emotional Intelligence



After the ABC Human Resources & Training/Development Workshop in San Antonio, Texas, there was a lot of interest in the talk on emotional intelligence and how to lead millennials for improved performance, as presented by Cheri Najor-Young, owner and founder of The Center for Peak Performance. ABC Human Resources and the ABC Member Training and Development committees jointly hosted a webinar featuring Ms. Najor-Young and a similar presentation for those who could not attend the workshop in Texas on June 23.

(continued on page 6)



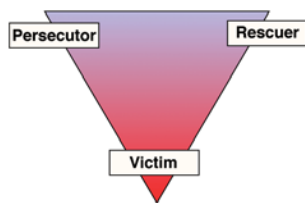


### Managing Millennials Takes Skill and EI (continued from page 5)

“Millennials are the smartest...most tech-savvy generation to date,” said Ms. Najor-Young. “They are geniuses when it comes to switching tasks rapidly.”

The speaker went over a broad definition of emotional intelligence and the Karpman Drama Triangle to highlight how older generations—Baby Boomers and Generation X’ers—have preconceived notions of the average Millennial, adults born between 1981 and 1997, work style and culture.

Emotional intelligence, according to Ms. Najor-Young, is the ability to quickly read, assess, and respond to not only your own emotions, but those of the people around you as well—an imperative tool when dealing with a diverse sect of people. A truly emotionally intelligent person has a positive attitude and is a master of one’s own feelings, said Ms. Najor-Young. However, American society today is one of fiercely independent feelers with little consciousness of others around them or emotional self-control, the presenter noted.



“Everything begins with self-awareness,” said Ms. Najor-Young. She displayed the Karpman Drama Triangle in an effort to bring emotional awareness to the attendees. The Karpman Drama Triangle was developed by Stephen Karpman, MD, and former student of Eric Berne, MD, known as the father of transactional analysis, in 1968. It is a social model of human interaction between those labeled “persecutors,” “rescuers,” and “victims.” People can slide between roles, but those who fall into these categories are not “observers” and therefore not self-aware nor emotionally intelligent.

In order to escape the triangle, the presenter noted, one has to reflect and gain empathy, strengthen his/her emotional intelligence, and lay the dramatic situations to rest by becoming an “observer.” An observer does not act immediately on one’s feelings. “The world is my mirror,” should be the observer’s mantra.

In dealing with Millennials, emotional intelligence is crucial to not jump to conclusions, said Ms. Najor-Young. The point of view from older generations is very different from that of the average Millennial, she said. According to the speaker, Millennials favor:

- Short, direct messaging, and frequent—weekly—feedback
- Feedback should be a two-way street, not to be seen as reprimanding
- Complimentary tones before and during criticism
- A collaborative and creative culture and do not like to be siloed
- Open and airy work environments
- Change, whether that’s telecommuting or taking on new and diverse tasks
- Working for a place with a sense of purpose or civic cause
- A place where they feel their work makes an impact on the company/mission

More than one-in-three American workers today are Millennials, and this year they surpassed Generation X to become the largest share of the American workforce, according to [2015 Pew Research Center analysis](#) of U.S. Census Bureau data. The older generations assuredly do not relate or understand a lot of Millennials, just as the Greatest Generation did not understand the Generation X’ers. But, by becoming emotionally intelligent and working to understand the newest workforce generation’s point of view, successful interactions and a symbiotic work environment can be found, said the presenter.

For more on this webinar, members can download the [presentation](#) on the [ABC Member Site](#). ♦



## RESEARCH IN BRIEF

**A new study demonstrated a link between commensal organisms—bacteria, fungi and archaea normally found on human body surfaces and in deep layers of tissue—and a host’s response to allograft transplantation.** While previous studies have linked pathogenic microorganisms with decreased tolerance and subsequent rejection of transplanted tissues or organs, and a few studies demonstrated alterations in microbiota following transplantation of certain organs, it was not clear whether the observed changes were causally related to rejection. Using murine skin and cardiac transplant models, researchers demonstrated that allograft rejection is accelerated in hosts with normal microbiome compared with germ-free animals and antibiotic-treated mice. The increased graft rejection observed in conventional animals was due to enhanced T cell priming and was mediated through type I IFN. Whether these observations could have implications for alloimmunity in transfusion medicine was not explored.

**Citation:** Ford M., Micromanaging alloimmunity. *The Journal of Clinical Investigation*. June 21, 2016. DOI: 10.1172/JCI88621. 🔴

## RECENT REVIEWS

**The Lancet announced it will publish a three-part series reviewing three aspects of sickle-cell disease.** The series, the first hematology series in the publication, will host Michael DeBaun, MD, and Robert Strunk’s, MD, review of asthma and acute chest syndrome for patients with sickle-cell disease; Mark Gladwin, MD, reviews cardiac complications; and Guillaume Lettre, PhD, and Daniel Bauer, MD, review evidence supporting modifying role of fetal hemoglobin in reducing sickling with inducing fetal hemoglobin production as a means of effective treatment and genome editing technology offering hope for newer treatments. The first series was published to coincide with World Sickle Cell Day, on June 19. (Source: *The Lancet*, [Sickle-cell disease: managing comorbidities](#). June 18, 2016.) 🔴

## BRIEFLY NOTED

**The Department of Defense launched a new team to save “life and limb” of wounded military personnel.** The Forward Resuscitative Surgical System (FRSS)-Shock Trauma Platoon is part of the Special Purpose Marine Air-Ground Task Force Crisis Response-Africa Logistics Combat Element stationed at the U.S. Navy Sigonella base in Sicily, Italy. The FRSS is able to receive wounded personnel or fly out to Africa and Europe to dramatically cut down on the military’s medical response time and is equipped to handle blood needs, basic resuscitation, and general surgery. (Source: [ASBP](#), June 1, 2016.) 🔴

## REGULATORY NEWS

**The Food and Drug Administration (FDA) has terminated the Transmissible Spongiform Encephalopathies Advisory Committee, effective June 9, 2016.** The committee was responsible for reviewing and evaluating scientific data concerning product safety in relation to spreading transmissible spongiform encephalopathies, e.g. Creutzfeldt-Jakob disease in humans or “Mad Cow Disease” in cattle, and made recommendations on regulating those products. All topics previously brought before the terminated committee will now be addressed by the FDA’s other advisory committees, such as the Blood Products Advisory Committee. For more information, please refer to the [Federal Register Notice](#) FR Document Number 2016-13705. 🔴



## THE WORD IN WASHINGTON

**The U.S. Department of Labor has finalized the regulation changing overtime requirements.** The new regulation, issued May 18, is in an update to the Fair Labor Standards Act (FLSA) and changes the salary threshold for full-time employees working over 40 hours per week and who must be paid overtime. Workers who earn up to \$47,476 annually are now eligible for overtime pay versus the current maximum of \$23,660 per year. A nonprofit organization is considered a covered enterprise under FLSA if its annual sales reach or exceed \$500,000. The rule will go into effect December 1, 2016, and will be adjusted every three years after 2020. Special circumstances and [exemptions do apply for some scientific and medical professionals](#). (Source: [Dept. of Labor](#), June 15, 2016.)

**Rep. Michael Quigley (D-Ill.), along with nine other Senate and federal government representatives, sent a [letter](#) to the Food and Drug Administration (FDA) calling for an end to the one-year deferral for men who have sex with men (MSM) and want to donate blood.** The White House deferred to the judgement of the FDA on the issue. Rep. Jared Polis (D-Colo.) called for a personalized donor assessment based not on sexual orientation, but on an individual's viral risk. The FDA has responded by saying they will continue to monitor the effects of moving from a lifetime ban to a 12-month deferral for MSM over the next few years, and then review its policy based on data collected. (Source: [NPR](#), June 16, 2016.) ♦

## GLOBAL NEWS

**The World Health Organization (WHO) congratulated Thailand and Belarus for eliminating mother-to-child transmission of HIV and syphilis.** WHO also noted Armenia for eliminating mother-to-child transmission of HIV as well. "This is a tremendous achievement – a clear signal that the world is on the way to an AIDS-free generation," said WHO Director-General Dr Margaret Chan. Eliminating mother-to-child transmission of HIV is a beginning in any country fighting to lessen the spread of AIDS. ([WHO](#), June 8, 2016.)

**A new app in Lagos, Nigeria, is connecting local blood banks with hospitals in need of blood.** Life-Bank, developed by former WHO fellow Temie Giwa-Tunbosun, allows hospitals to order blood types by the pint and have them delivered in a timely fashion. The tech company uses a "cool-chain system," a temperature controlled supply system, with WHO-approved equipment and procedures to store and transport blood. In Lagos, only 43 percent of the annual supply needed is collected, according to the article. (Source: [Quartz, Africa](#), [This Lagos startup will save lives by making it easier to store and deliver blood for hospitals](#). June 17, 2016.) ♦


## INFECTIOUS DISEASE UPDATES

**The Food and Drug Administration has accepted a Procleix Zika virus blood screening assay from Hologic and Grifols on the developmental Panther instrument for an Investigational New Drug (IND) protocol.** It is anticipated that blood centers in areas at highest risk for local transmission of Zika by *Aedes aegypti* mosquitos will consider testing this summer. (Source: Hologics, June 20, 2016.)



INFECTIOUS DISEASE UPDATES (continued from page 8)

**Preliminary surveillance data in Colombia suggests that maternal infection with the Zika virus (ZIKV) during the third trimester of pregnancy is not linked to structural abnormalities in the fetus.** Using data from a national population-based surveillance system between August 9, 2015 and April 2, 2016, a subgroup of 1850 pregnant women, of whom more than 90 percent were reportedly infected with ZIKV during the third trimester, was identified. None of those mothers gave birth to infants with apparent abnormalities, including microcephaly. A majority of the women who contracted ZIKV in the first or second trimester were still pregnant at the time of the report.

Citation: Pacheco O., Beltran M., Nelson C., *et al.* Zika Virus Diseases in Colombia – Preliminary Report. *The New England Journal of Medicine*. June 21, 2016. DOI: 10.1056/NEJMoa1604037. 

**MEMBER NEWS**

**Following requests from Héma-Québec and Canadian Blood Services, Health Canada has announced that men who have sex with men (MSM) can now donate blood in Canada one year after their last same-sex sexual encounter.** In 2013, the national health system lifted the lifetime deferral on MSM blood donors in Canada, changing it to a five-year temporary exclusion. On June 20, Canadian Minister of Health Andrew MacKendrick promised his department would provide a \$3 million contribution to Canadian Blood Services and Héma-Québec to help the systems ensure non-discriminatory practices; organize an international seminar with health leaders from around the world to discuss blood donor policy; and encourage further development of technologies, such as pathogen reduction technologies. (Source: Hema-Quebec; June 20, 2016; Canada [Minster of Health statement](#), June, 20, 2016.)

**Bonfils Blood Center, based in Colorado, and Washington state-based Inland Northwest Blood Center will both merge with the Arizona-based Blood Systems.** Both blood centers are both long-term affiliates of Blood Systems and will add to its operational network of more than 700 hospitals and blood centers in 24 states. “Today, we are creating a more unified blood services provider that multi-state, multi-region hospital systems, and buying groups can turn to with confidence to serve their membership from the largest urban medical centers to the smallest rural community hospitals.” said Blood Systems’ President of Blood Services David Green in a statement. (Source: Blood Systems, June 17, 2016.)

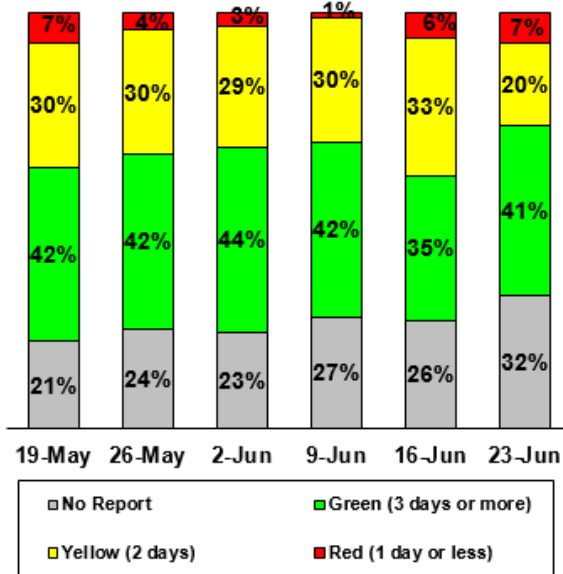
**New York Blood Center was able to provide some closure to a grieving family.** After spending the last 15 years searching for closure, New York Fire Department Battalion Chief Lawrence “Larry” Stack’s son, Michael, and his family were able to track down a stored vial of blood at the New York Blood Center’s blood bank. The center was able to give the blood vial to the family who then held a proper burial for the man who selflessly sacrificed himself to save others as the North Tower in the World Trade Center fell down upon him. (Source: *CNN*, [A funeral 15 years after 9/11: Vial of FDNY chief’s blood gives family closure](#), June 17, 2016.)

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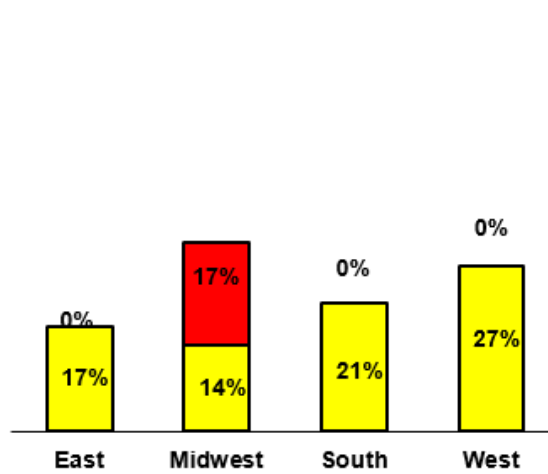


## STOPLIGHT®: Status of the America's Blood Center's Supply

Total ABC Red Cell Inventory



Percent of Regional Inventory at 2 Days Supply or Less, June 23, 2016



Daily updates are available at:  
[www.AmericasBlood.org](http://www.AmericasBlood.org)

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

Daily updates are available at:  
[www.AmericasBlood.org](http://www.AmericasBlood.org)



### AMERICA'S BLOOD CENTERS 54TH SUMMER MEETING



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

**“In the late 1700s, Polynesian navigators voyaged thousands of miles of open ocean and discovered Hawaii.**

Using modern day wayfinding techniques, together we will explore ways to navigate the challenging times ahead facing the blood banking industry. Let the island host culture inspire us with its Aloha Spirit, high energy of world-famous Waikiki, natural beauty, entrancing hula and the thrill of fire knife dancing. Discover our paradise this summer.”

- Kim Anh Nguyen, MD, PhD, president and CEO, Blood Bank of Hawaii



Honolulu International Airport (HNL) is served by most major airlines. Visit <http://www.honoluluairport.org>.

August 1-4, 2016 – Honolulu, HI  
 Hilton Waikiki Beach on Kuhio  
 special room rate: \$240 + tax

**Future Leader Scholarship Program**

Supported by the FABC, these scholarships offer non-C-suite blood center executives the opportunity to advance professionally by attending the ABC Summer Meeting. Details available upon registration.

**Registration Fees**

ABC Summer Meeting: \$760  
 Non-members (non-vendor), contact Lori Beaston at [lbeaston@americasblood.org](mailto:lbeaston@americasblood.org) for invitation and registration fees and information.

**Meeting Schedule**

**Monday August 1:**

Links for Life Golf Tournament  
 Links for Life Golf Reception

**Tuesday, August 2:**

Medical Directors Workshop  
 Hospitality/Networking

**Wednesday, August 3:**

SMT Forum  
 Blood Center Leadership Forum  
 Host Event by Blood Bank of Hawaii  
 Hospitality/Networking

**Thursday, August 4:**

ABC Members Meeting

For sponsorship opportunities contact Jodi Zand at [jzand@americasblood.org](mailto:jzand@americasblood.org).



MEMBER NEWS (continued from page 9)

**World Blood Donor Day (WBDD) was celebrated across the globe on June 17.** The desire to be blood donors was an extremely emotional need for many in the U.S. immediately following the Orlando Pulse nightclub shooting. With images of the victims being rescued and carried away to the local hospitals still fresh in the public's mind, WBDD on June 17, 2016, had more meaning and a large turnout across the country. Here are some of our member centers' WBDD experiences:



**Blood Assurance** had the novel idea of contacting the cities where its donor centers are located to ask for June 14 to be declared "**Blood Assurance Day**" to coincide with World Blood Donor Day. The following cities took part in the campaign: Chattanooga, Tenn.; Abingdon, Va.; Athens, Tenn.; Bristol, Va.; Cartersville, Ga.; Cleveland, Tenn.; Columbia, Tenn.; Cookeville, Tenn.; Dalton, Ga.; Rome, Ga.; and Tullahoma, Tenn. The goal was to see 600 blood donors across all of Blood Assurance's markets, and they were able to exceed their goal with 605 donors. The member center was also featured in two prominent news articles: one from the [Herald Courier](#) and one on [Nooga.com](#).



**The Blood Connection in Piedmont, S.C. celebrated WBDD with open houses in each of their six donation centers, complete with decorations, food, and media coverage.** The day concluded with a special Donor Appreciation Event at The Greenville Drive, a minor league baseball team, including a picnic meal for donors and their families, in-game recognition of their selfless, life-saving acts, and a personalized 'Thank You' video from The Blood Connection employees.

**Community Blood Center**, headquartered in Dayton, Ohio, saw a good response after posting two news releases prior to WBDD and profiling local Beavercreek donor and U.S. Air Force veteran Frank Timko who marked WBDD by giving his 200th blood donation. The center saw news coverage on local TV stations, newspapers, and posted updates on their Facebook page.



**Hoxworth Blood Center** had a tremendous showing of broadcast coverage after the center launched their WBDD media campaign. The center was featured in [this local CBS station segment](#) with a first-hand account of a reporter donating blood, as well as nearly all the local Cincinnati TV stations: [ABC](#), [NBC](#) and [Fox](#), all covering WBDD and donating blood at Hoxworth.



## MEMBER NEWS (continued from page 11)

**LifeShare Blood Centers** developed an all-encompassing digital media outreach package, including a [landing page](#) just for WBDD with the World Health Organization-developed video messaging, a [press release](#), and kept their [Facebook page](#) heavily updated. The center saw great media results from their efforts with TV stations like [KFDM](#) and [KALB](#); radio station [KEEL](#); and newspaper [Shreveport Times](#), all producing stories on WBDD and the member center. ♦



## COMPANY NEWS

**The Biomedical Advanced Research and Development Authority (BARDA has announced a multi-million dollar agreement with Cerus Corporation, a California-based biomedical products company and licensure of the pathogen reduction technology INTERCEPT Blood System.** The agreement, announced in a [press release](#), of an initial \$30.75 million will be used to help co-fund a clinical trial assessing the safety and efficacy of INTERCEPT red blood cells compared to conventional RBCs in Zika-impacted Puerto Rico. Now under the BARDA contract, the red cell system will be added to that already in place for platelets and plasma to reduce the risk of transfusion-transmitted Zika, dengue, and chikungunya viruses, in addition to other blood-borne pathogens. “This program provides the potential for Puerto Rico to retain self-sufficiency of the local blood supply,” said Laurence Corash, MD, chief scientific officer at Cerus. The BARDA funding is for a total \$180.51 million over five years. In addition, the BARDA contract also includes the possibility of funding the deployment of previously-licensed INTERCEPT-treated platelet and plasma components for use in Hawaii.

**Terumo BCT has been awarded \$17.4 million in initial funding from the Biomedical Advanced Research and Development Authority (BARDA) to initiate a clinical trial using the Mirasol® Pathogen Reduction Technology System in the U.S.** With this funding, Terumo BCT will move forward with the Mirasol platelets in plasma clinical trial. The 3.5 year trial is a multi-center, controlled, randomized, non-inferiority study comparing the clinical effectiveness of standard platelets in plasma versus Mirasol-treated platelets in plasma in patients with hypoproliferative thrombocytopenia. The total value of the contract, with all executed options, can result in up to \$169 million in total funding over a 10-year period. As options are implemented, additional work for broader configurations may include Mirasol-treated platelets—including platelets stored in platelet additive solution, platelets collected on different platforms and/or whole-blood-derived platelets—next-generation device advancement, and clinical development. (Source: [Terumo press release](#), June 23, 2016.) ♦

### 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](mailto: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.





## MEETINGS

August 1 - 4

### **ABC 54th Summer Meeting and 6th Annual Links for Life Golf Tournament, Honolulu, Hawaii**

Registration has begun for the ABC 54th Summer Meeting in Honolulu, Hawaii, hosted by Blood Bank of Hawaii, to take place August 1 to 4 at the Hilton Waikiki Beach on Kuhio Ave. It will feature the ABC Medical Directors Workshop and the Foundation for America's Blood Centers Links for Life Golf Tournament. Contact [Lori Beaston](#) for more information.

Sept. 8

### **FDA Public Workshop on Development of HCT/Ps, Silver Spring, Md.**

This free, first-come-first serve, public workshop titled the [Scientific Evidence in the Development of Human Cells, Tissues, and Cellular and Tissue-Based Products Subject to Premarket Approval](#) was organized to identify and discuss scientific considerations and challenges to help inform the development of human cells, tissues, and cellular and tissue-based products (HCT/Ps) subject to premarket approval, including stem cell-based products. The workshop will take place at the FDA White Oak Campus, 10903 New Hampshire Ave., Building 31 Conference Center, Great Room in Silver Spring, Md.

Sept. 12 - 13

### **FDA Public Hearing on HCT/Ps, Bethesda, Md.**

The hearing is being held to obtain comments on the four draft guidance documents relating to the regulation of human cells, tissues, and cellular and tissue-based products (HCT/Ps) from a broad group of stakeholders, including tissue establishments, biological and device product manufacturers, health care professionals, clinicians, biomedical researchers, and the public. The hearing will take place at the Masur Auditorium, Building 10, 9000 Rockville Pike, in Bethesda. More information can be found [here](#).

Oct. 31 – Nov. 1

### **FDA 510(k) Submissions Workshop, Washington, D.C.**

The FDA and industry experts are coming together to teach the basics of 510(k) submissions. Learn about the FDA's updates to the 510(k) process, considerations for determining a product's regulatory route to market, and factors to consider when planning and assembling a 510(k) submissions. The workshop will take place at the Washington Marriott at Metro Center, 775 12th Street, N.W., in Washington, D.C. Find out more information and register [here](#).

Nov. 2

### **FDA IDE Submissions Workshop, Washington, D.C.**

Learn the regulatory and practical guidelines governing when an investigational device exemption is required during this interactive workshop. The workshop will take place at Washington Marriott at Metro Center, 775 12th Street, N.W., in Washington, D.C. Find out more information and register [here](#). ♦

### **ABC Calendar of Events**

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



## CLASSIFIED ADVERTISING

Classified advertisements, including notices of positions available and wanted, are published free of charge for a maximum of three weeks per position per calendar year for ABC institutional members. There are charges for non-members: \$139 per placement for ABC Newsletter subscribers and \$279 for non-subscribers. A six (6) percent processing fee will be applied to all credit card payments. Notices ordinarily are limited to 150 words. To place an ad, contact Leslie Maundy at the ABC office. Phone: (202) 654-2917; fax: (202) 393-5527; e-mail: [lmaundy@americasblood.org](mailto:lmaundy@americasblood.org).

## POSITIONS

**Reagent Donor Program Technologist (Department: Reference Laboratory; Location: St. Paul, MN; Status: Part-Time, 0.5 FTE (20 hours per week), and Non-Exempt; Shift: 1st Shift with some flexibility to shift start and end times as well as duration).** This position supports the organization wide strategic direction for the Reagent Donor Program which includes screening of donors and units, preparation of reagents for blood donor antigen screening, scheduling of donors, platelet and plasma sales, and coordination of unit shipment. This position will work directly with the assistant manager of the Reagent Donor Program in promoting on-going Commercial Research, Molecular Testing and new business opportunities. Supports and promotes organizational goals, mission and vision. To apply please go directly to our website with an updated resume:

<https://home2.eease.adp.com/recruit2/?id=19140832&t=1>

**Assistant Manager Component Lab (Location: St. Paul, MN; Status: Full-Time, 1.0 FTE (40 hours per week), Exempt; Schedule: Monday-Friday, Second Shift).** Be a leader, mentor, coach in our metro Component Lab and work directly in the processing of blood routed to patients in our community. Make a live-saving difference everyday! Purpose: The Assistant Manager, Component Laboratory supervises personnel and coordinates operations associated with routine processing and testing of blood and blood components during the evening shift. The Assistant Manager acts as the CLIA Technical Consultant for hematology and microbiology. The person in this position assists the Manager to ensure that the Component Laboratory is meeting quality requirements and participates in laboratory projects and IBR initiatives. To apply please go directly to our website with an updated resume: <https://home2.eease.adp.com/recruit2/?id=19140492&t=1>

**Manager of Clinical Services—RN (Gulf Coast Regional Blood Center, Houston, Texas).** Working under the director of Cellular, Apheresis and Transfusion Services, the position is responsible for specified clinical services, including apheresis procedures and collections (including collection of Peripheral Blood Stem Cells) and management of a community-based transfusion safety program. Coordinates efforts to moni-

tor transfusion services and to provide cellular therapy and related apheresis services for donors and patients. This position has supervisory responsibilities. Visit [www.giveblood.org](http://www.giveblood.org) for full job description. Education/Experience: Graduate of accredited School of Professional Nursing; current RN license in good standing. Three years of related clinical, transfusion service, supervisory or quality assurance experience or training. Prior project management or leadership experience preferred. Thorough knowledge of transfusion practices and related issues. Flexibility to serve as clinical resource for patient/donor therapeutic procedures in routine, complex and emergency situations. Familiarity with apheresis, dialysis automation desired. Effective venipuncture skills with comprehensive knowledge of pathophysiology, hemo-dynamics, fluid and electrolyte balance are preferred. Current unrestricted RN license from another state acceptable; must acquire a Texas license within 90 days of hire. Apply at [www.giveblood.org](http://www.giveblood.org). The Blood Center is an Affirmative Action/Equal Employment Opportunity Employer.

**Medical Director (Gulf Coast Regional Blood Center, Houston, Texas).** Assists the Chief Medical Officer in the guidance and direction of management in the development and implementation of policies, goals and objectives related to the organization's medical services. Serves as designee of the Chief Medical Officer to ensure compliance with Bureau of Biologics, FDA and CMS regulations, AABB, and company SOP Manual and other standards/regulations; approve technical services not covered by stated standards. Assumes role of CLIA Lab Director. Provides medical guidance and direction as it relates to various donor care, health, product manufacturing and injury matters. Serves as an ex-officio member of the Medical Advisory and Education & Research Committees; supervises residents and fellows during rotation. This position has supervisory responsibilities. Requirements: Doctor of Medicine or Doctor of Osteopathy degree from an accredited university with five years of combined education and experience in blood banking/transfusion medicine or related fields. Board certified or board-eligible in Pathology, Hematology, or another applicable area of medicine. Specialty training and/or certification in Blood Banking, Hematology, or a similar related area is

(continued on page 15)

**POSITIONS** (continued from page 14)

highly desirable. Apply at [www.giveblood.org](http://www.giveblood.org). The Blood Center is an Affirmative Action/Equal Employment Opportunity Employer.

**Chief Medical Officer.** The Chief Medical Officer is responsible for the medical activities of the San Diego Blood Bank. Oversees the operation of Laboratory Services. The position accomplishes this through a respectful, constructive and collaborative style, guided by local, state and national regulations and the objectives of the company. The position provides medical oversight, expertise and leadership to ensure the delivery, potency, purity and safety of blood services and products. Responsibilities also include the strategy, development and implementation of innovative blood collection programs that include collaboration with all operational and strategic business partners. M.D. or D.O. degree; Subspecialty board certification in Hematology (IM) or Transfusion Medicine (Pathology) preferred. Certifications/Licenses: Active Unrestricted California Medical License. San Diego Blood Bank is an Equal Opportunity Employer. EEO/Minority/Female/Disability/Vets. Apply at: <https://sandiegbloodbank.applicantpro.com/jobs/>.

**Director of Marketing.** Mississippi Blood Services has been meeting patient needs for high quality blood products in Mississippi for over 36 years. We are currently seeking a strategic leader for the critical departments tasked with ensuring we achieve our donor recruitment team goals, including field recruitment, Telerecruitment and PR/Communications. As an experienced sales leader, you will provide leadership and expertise to the donor recruitment efforts. You'll develop strategies and systems to ensure we meet our established recruitment goals. You will utilize strong analytical and planning skills, helping grow and develop recruitment territories. You'll provide leadership and assistance in helping your team improve communications, and enhance community relationships to encourage donors and donor groups. Additionally: a proven track record in sales leadership, field sales, call center and customer service. A bachelor's degree with an emphasis in business/marketing preferred, with three to five years of related experience with proven success in meeting critical goals. Previous supervisory experience is essential. Strong creative, strategic, analytical and personal sales skills. Ability to visualize opportunities in the short and long term future. Must be committed to working with shared leadership and in cross-functional teams. Ability to successfully manage multiple projects simultaneously. Experience in blood donor recruitment a plus. Apply at <https://msblood.applicantpro.com/jobs/>.

**Laboratory Manager.** OneBlood in Tallahassee, FL is looking for a Lab Manager to manage the day-to-day activities in the Compatibility Testing Lab including the testing performed, staff scheduling, training and quality activities. The Lab Manager has the responsibility for performance, interpretation, recording of tests and accurate, timely reporting of results and issuance of blood from the laboratories. Applicants must have a bachelor's degree in medical technology, healthcare, chemistry, biology, biotechnology or related field from an accredited college or university with five or more years' experience in a related field or an equivalent combination of education, certification, training and/or experience. Must have a valid and current Florida Clinical Laboratory Supervisor license in Immunohematology or Blood Banking. SBB certification preferred. To see a complete job description and apply, visit the OneBlood Careers page at [www.oneblood.org/careers](http://www.oneblood.org/careers).

**Manager, Donor Services – Mobiles.** The Donor Services Manager, Mobiles is fully trained as a Donor Services Technician (Phlebotomist); this includes the collection of whole blood on mobiles, as well as center environments, autologous and therapeutic collections and technologies of automated equipment. Carries out supervisory/managerial responsibilities either directly or indirectly in accordance with the organization's policies and applicable laws. Ability to delegate and ensure accountability of job performance; provides documentation of performance/disciplinary issues as needed and/or positive reinforcement. Ensures training courses are developed and executed in a timely manner. Analyzes departmental measurements/metrics such as deferral rates, QNS rates, split rates, errors, staff turnover, etc. Develops and executes process improvement plans to meet and maintain compliance and quality standards. Implements direct process improvement plans to meet annual collection goals, to enhance quality, to enhance the donor experience and encourages donors to support their community blood program. Oversees mobile collections problem trends and supports corrective actions required to sustain continuous improvement across the organization. Assures effective internal and external communication between all department levels and functions to foster teamwork and enhances operational success. Continually develops, mentors and supports staff to reach their full potential; in achieving independent and efficient work status. Assists in mobile collections as needed. Apply online at [www.cbcc.us/careers](http://www.cbcc.us/careers). ♦



*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](mailto:lmaundy@americasblood.org)) or by fax to (202) 393-5527. (For a more detailed announcement in the weekly "Meetings" section of the Newsletter, please include program information.)*

**2016**

July 13-15. **2nd European Conference on Donor Health & Management, Cambridge, England.** Registration can be found here: [www.ecdhm.org](http://www.ecdhm.org). Contact: Clare Beach, [ecdhm2016@azuraevents.co.uk](mailto:ecdhm2016@azuraevents.co.uk).

July 24-28. **WFH World Congress, Orlando, Fla.** Contact: [jbungardt@wfh.org](mailto:jbungardt@wfh.org). More information available [here](#).

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

Aug. 4. **Board Meeting, America's Blood Centers, Honolulu, Hawaii.** Contact: ABC Meetings Dept. Phone: (202) 654-2901; e-mail: [meetings@americasblood.org](mailto:meetings@americasblood.org).

Sept. 8. **FDA Public Workshop on Development of HCT/Ps, Silver Spring, Md.** More information available [here](#).

Sept. 12-13. **FDA Public Hearing on HCT/Ps, Bethesda, Md.** More information can be found [here](#).

Sept. 13-14. **IT Workshop, America's Blood Centers, Minneapolis, Minn.** Contact: ABC Meetings Dept. Phone: (202) 654-2901; e-mail: [meetings@americasblood.org](mailto:meetings@americasblood.org).

Sept. 21. **6th Annual Symposium Red Cell Genotyping 2016: Clinical Steps, Bethesda, Md.** Registration can be found here: [www.bcw.edu/rcg2016](http://www.bcw.edu/rcg2016). Contact: Phyllis Kirchner, [Phyllis.kirchner@bcw.edu](mailto:Phyllis.kirchner@bcw.edu).

Sept. 22. **35th Annual Immunohematology and Blood Transfusion Symposium, Bethesda, Md.** Registration can be completed [here](#). Contact: Karen Byrne, [kbyrne@cc.nih.gov](mailto:kbyrne@cc.nih.gov).

Oct. 22-25. **AABB Annual Meeting, Orlando, Fla.** More information available [here](#).

Oct. 31 – Nov. 1. **FDA 510(k) Submissions Workshop, Washington, D.C.** Find out more information and register [here](#).

Nov. 2. **FDA IDE Submissions Workshop, Washington, D.C.** Find out more information and register [here](#).

**2017**

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

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

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](mailto: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](mailto:meetings@americasblood.org). ♦