



ABC NEWSLETTER

CURRENT EVENTS AND TRENDS IN BLOOD SERVICES

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

Issue #23
July 1, 2016

Please Note: The ABC Newsletter will continue to see layout and formatting changes. If you like/dislike them, send an email to newsletter@americasblood.org.

ABC's Response to the Summertime Blood Shortcomings

As was reported in [last week's newsletter](#), this summer could prove challenging for many blood centers. The combination of the usual summertime lag in donations coupled with extraordinary circumstances this year—like the raised hemoglobin cutoff for men, the Haemonetics RC2D filter recall, increased donor deferrals for Zika virus risk and regional Babesia testing—have contributed to ABC member centers expressing concern over shortfalls, if not frank shortages, even if some networks are reporting an uptick in red blood cell (RBC) distributions to their steady hospital customers (i.e. same-store demand), in contrast to several years of decline.

“We’re attempting to be proactive and not get to the point where we have to issue emergency appeals,” said Louis Katz, MD, ABC chief medical officer.

During an ABC board teleconference on June 29, there was consensus that “emergency appeals” have uncertain impacts. They bring a bolus of donors, of unselected types, who are then unavailable for donation for the coming weeks. They perpetuate a disaster mentality in the public who may not understand that it is blood already available at hospitals and in centers before a disaster strikes that saves lives in emergencies. This is because of the length of time it takes after collection, to safely process, test and distribute blood. An acute surge in supply, as followed in the events in Orlando and after many disasters, does not mitigate sustained shortfalls like the summer slump. Emergency appeals can also threaten a center’s credibility if used too frequently or are seen to be a routine strategy.

ABC has always encouraged resource sharing among and beyond its members, and established networks exist to do just that. However, the board recognized that decreased RBC use and fiscal pressures have created an environment in recent years where it has become economically dangerous for blood centers to hold inventory in excess of predicted needs, which compromises the effectiveness of these networks, and the ability to respond quickly to surges or recalls that affect the blood supply. These pressures will be key elements in the upcoming, and greatly anticipated, RAND Corp. study on the sustainability of the blood system.

According to ABC President, Susan Rossmann, MD, PhD, “We need to make the case to the public, as a matter of public health, that the blood “pipeline” must be kept full at all times in support of both known and unanticipated needs. Donors need to schedule regular donations, but that is not nearly as graphic a message as an emergency or a disaster appeal.”

ABC is working with members and our partners in the blood community to produce appr-

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OUR SPACE

ABC Chief Medical Officer Louis Katz, MD

Got Blood?

Summers are always tough for blood centers, but it looks like this one will be worse than usual. Multiple hits on the donor base (enumerated in [last week's Newsletter](#)) have converged in what one center CEO called a “black swan” and “perfect storm” in the SAME sentence. We will respond by rounding up the “usual suspects” to get through until Labor Day: public appeals, appeals to established and lapsed donors, special blood drives, badgering our hospitals about judicious transfusion, rotating inventory to sites of greatest need, importing when possible *et al.* All that said, a big slice of the problem is that we run our business like my father ran his butcher shop in the 1950s. Izzy got his beef from the wholesaler “just in time,” and consequently the ground beef in the display case was always bright red—nothing was old enough to turn brown—so nothing had to be pitched (i.e., outdated in our argot). Problem was that if a big customer needed a couple hundred pounds on Friday for a party on Saturday, the inventory was short. We in the blood community, as a business strategy to protect margins, have abandoned the inventory cushion that is critical for responding to sudden need. What was reasonable in an Iowa meat market in 1950 has troublesome implications for a blood system.

Can this be fixed? Hard to say, and will likely demand fundamental changes in our business/system model. Let me give you a short update on an initiative to answer the question. In January 2014, ABC began talking about an independent study to measure the “value of blood” in the context of the evolving healthcare system, but in short order, we realized we could not foot the bill. With financial support from the Department of Health and Human Services (HHS), and input from multiple stakeholder/experts on a subcommittee of the Advisory Committee on Blood and Tissue Safety and Availability (ACBTSA), the RAND Corporation was (competitively) contracted to execute an analysis of the current state of the blood system and to make policy recommendations to ensure its sustainability. The report will include a number of subject matter modules, several of which have begun peer review at RAND and several more of which are close to that milestone. ABC believes that the final report, which will be reviewed before release at HHS, by the subcommittee, and the full ACBTSA, will be available in late fall. I wonder if next summer will look any different.

P.S: The old man got smart and switched to making neon signs.

lkatz@americasblood.org 💧

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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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ABC's Response to the Summertime Shortcomings (continued from page 1)

ropriate public messaging on these issues on behalf of members and discussing what support might be available in that effort from the Department of Health and Human Services during a demanding summertime—and in the months beyond. These messages should ideally avoid the lexicon of emergency appeals, yet still call on the public to act on the need for donations. The messaging must be adaptable to all forms of media communication: television, print, radio, and online, including social media channels.

A national marketing campaign that ABC and its members are participating in August could also help bring in new donors and increase awareness to the need for more blood donors. The [Missing Types campaign](#) enjoyed great success in Britain last year and is gaining momentum here in the U.S. To learn more about the campaign and how your member center can take part, visit the [Member site](#).

As always, ABC welcomes your suggestions and comments. Feel free to [email us](#) and we will respond as soon as possible.

Not Your Average Fish

A new email scam is costing companies billions of dollars in unrecoverable losses. Well-researched, highly-involved, targeted emails known as whaling involves asking C-suite level executives and director-level managers for money to be wired or transferred, or sensitive information to be provided, like employee social security numbers or W-2 information.

Unlike phishing, where an individual is sent a spam email with a downloadable virus or other malware, whaling emails do not contain a virus, but pose an urgent call-to-action on the recipient. The scammer can hijack the CEO or CFO's actual email account and send the scam email out to other, unsuspecting, C-level executives or director-level personnel; or the domain and email addresses are so similar that the differences aren't virtually undetectable to the potential victim. The call to send money or personal information is usually urgent, causing the executive to act right away, without stopping to second guess their actions.

Whaling may seem like an obvious scam that is easily avoided, but executives at Snapchat, Mattel, and Seagate Technologies have all fallen victim to whaling scams; with 41 total companies targeted in similar attacks within just the first quarter of 2016. And the number is rising. Since January 2015, the Federal Bureau of Investigation (FBI) has seen a 270 percent increase in CEO scam victims and financial losses with reports coming from companies in every state and in 79 separate countries. The FBI estimated the total loss from whaling attacks to be at \$2.3 billion in the last three years.

We thought it would be beneficial to ask our members to consider these key whaling “identifiers” before acting on such an email:

- Does the email contain common whaling keywords, e.g., wire transfer, bank payment, bank transfer etc.?
- Is the name of the person sending the email the same as one of my user names?
- Is the domain sending the email “like” one of my domains, but not exactly the same?
- Is the domain “new,” i.e., has it been seen on the Internet passing valid traffic, or has it been registered recently, specifically for the attack?

While many of those falling victim and being targeted for whaling attacks are larger companies, ABC has already heard about potential victims in the blood industry. As always, ABC encourages our member centers to share information regarding IT security issues and latest threats with their personnel and educate their employees on email best practices. (Source: [FBI](#), April 4, 2016; Krebs on Security, [FBI: \\$2.3 Billion Lost to CEO Email Scams](#), April 16, 2016; CIO, [Whaling emerges as major cybersecurity threat](#), April 21, 2016.) ♦



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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.

ABC Welcomed the French National Blood Service



Jean-Jacques Huart, Azzedine Assol, Francois Toujas (All of EFS), Roy Roper (BBD), Claire Huault (EFS), Christine Zambricki (ABC)

Etablissement Français du Sang (EFS) executives, the only French civilian blood service in France, visited the ABC office in Washington, D.C., on June 24, followed by a tour of the Blood Bank of Delmarva in Delaware. They arrived after a visit to OneBlood in Florida, to further discuss and exchange ideas and knowledge on the blood banking industry with ABC members.

EFS President Francois Toujas, along with Claire Huault, EFS director of strategy and international relations, Azzedine Assal, director of EFS Aquitaine-Limousin Regional Blood Establishment, and Jean-Jacques Huart, former director of ES Nord de France Regional Blood Establishment, all engaged in a lively discussion with ABC representatives, including President-Elect Martin Grable, recent ABC board member Laurie Sutor, and Chief Medical Officer Louis Katz. Chief Executive Officer Christine Zambricki and other ABC staff also participated in the meeting on site at the ABC headquarters.

EFS professionals came prepared with “hot topics” for discussion, which were remarkably similar in content to the challenges facing blood centers throughout the U.S. The subjects of interest included:

- The decrease in labile blood product use, especially red blood cells, through the development of patient blood management
- The need for greater efficiency in collection activities, especially apheresis collection of plasma
- Current issues regarding transfusion safety, and in particular the impact of emerging pathogens like Zika, dengue, West Nile viruses etc., on the blood supply, and
- The implementation of the temporary deferral of men who have sex with men, in France and in the U.S.

(continued on page 5)



INSIDE ABC (continued from page 4)

One of the more startling differences was that EFS is required by the French government to maintain 12 days of all blood products and on the shelves. Yet despite the differences in structure and reimbursement models between the two blood programs, the day provided many insights on the similarities of trials and opportunities facing blood programs.

At the end of the day, President Toujas expressed the sincere gratitude of the French delegation for the time spent and the extensive knowledge sharing that took place throughout the day.

“I am personally committed to two-way communication and building relationships between U.S. blood centers and the EFS so that both parties can benefit through increasing quality and excellence in blood services,” he said. Mr. Toujas was appointed to his position by the President of the France, François Hollande.

Top 10 Reasons You Can't Miss the Summer Meeting

10. You can wake up every morning and see this.



I'm not sure you need another nine reasons...

(continued on page 6)



INSIDE ABC (continued from page 5)

9. Try Hawaii's notorious mashed purple potatoes and purple rolls. No food coloring needed!



8. Golf at one of the best golf courses in the entire world. If you're not good at golfing, don't worry, no one is watching your swing with this backdrop!



7. Collaborate with some of the most innovative and intelligent minds in the blood banking industry. If they aren't inspiring you, try sipping a traditional Hawaiian cocktail and your colleagues may suddenly sound more astute.



(continued on page 7)

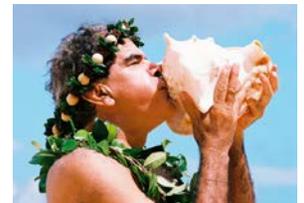


INSIDE ABC (continued from page 6)

6. Reinvigorate your mind, body, and spirit with a dip in the turquoise waters after sessions close. You might even pass a turtle while bodysurfing.



5. By attending the Summer Meeting, you ensure your center's voice is heard. Try using a conch shell if no one is listening.
4. Your hotel, the Hilton Waikiki Beach, is just a five-minute drive to the famous Diamond Head State Park. No one will blame you if you "got lost" on your way back to the conference either.





INSIDE ABC (continued from page 7)

3. Learn an ancient Hawaiian chant at the launch of the Summer Meeting. You can use it to meditate when you arrive home and get back to the grind.
2. There are a few surprises the Blood Bank of Hawaii will bring to the Summer Meeting. Every day they will weave a cultural treat into the beginning of session.



1. After being professional all week, relax, and enjoy a traditional Hawaiian luau. It may be your only chance to stuff yourself with delicious food until your belly pops out *and* try on a grass skirt without getting funny looks.



ABC would like to send a special "Thank You," to Maura Dolormente, director of marketing at the Blood Bank of Hawaii, for help with this article. ♦



LETTER TO THE EDITOR

The following is an edited version of a letter sent to the ABC Newsletter from a frequent donor in Indiana.

Good Evening,

I am a regular platelet donor having donated blood products on 448 separate occasions. Only 13 of these have been whole blood. Normally I donate two units each time - occasionally three units. Over the years, since 1991 when I first started donating at age 57, I have failed the HgB test about six times. This past four or five weeks, I failed it twice with my count both times being 12.9. Perhaps the blood bank should have handed me a coupon for a steak dinner along with an iron pill and told me to return in two hours. I would no doubt have accepted the challenge as my trip from Fort Wayne, Ind., where I live, to Muncie, Ind., to donate and return home is about 144 miles. But, I am not complaining and I will continue with my efforts to save lives. At age 82 I appear to be outliving my siblings and cousins. The psychological impact of saving lives I think is a large part of my longevity.

Yesterday, my wife and I went to a wedding and then to the reception. A friend of mine, who is about three or four years older than me was very upset with a different blood organization in Fort Wayne for rejecting him since the new 13.0 versus the old 12.5 hemoglobin cutoff went into effect. Noisy as receptions can be, I tried to reason with him. He stated, "They took me all winter down in Florida where my wife and I spent the winter." No doubt he donated in Florida about a month before returning home to Indiana. And, no doubt the date he tried to donate in Fort Wayne would have also found him to be deferred if he were still down in Florida, as it was after the hemoglobin rule went into effect on May 23, 2016. I mention all this as blood banks to take time to explain such situations to those seniors who travel south in the winter months. He and his wife were both a little bent out of shape because of his deferral up here. Relative to many issues, other blood associations deserve tough criticism, but this event is not one of them.

Respectively,

Richard Beam ♦

Mr. Beam has since been able to donate after taking iron supplements, he wrote in separate letter.

RESEARCH IN BRIEF

Mosquito bites a factor in arboviral infection severity. A study into how mosquito-borne arboviruses replicate and disseminate in a host found the virus replication is enhanced and the rate of infection is increased due to the host's immune response at the bite site, possibly associated with effects of mosquito saliva.

Mice bitten by uninfected mosquitoes and then injected with the virus had an inflammatory immune response that retained more of the virus at the inoculation site than mice infected by injection in the absence of a mosquito bite. The mosquito bite was associated with recruitment of host neutrophils associated with enhanced viral reproduction and more severe disease. Block immune cells from recruitment to the site attenuated the affect.

RESEARCH IN BRIEF (continued from page 9)

Citation: Pingen M., Bryden S., Pondeville E., *et al.* Host Inflammatory Response to Mosquito Bites Enhances the Severity of Arbovirus Infection. *Immunity*. June 21, 2016. DOI: <http://dx.doi.org/10.1016/j.immuni.2016.06.002>

A large, retrospective, cohort study found no evidence for transmission of neurodegenerative diseases by transfusion from affected blood donors. The aggregation of misfolded proteins in the brain occurs in several neurodegenerative disorders and is inducible in rodents and primates through intracerebral inoculation. Certain neurodegenerative diseases like variant Creutzfeldt–Jakob disease (in contrast to sporadic) are transmissible by transfusion. To evaluate whether syndromes associated with protein misfolding, dementia of any type, Alzheimer disease, and Parkinson disease, are transmissible by transfusion, the SCANDAT investigators linked more than 1.46 million patients transfused between 1986 to 2012 to the medical records of their donors in Danish and Swedish registries.

Using Cox regression models, hazard ratios were estimated for patients receiving blood transfusions from donors who were later diagnosed with any of these diseases compared to patients who received blood only from donors who did not develop neurodegeneration. Of the transfusion recipients studied, 2.9 percent received a transfusion from a donor diagnosed with one of the diseases. The hazard ratio for dementia in recipients of blood from donors with neurodegeneration versus recipients of blood from healthy donors was 1.04 (95% CI, 0.99 to 1.09). Corresponding estimates for Alzheimer disease and Parkinson disease were 0.99 (CI, 0.85 to 1.15) and 0.94 (CI, 0.78 to 1.14), respectively.

Citation: Gustaf Edgren G., Hjalgrim H., Rostgaard K., *et al.* Transmission of Neurodegenerative Disorders Through Blood Transfusion. *Annals of Internal Medicine*. June 28, 2016. DOI: 10.7326/M15-2421.

Dengue virus (DENV) immunity might drive greater Zika virus (ZIKV) replication in hosts. Samples from children infected with DENV, but not ZIKV, in northeast Thailand from 2002 to 2004, were included in a cohort study. The patients' stored plasma and peripheral blood mononuclear cells from hospital stays during acute dengue, and from convalescence were used.

In all 16 samples, the DENV-immune plasma bound to both DENV and (the related) ZIKV following secondary infection with DENV serotypes 1 to 4. However, the antibodies were unable to neutralize the ZIKV and drove antibody-dependent enhancement of ZIKV infection in cell culture..

Citation: Dejnirattisai W., Supasa P., Wongwiwat W., *et al.* Dengue virus sero-cross-reactivity drives antibody-dependent enhancement of infection with zika virus. *Nature Immunology*. June 23, 2016. DOI: 10.1038/ni.3515. 

BRIEFLY NOTED

AABB has partnered with The Joint Commission (TJC) to offer a two-year certification for patient blood management (PBM) to TJC-accredited hospitals. First announced in [December 2015](#), the certification is now ready for enrollment. PBM is an evidence-based, multidisciplinary approach to optimizing patient care for those who might need transfusions, including patient evaluation and their clinical management. AABB's press release states PBM "can reduce the need for allogenic blood transfusions and reduce health care costs, while ensuring that blood components are available for the patients who need them." (Source: AABB Weekly Report, June 24 ,2016.)



BRIEFLY NOTED (continued from page 10)

AABB's National Blood Foundation (NBF), established in 1983, has changed its mission statement. The foundation's new mission statement is now "fueling innovation in transfusion medicine and cellular therapies for the benefit of patients and donors," the foundation's chair David Perex stated "Our new mission is a natural and timely evolution that both reinforces our longstanding commitment to NBF founding principles and emphasizes the fueling of innovation to capture a full range of opportunities. This will enable the NBF to truly impact the fields of transfusion medicine and cellular therapies." (Source: AABB SmartBrief, June 23, 2016.) ♦

REGULATORY NEWS

The Food and Drug Administration (FDA) has published a final rule amending exceptions for donating cryopreserved embryos. [The revision](#), effective August 22, 2016, amended the existing regulation 21 CFR 1271.90 and expanded the exceptions for certain human cells, tissues, and cellular and tissue-based products (HCT/Ps). The exception now includes embryos originally cryopreserved for a specific individual or couple that may not meet all requirements to be used for reproductive use to allow anonymous or direct donation of the embryos, with appropriate labeling by the HCT/Ps center. The FDA wrote that they made these changes in response to comments from stakeholders regarding the importance of embryos to those challenged with conception based on the FDA's enhanced understanding of the topic. (Source: FDA, June 22, 2016.) ♦

THE WORD IN WASHINGTON

The Department of Health and Human Services (HHS) Secretary Sylvia Burwell announced more than \$742,000 in funding was awarded to three health centers in American Samoa and the U.S. Virgin Islands to help combat the Zika virus. The funds will be used to expand preventive and primary care services, outreach, and patient education and screening. The three health centers and their 12 delivery sites in American Samoa and the U.S. Virgin Islands served nearly 26,000 patients in 2014, including more than 6,000 women age 15 to 45. (Source: [HHS](#), June 23, 2016.)

The Department of Health and Human Services (HHS) announced it is using its own center to help develop a Zika vaccine. The Office of the Assistant Secretary for Preparedness and Response (ASPR) within HHS will begin developing a Zika vaccine using its Center for Innovation in Advanced Development and Manufacturing (CIADM) in Baltimore, Maryland, with funding and direction from ASPR's Biomedical Advanced Research and Development Authority. The CIADM, led by Emergent BioSolutions, Inc., plans to conduct a variety of studies in the hopes of moving quickly through the early stages of vaccine development and submit an investigational new drug request to the Food and Drug Administration (FDA) to begin clinical studies. (Source: [HHS](#), June 27, 2016.) ♦

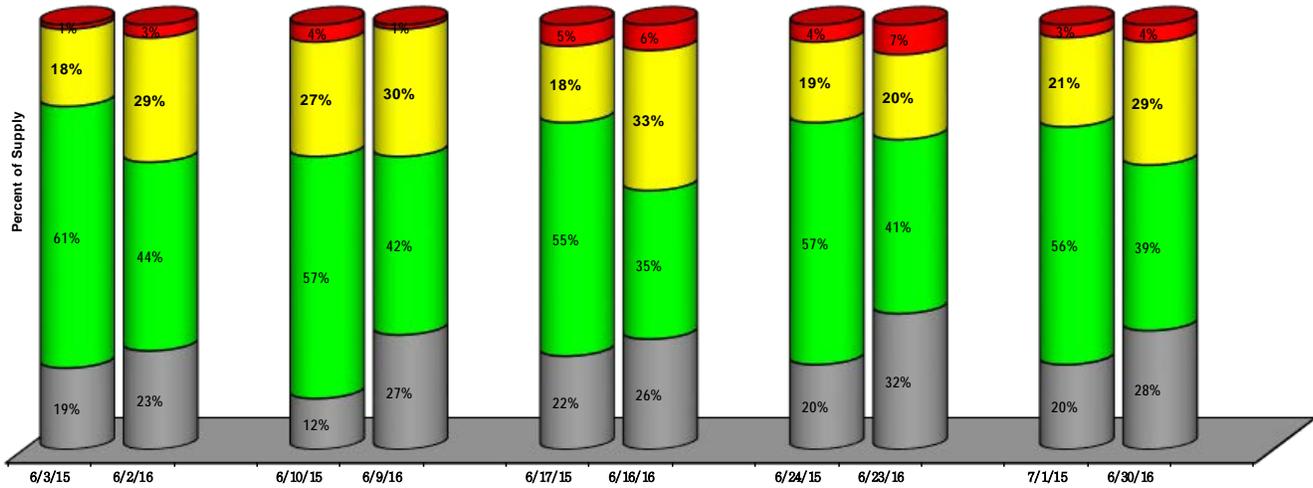
INFECTIOUS DISEASE UPDATES

More women in Zika-endemic countries are seeking abortions than before the Zika epidemic struck. In a study reviewing data from January 1, 2010, and March 2, 2016 from Women on Web, a non-profit organization that provides access to abortion medications mifepristone and misoprostol, analysts found a large increase in women seeking abortion medications in Latin America. The biggest increases were seen in areas most affected by Zika—Brazil and Ecuador. Researchers used a regression-

(continued on page 13)



STOPLIGHT®: Status of the ABC Blood Supply, 2015 vs. 2016



No Response
 Green: 3 or More Days
 Yellow: 2 Days
 Red: 1 Day or Less

The order of the bars is (from top to bottom), red, yellow, green, and no response



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



Blood Bank of Hawaii
Give Blood. It's Safe. It's Simple. It Saves Lives.

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 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.



INFECTIOUS DISEASE UPDATES (continued from page 11)

discontinuity design and found a 108 percent jump in requests from women in Brazil and 93 percent increase from women in Ecuador. Requests for abortion medication in Honduras (76 percent), Columbia (39 percent), Costa Rica and El Salvador (both at 36 percent) also increased. Interestingly, the requests were not just from women who contracted Zika, but those fearful they might contract it while pregnant.

Citation: Aiken A., Scott J., Gomperts R., *et al.* Requests for Abortion in Latin America Related to Concern about Zika Virus Exposure. *New England Journal of Medicine*. June 22, 2016. DOI: 10.1056/NEJMc1605389.

The number of identified blood donors infected with Zika virus has been increasing in Puerto Rico. [The Center for Disease Control and Prevention \(CDC\) reported a total of 68 donors](#) (0.5 percent) identified from 12,777 donations tested. The highest weekly incidence was 1.1 percent from June 5 to June 11. In comparison, retrospective screening for chikungunya virus nucleic acid on blood donations collected during June to December 2014, a 0.65 percent of the donations were infected with the virus, with a peak of 2.1 percent in October 2014. (Source: CDC, June 24, 2016.) 📌

MEMBER NEWS



This article was contributed by Maura Dolormente, director of marketing at the Blood Bank of Hawaii.

Blood Bank of Hawaii celebrates 75 years of providing lifesaving blood products to the islands. The vision of establishing an organization that would provide a safe and reliable source of blood for Hawaii's medical needs became a reality in February 1941, when the Public Health Committee of the Honolulu Chamber of Commerce made funds available to establish the Honolulu Blood Plasma Bank (HBPB). The first blood was drawn at HBPB in the summer of 1941.

As the third oldest blood center in the nation, HBPB operated on a small scale, processing plasma primarily. At the outset, 253 pints of plasma plus 100 units of whole blood processed into plasma were collected during the initial six months until December 7, 1941. For one week after the initial attack on Pearl Harbor, 500 donors per day were processed.

With the outbreak of World War II, HBPB served as a wartime agency under the Office of Civilian Defense, returning to its non-profit civilian status in October 1943, when it received a charter from the Territorial Treasurer. Honolulu Blood Plasma Bank officially changed its name to Blood Bank of Hawaii (BBH) in 1946. Today, BBH celebrates 75 years of connecting donors with patients as Hawaii's sole blood provider.

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MEMBER NEWS (continued from page 13)

The Community Blood Center (CBC) announce it has shipped the first units of pathogen reduced platelets to hospital patients in Wisconsin this week. Treated platelets with pathogen reduction technology decreases the risk of transfusion-transmitted infections by inactivating a broad range of pathogens such as viruses, bacteria, and parasites that may be present in donated blood. Currently available in a limited capacity, CBC is working with a local hospital system to launch the first distribution of pathogen reduced platelets with plans to expand to more area hospitals in the future. (Source: CBC, June 23, 2016)

The Central California Blood Center (CCBC) signs Cerus Corp. agreement. CCBC announced it has signed a multi-year agreement with Cerus to produce INTERCEPT platelets. Cerus' INTERCEPT is a newly FDA approved pathogen reduction method, which has been used safely and effectively in Europe for many years. Up until 2015 no pathogen reduced blood products have been used in the United States, but continuing FDA concern about risks of bacterial contamination in platelets and emerging pathogens like ZIKA and Chikungunya have motivated some blood centers to move towards INTERCEPT platelets. "When we assessed the industry and regulatory trending and talked to our partner hospitals, we concluded that INTERCEPT is the right thing for Central California Blood Center," said Christopher Staub, COO at CCBC." (Source: CCBC, June 29, 2016.) ♦

PEOPLE



As previously announced, CEO of LIFELINE Blood Services Joe Schifano, will retire at the end of August after 26 years at the Jackson, Tenn., center. Mr. Schifano is set to retire with his wife Patti to St. George, Utah. John Bryant Miller, MS, will be the new CEO and brings 22 years of blood banking experience with him. Miller most recently served as product placement manager for Blood Systems, Inc., in Phoenix.

Kim Hoarle, executive director of the American Society for Healthcare Risk Management (ASHRM), won the American Hospital Association's (AHA) [2016 Inspiring Leader Award](#). The award recognizes an individual who has established a culture leading to employee satisfaction, motivation, engagement and achievement. "Being nominated by members of my team and selected by my peers is validation that I am accomplishing goals I set for myself as a leader," said Ms. Hoarle. ASHRM is an AHA personal membership group.



Bill Rietscha, CEO and president of Versiti (Michigan Blood), will be retiring on September 30, 2016, after eight years with the blood bank. Rietscha led the Grand Rapids, Mich., headquartered blood bank through a period of exceptional growth and transformation with improved transfusion safety and service for patients in 75+ hospitals (up from 22 when he first started) across that state. He will be relocating and retiring to Jackson Hole in the fall.

In Memoriam

Former member of the AABB Board of Directors Mary Ann Myers passed away on June 15 in Eureka, Calif. Ms. Myers began her medical career at the University of Kansas Medical Center and the Community Blood Center of Kansas City. She later served as the technical director of Contra Costa Blood Center in Oakland, Calif. and was the 2003 recipient of the Owen F. Thomas Award from the California Blood Banks Association. ♦



COMPANY NEWS



Rosetta Genomics' multiple fluorescence in situ hybridization (FISH) tests used to detect DNA rearrangements or amplifications in blood cancers like leukemias, lymphomas, and myelomas, is now approved for use. The New York State Department of Health has granted conditional approval for FISH under the Rosetta's Molecular Oncology and Cellular Tumor Marker permit. The assays will now be available in all 50 states. (Source: [Rosetta Genomics](#), June 21, 2016.)

Ortho Clinical Diagnostics was recognized with an Innovation Award by the members of Premier, Inc. Premier Inc., a health care improvement company that unites an alliance of approximately 3,600 U.S. hospitals and 120,000 other providers, gave Ortho the award for their ORTHO VISION Analyzer, a blood analyzer that automates immunohematology testing, including serial dilutions for titration studies. (Source: Ortho Clinical Diagnostics, June 23, 2016.) ♦

MEETINGS

August 1

6th Annual Links for Life Golf Tournament, Honolulu, Hawaii

Held in conjunction with the Summer Meeting, the Links for Life golf tournament has developed into a successful and fun annual fundraiser for the Foundation for America's Blood Centers. This year's tournament will take place at the beautiful [Kaneohe Klipper Marine Golf Course](#) in Honolulu, Hawaii. Ranked as one of the world's best military courses your golf score will be second to the breathtaking ocean and mountain views you will enjoy while playing. ABC Members will be charged \$200 to register which includes transportation to and from the course, lunch, green fees, cart, beverages and snacks on the course and a reception with dinner and cocktails back at the meeting hotel. Sponsorship opportunities are also still available for vendors.

August 1 - 4

ABC 54th Summer Meeting, Honolulu, Hawaii

Registration is open for the ABC 54th Summer Meeting in Honolulu, Hawaii, hosted by Blood Bank of Hawaii, on 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 White Oak Campus, 10903 New Hampshire Ave., Building 31 Conference Center, Great Room in Silver Spring, Md.

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MEETINGS (continued from page 15)

Sept. 12 - 13

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

Early registration for this public hearing to collect comments on the draft guidances relating to the regulation of human cells, tissues or cellular or tissue-based products is now open. 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, factors to consider when planning and assembling a 510(k) submission. 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](#). ♦

AMERICA'S BLOOD CENTERS' Information Technology Workshop

Minneapolis, MN – September 13-14, 2016

Hosted by



**Memorial
BLOOD CENTERS**
A Division of Innovative
Blood Resources

66 Innovative Blood Resources and our Minnesota Division, Memorial Blood Centers, are pleased to host the 2016 ABC Information Technology Workshop near our headquarters in St. Paul, Minnesota. Attendees will benefit from the shared knowledge of fellow IT professionals while exploring topics impacting our changing and interconnected healthcare environment. We look forward to seeing you in September! 99

*– Donald C. Berglund, CEO,
Innovative Blood Resources*



Negotiated hotel room rate: \$199 + tax
http://bit.ly/renaissance_minneapolis

2016 Workshop Fees (early bird/regular)
2-day registration: \$410/\$465

Registration opens **July 13**. Non-members (non-vendor), contact Lori Beaston at lbeaston@americasblood.org for invitation, registration fees and information.

Scholarship opportunities available to ABC members to cover the cost of registration fees and help with travel expenses. Application form and details will be made available when registration opens.

Sponsorship opportunities available. Contact Jodi Zand at jzand@americasblood.org for details.

 Minneapolis–Saint Paul International Airport (MSP) is served by most major US airlines. Visit www.mspairport.com.







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

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

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: <http://bit.ly/298H2R>

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 every day! 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: <http://bit.ly/29jiHN>

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 monitor transfusion services and to provide cellular therapy and related apheresis services for donors and patients. This position has supervisory responsibilities. Visit www.giveblood.org for full job description. Educa-

tion/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. 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 highly desirable. Apply at www.giveblood.org. The Blood Center is an Affirmative Action/Equal Employment Opportunity Employer.

POSITIONS (continued from page 16)

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://sandiegobloodbank.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.

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. ♦