

BREAKING NEWS: Florida officials are investigating two cases of Zika infection (one in Miami and one in Broward Co.) for the possibility of local mosquito-borne transmission. Details will be provided when available.

Issue #26
July 22, 2016

Heartfelt Follow-Ups Help Bring the Donor Back

With only 38 percent of the U.S. population able to donate blood and blood products, and less than 10 percent of those eligible actually rolling up their sleeves, it's amazing there is enough blood being donated each week to sustain all the transfusions around the country. One way in which blood centers are trying to get donors, mostly O negative donors, to come back and donate, is to let them know when their donations go out the door, and where those donations have gone to help a patient.

"Hoxworth...showed a 22 percent increase in one-time donors returning for a second donation as a result of a letter campaign at fixed-site locations," noted James Tinker, division director of donor recruitment and community relations at Hoxworth Blood Center in Cincinnati, Ohio.

Hoxworth is just one of many blood centers seeing real results from using the information given during registration and utilizing it for heartfelt follow-up communication. The center, based out of the University of Cincinnati, sends a letter thanking the donor for his/her past donation and lets the donor know to which hospital the blood product went. Many other centers, like Unyts in Buffalo, N.Y., and Oklahoma Blood Institute in Oklahoma City, Okla., make personalized phone calls to their donors to thank them for their lifesaving gifts. LifeShare Blood Centers, headquartered in

Shreveport, La., uses a national callback service BloodBankPartners, who started calling donors back in 2005.

"Frankly, I got tired of not hearing from the blood center, except when they wanted another donation. It wasn't always pleasant to hear from them," said owner and president of BloodBankPartners, Garrett Whitney, whose company also texts and emails after the follow-up



calls. "The blood industry has gotten really good at thanking donors before and when they come to donate, but we're not so great about after."

Some of the feedback Mr. Whitney has received from blood centers using his callback service includes this email back from a Southwestern U.S. blood center:

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OUR SPACE

COO of Central California Blood Center Christopher Staub

Emerging Medical Countermeasures

Along with the challenges that new waves of pathogens may cause, modern humans are quite good at producing complicated messes and then needing to apply our resources and innovation, reacting to what we've brought about. I ponder this after researching an acronym I learned from recent ABC and BCA announcements—BARDA (Biomedical Advanced Research and Development Authority).

BARDA was established in December 2006 as part of the Department of Health and Human Service's Pandemic and All-Hazards Preparedness Act (PAHPA). BARDA works collaboratively with CDC, the Food and Drug Administration (FDA), the National Institutes of Health, the Department of Homeland Security, as well as the Department of Defense. BARDA's director and seven divisions promote and guide the development of countermeasures to mitigate whatever bad muck comes our way—rampant viruses, or doomsday technology. There is even a “matrix team” to coordinate among the divisions. The matrix team's mission is to develop and procure needed medical countermeasures, e.g., to assure vaccine manufacturing surge capacity, retrofit therapeutic manufacturers' facilities, develop diagnostics, and battle the array of public health threats that will arise—natural or not. BARDA was intended to fill gaps in the U.S. government's development and procurement processes and be a bridge for novel products identified in early research to obtain FDA licensure/approval. BARDA guesses “winners” and helps them advance through the pipeline so they can help save us all.

BARDA has awarded millions to over 240 projects, many of them addressing pandemic and biological concerns, like developing influenza vaccines, thwarting Ebola, advancing infrastructure to deal with pandemics, and covering nuclear and radiological threats.

Two companies involved in the blood supply chain have received BARDA money—TerumoBCT and Cerus Corporation. Terumo was recently awarded an initial \$17.4 million to support efforts to get their Mirasol pathogen-reduced platelets approved by the FDA. Cerus was given an initial \$30.7 million to establish the efficacy of INTERCEPT RBC. Both companies have pathways to additional BARDA money in the near future for related projects. These companies caught the government's attention for their successes in Europe with pathogen reduction, their contributions to help Puerto Rico respond to threats from Zika and Chikungunya, and their efforts to secure FDA approval for their blood safety technology. I congratulate these two innovative companies for their focus on emerging medical countermeasures in our blood supply chain.

cstaub@donateblood.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.

America's Blood Centers

President: Susan Rossmann

CEO: Christine S. Zambricki

Editor: Lisa Spinelli

Subscriptions Manager: Leslie Maundy

Annual Subscription Rate: \$390

Send subscription queries to

lmaundy@americasblood.org

America's Blood Centers

725 15th St. NW, Suite 700, Washington, DC 20005

Phone: (202) 393-5725

Send news tips to newsletter@americasblood.org.

HEARTFELT FOLLOW-UPS HELP (continued from page

“I talked with a seven-gallon donor today and Mr. R was moved to tears after he had learned his donation went to a local children’s hospital as he had lost a daughter at a young age. He said to keep up the phone calls and was looking forward to hearing where his blood went after his next donation.”

Other centers like BloodCenter of Wisconsin (BCW) and OneBlood in Orlando, Fla., send emails to their donors and the practice improves their return rates.

“We also generally found that the donors who receive these emails are more likely to donate soon again than similar donors that didn’t receive the emails,” said John Eben, customer insight strategist at BCW.

After the Orlando shooting at Pulse nightclub, Daniel Eberts, who is in community and donor relations at OneBlood, received an email from his own blood center thanking him for donating before the tragedy: “Your decision to donate in the days prior to the tragedy helped ensure blood was available when the patients arrived at the hospital,” read part of the email he received.

And the U.S. isn’t the only one to grab ahold of this idea. Sweden has been using this technique for three years to help humanize the donor’s experience. First the state-run blood service thanks donors for donating via a text message and then once a recipient is infused with the donated blood, another text message is sent to the donor with the good news that their donation was utilized.

For many, the news that their donation has real, personable, results can make a lasting impact on the perception of their experience. This one is from Facebook:

Thank you to Life Share Blood Center in Shreveport for your call today!! Letting me know that 7 days after my donation was made my blood was sent to Beaumont sure made my day!! For those of you who never have donated and are able, please consider doing it. I hate needles and can't look when I have to give blood for lab work. HOWEVER.....there is a great satisfaction knowing that the blood I donate just might save someone's life. It takes very little time and I've never had any pain. ❤️

But this kind of personalized marketing is not easy for all centers to accomplish. The cost, time, and manpower can be too much for some and it might not fit with the blood center’s structure.

“This marketing tool could present challenges to centers who do export; donors seem to be more motivated by having a local impact – except in times of national crisis,” noted Mr. Tinker.

(continued on page 4)

We Welcome Your Articles

We at the *ABC Newsletter* welcome freelance articles on any subject relevant to the blood banking community. Writers are encouraged to submit short proposals or unsolicited manuscripts of no more than 1,100 words. While ABC cannot pay for freelance pieces, the writer’s name and title will be included at the end of the story, brief news item, or commentary. If proposing a story, please write a few paragraphs describing the idea and sources of information you will use, your present job and background, and your qualifications for writing on the topic. ABC staff cannot guarantee all stories will be published, and all outside writing will be subject to editing for style, clarity, brevity, and good taste. Please submit ideas and manuscripts to ABC Publications Editor Lisa Spinelli at newsletter@americasblood.org. You will be sent a writer’s guide that provides information on style conventions, story structure, deadlines, etc.



HEARTFELT FOLLOW-UPS HELP (continued from page 3)

Some larger centers that export products are attempting to work around this obstacle by leaving the messaging a little more vague, saying the donation has “left the building” rather than specifying an exact location and date when the donation left.

Some other centers are cautious about text messaging every donor about every donation. Rhode Island Blood Center (RIBC) started sending text messages out a few months ago to let every O- donor know their blood is on its way to help someone every time it leaves the building. They also do it for every first-time donor every time. They recently expanded the texts to platelet donors, however, they are randomizing those messages.


Kara LeBlanc, manager of marketing and communications at RIBC, explained “While some centers send a text message to platelet donors every single time their donation leaves the building, we decided to start the platelet texting program carefully. We don’t want someone who is donating for two or more hours with a lot of frequency to expect a text message every time and perhaps wonder why they don’t get a text if their donation did not get sent out. The most important thing is to make sure the donors are getting that positive reinforcement.” She pointed out that, from a behavioral standpoint, intermittent reinforcement has proven to be more powerful than constant anyway. They will be expanding the texting to red cell donors soon.

Cost and time do also play a factor in why some blood centers are not partaking in donor follow-up messaging and also contribute to why some centers are limiting their messages to certain donor types, like platelet or O- donors. However, many of those centers already participating in this practice are expanding their follow-up offerings, because one thing is clear, donors are responding positively to these humanizing messages. ♦

AMERICA'S BLOOD CENTERS' Information Technology Workshop


Minneapolis, MN – September 13-14, 2016

Hosted by



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®
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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.

ABC Gets Lean and Six Sigma'ed



On July 20, the staff at America's Blood Centers went through Lean Six Sigma training to help us think about our further streamlining our job processes and improve efficiencies. We had the pleasure of hosting two ITxM employees, Vice President and Chief Quality Officer Roxanne Tata and Gwen Jones, director of process improvement at LifeSource/ITxM and certified Six Sigma Black Belt, as our presenters and trainers.

The Lean Six Sigma methodology is focused on eliminating waste and redundancy from the workplace to help reduce costs, improve performance, and create a more satisfying work environment while still delivering quality results. It was first founded by a man named Bill Smith for the Motorola Company in the late 80s and was used in the development and manufacturing of Toyota-brand automobiles.

Lucky for this newsletter editor, we mapped out the entire newsletter process. While evaluating the newsletter process we listed out each step, the goal for each step and then all the inputs or sources that help us achieve these goals for every step. We asked ourselves if these inputs add value, add no value, or are they mandated by the business, but do not add any value? After deciding all these steps, their goals, and whether or not the process or sources are value-added, no value added or are business value-added, we began to see a few areas where we could begin to do some cutting and modifications to make the already fairly lean process even more efficient.

In the coming months readers will, as a result, receive a very short survey on some key points that were brought up during this training. I'd like to thank you in advance for taking the survey and helping us to provide you with the very best newsletter possible.

Blood centers like ITxM now employ full-time Lean Six Sigma staff members. Employing and utilizing people like Ms. Jones and Ms. Tata has helped ITxM save hundreds of thousands of dollars in waste, over-production, and other inefficiencies, said the presenters. Other centers have hired Six Sigma consultants to come in and help them reorganize their business processes as well as the physical placement of equipment in the labs and mobile donor centers. The most important factor in these new process flows is following through, said Ms. Tata.

"Post-audit, when a commitment has been established to that new workflow, the sponsor has to ensure people are still adhering to it," said Ms. Tata. "You get what you put into it and how dedicated to changing the program everyone is."

If in six months the manager or sponsor of this new lean workflow sees the old habits start to come back and waste and in efficient use of time start to creep back up, the new "lean" workflow needs to be emphasized again.

(continued on page 6)



INSIDE ABC (continued from page 5)

Be careful that the outcome is not always focused on just the dollar signs though, warned Ms. Jones. “Don’t always focus on cost, look at the return on what it does for the organization as a whole.”

Missing Type Campaign Update

The international [Missing Type Campaign](#) will be taking place August 15 to 21. As you conduct your outreach efforts please keep ABC informed by contacting [Mack Benton](#) in order to keep the global participation list of partners accurate for all 21 international blood organizations involved. ABC is encouraging member blood centers to reach out to corporations, community organizations, athletic teams, local government, media, donor groups, iconic sites, and blood donors. The [Missing Type Campaign](#) started as a United Kingdom-based NHS Blood and Transplant (NHSBT) initiative to obtain new blood donors. Businesses, brands, and influencers were asked to remove the letters, “A,” “B,” and “O” from their websites, Twitter handles and signage without an explanation. The campaign was a success and inspired 30,000 new donors to register and give blood. Visit the [ABC Member Site](#) for more on this campaign. ♦

RESEARCH IN BRIEF

Scientists may have discovered a way for certain stem cells to self-renew. Researchers find that enforced expression of a single microRNA (miRNA) in purified murine and human multipotent progenitors (MPPs) creates self-renewing stem cells. hematopoietic stem cells (HSCs) found in cord blood are an easy source for allogenic stem cells transplantation for people with certain diseases, like leukemia. However, cord blood HSCs come in limited numbers. The results suggest that enhanced MPPs may be used to augment limited HSC sources.

Citation: Wojtowicz E., Lechman E., Hermans K., *et al.* Ectopic miR-125a Expression Induces Long-Term Repopulating Stem Cell Capacity in Mouse and Human Hematopoietic Progenitors. *Cell Stem Cell*. July 14, 2016 early online. DOI: <http://dx.doi.org/10.1016/j.stem.2016.06.008>. ♦

BRIEFLY NOTED

Vanderbilt University Medical Center researchers have reduced hospital blood use by 30 percent. Their new guidelines for ordering blood saved their hospital \$2 million, announced lead researcher, Barbara J. Martin, MBA, RN, and member of the Vanderbilt Center for Clinical Improvement, at the 2016 American College of Surgeons National Surgical Quality Improvement Program Conference in San Diego, Calif. “The transfusion committee at Vanderbilt was interested in evaluating how we could implement evidence-based guidelines around restrictive transfusion.” Dr. Martin noted that her hospital changed their ordering system to be more specific and took their blood unit orders from 675 units per 1,000 discharges in 2011 to 432 units per 1,000 discharges in 2015. (Source: [MedicalNewsToday.com](#), July 18, 2016.)

After comparing three instruments used for collecting double red blood cells, researchers at the Mayo Clinic selected the Fenwal Alyx (Alyx). In a selection process for their own center, the researchers compared the TerumoBCT Trima Accel (Trima); Alyx; and the Haemonetics MCS+ 8150 (MCS+) in 40 consecutive collections (80 products). The instruments were evaluated for hemoglobin (Hb) content, leukoreduction, collection time, instrument efficiency, donor acceptance, and donor reactions. Leukoreduction was integral to the collection procedure for the Alyx and Trima, while it was a separate process for the MCS+. Mean Hb levels were Trima, 59.2 g; Alyx, 56.8 g; and MCS+, 51.5 g. Overall, all three instruments

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BRIEFLY NOTED (continued from page 6)

proved their abilities to collect an acceptable leukoreduced DRBC product; however, the Alyx was most portable, had the shortest donor and technician time, and the highest collection efficiency.

Citation: Burgstaler E., Duffy K., and Gandhi M. Double red blood cell collection: comparison of three apheresis systems. *Transfusion*. July 13, 2016 early online. DOI: 10.1111/trf.13705.

As gamers wander around with their noses buried, even more so than normal, into their smartphone screen chasing after a wily yellow monster, [Pokémon Go](#) users are getting themselves into all kinds of trouble. One 15-year-old was hit by a car after unknowingly walking into traffic while playing the game, along with a flood of other misadventures as a direct result of playing the game, including car accidents and robberies. Pokémon Go users have also been asked to stop coming into places of sanctuary like the U.S. Holocaust Memorial Museum and Arlington National Cemetery, and now hospitals are asking users (including staff members) to power down their gaming. The increase in unauthorized hospital visitors is raising concerns not just about the increase in number of germs in the hospital, but also safety issues. Member centers haven't reported any unwanted Pokémon Go experiences yet, but it's just a matter of time before we get word of an oblivious soul wandering into the middle of a blood drive and stumbling over a pack of donors. If you have any Pokémon Go user woes or defenses, feel free to email the newsletter: Newsletter@americasblood.org.

Representatives from the Armed Services Blood Program (ASBP) reported on a demonstration at George Mason University showcasing an automated blood center validation and verification software plugin. The new Blood Establishment Computer System plugin, developed by engineering students at the university, checks to help ensure guidelines and protocols established by the Food and Drug Administration and the AABB are being followed from the time of donor registration until transfusion. This plugin requires identity markers be entered into the system, asks the technician necessary questions, ensures the required forms are being filled out, and asks for confirmation that essential documents have been appropriately marked, signed, or seen by the appropriate blood center staff member. To learn more about this software tool, contact GMU's [Volgenau School of Engineering](#). (Source: [ASBP](#), July 7, 2016.) ♦

INFECTIOUS DISEASE UPDATES

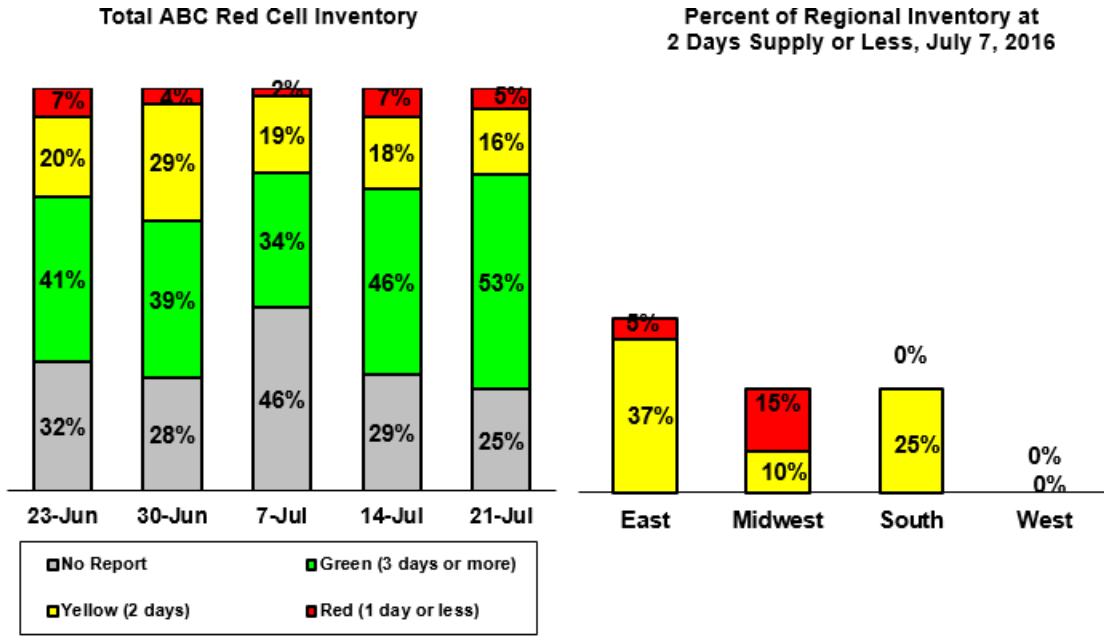
Two possible cases of vector-borne transmission of Zika may have taken place in Florida. The Florida Department of Health (FDOH) reported that it was “actively conducting an epidemiological investigation” with the Centers for Disease Control and Prevention (CDC). FDOH did not say they had ruled out sexual transmission of Zika in one case and they did not provide any additional details about it. Zika tests on mosquitoes in the Miami-Dade County have been ongoing since earlier this summer; so far none have been reported as positive for the disease. The CDC reports of the 1,306 cases of Zika in the continental United States; nearly all were contracted by a mosquito bite abroad or through sex with someone who had become infected in another country. (Source: [Miami Herald](#), July 22, 2016.)

A Utah caretaker was presumably infected with Zika virus (ZIKV) after caring for an elderly man who had been infected with the virus. The caretaker, a “family contact,” reportedly had no sexual contact with the elderly man, who has since died, and had not been bitten recently by any mosquitoes. It is not known if ZIKV played a part in the elderly man's death, however, it appears he did have a number of ailments. The elderly man had contracted ZIKV after traveling abroad. Public health officials in Salt Lake County, where the two lived, said they have found neither *Aedes aegypti* nor *Aedes albopictus*, carrier mosquitoes for the disease, in the area. The caretaker has fully recovered from the infection. (Source: [New York Times](#), July 18, 2016.)

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STOPLIGHT®: Status of the ABC Blood Supply



Daily updates are available at:
www.AmericasBlood.org

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



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

Thursday, August 4:

Hospitality/Networking
 ABC Members Meeting

For sponsorship opportunities contact Jodi Zand at jzand@americasblood.org.



INFECTIOUS DISEASES (continued from page 7)

The Centers for Disease Control and Prevention has reported a case of possible female-to-male Zika virus (ZIKV) transmission via sex in New York City. The female reported she traveled from an Zika endemic area to New York and had unprotected sex with a man. The following day she developed symptoms of ZIKV and her primary care physician took serum and urine samples that tested positive for ZIKV RNA by real-time reverse transcription–polymerase chain reaction (rRT-PCR). Seven days later, the male partner became symptomatic and was tested for ZIKV RNA by rRT-PCR testing. The test detected ZIKV RNA in the man’s urine, but not serum. (Source: [CDC](#), July 15, 2016.)

With Zika on the forefront of everyone’s mind when thinking of mosquito-borne illnesses this summer, many are forgetting about West Nile Virus (WNV). The Centers for Disease Control and Prevention (CDC) have not updated their WNV maps since January 2016 on the number of vector-borne transmission cases this summer. However, AABB has an interactive map of the U.S. showing eight donations infected with WNV: two in Calif., two in Nevada, and one in South Dakota, Oklahoma, Kentucky, and Alabama, separately; with another 28 pending cases throughout the U.S. News outlets have noted WNV-positive samples of mosquitoes and birds in Texas, California, and Massachusetts. About one in five people who are infected with WNV will develop a fever, along with other symptoms, but less than 1 percent of infected people develop a serious, sometimes fatal, neurologic illnesses, reads the CDC [website](#). (Source: [AABB website](#), July 19, 2016.) ♦

REGULATORY NEWS

On July 27, the FDA will host webinars on the two Next Generation Sequencing (NGS) draft guidances released on July 6. Both the draft guidances propose ways in which to streamline oversight of NGS-based tests. The first draft guidance, titled “[Use of Standards in FDA Regulatory Oversight of Next Generation Sequencing \(NGS\)-Based In Vitro Diagnostics \(IVDs\) Used for Diagnosing Germline Diseases](#),” deals with rare hereditary diseases, and the second, [Use of Public Human Genetic Variant Databases to Support Clinical Validity for Next Generation Sequencing \(NGS\)-Based In Vitro Diagnostics](#),” covers an approach wherein public databases of human genetic variants can serve as scientific sources and evidence for clinical claims of genotype and phenotype relationships. The draft guidances are open for public comments during a 90-day period. The first webinar, “Next Generation Sequencing Draft Guidances: Technical and Regulatory Aspects,” will focus on the technical and regulatory aspects of the guidances and be held from 12 until 1 p.m. on July 27. The second webinar, “Next Generation Sequencing (NGS) Draft Guidances: Implications for Patients and Providers,” will address the significance of those guidances for patients and health care providers and be held from 1:30 p.m. until 2:30 p.m. [Click for more information about these webinars](#). (Source: FDA, July 15, 2016.)

The International Council for Commonality in Blood Banking Automation (ICCBBA) announced updates to ISBT 128, the international identification, labeling, and information processing system for products of human origin. Version 6.18.0 of the ISBT 128 Product Description Code Database is now available to licensed facilities. The new database can be downloaded as a Microsoft Access database and all updates are listed on the [version control sheet](#). An updated Product Lookup Program that is populated with the new codes is also available. The Standard Terminology for Medical Products of Human Origin v6.18 has also been [released](#). It provides definitions to all ISBT 128 terminology and should be used in conjunction with the ISBT 128 Product Description Code Database. The technical bulletin, [ISBT 128 Product Description Code Transition document v.1.0.0](#), is also now available on the ICCBBA website. This bulletin aims to help users finalize their transition from using new tables and fields of the restructured ISBT 128 Product Description Code Database and will show examples to users for what they can expect the new database tables to look like in 2017. (Source: ICCBBA, July 15, 2016.) ♦



GLOBAL NEWS

Dublin-based Shire announced it completed its \$32 billion merger with Baxalta, an Illinois-based biopharmaceutical company. The acquisition will grow Shire into a company with more than 22,000 employees in 100 countries. Shire focuses on the development and commercialization of therapeutic products for patients with gastrointestinal/endocrine diseases, hereditary angioedema, and neurological and lysosomal storage diseases. The addition of Baxalta adds products in the areas of hematology, immunology, and oncology. (Source: *International Blood/Plasma News*, June 2016.) 📌

MEMBER NEWS



The Governor of Louisiana John Bel Edwards and some of his staff joined member center LifeShare Blood Centers at the state capitol to donate blood yesterday. The event was in honor of those officers shot and injured during the attack on law enforcement in Baton Rouge on July 17. The blood drive, organized by the Governor's office and LifeShare brought some media attention and helped raise awareness about the need for blood in the state. (Source: LifeShare, July 21, 2016.)



To prepare her staff for West Nile Virus (WNV) training, Jan Webster, processing lab a.m. supervisor at Stanford Blood Center, wrote a poem. Here it is for you:

*The winds aloft are summer now shifting
 Mosquitoes wing on their currents drifting
 On their journey feeding on birds that die
 Imbibing that West Nile Virus, then fly
 Seeking human targets on skin left bare
 Dive bombing attacks human game is fair
 Perfect landings, injecting virus neat
 Into the unprotected human meat
 Incubates, growing the virus infects
 Excellent are we IDT detects
 Testing time longer, no problem we're lean
 Insuring our products entirely clean. 📌*

Save-the-Date

ABC Quality Education Webinar
 "ZIKA and ABC Blood Centers Update"
 on August 16, 3:00-4:30 p.m. EST.
 Registration details to follow.

COMPANY NEWS

Cerus Corporation will donate, along with its distribution partner, CEI Group, its INTERCEPT Blood System pathogen reduction kits for platelets and plasma to HEMORIO, a public hospital responsible for transfusion medicine and hematology care in Rio de Janeiro, Brazil. HEMORIO is the designated emergency preparedness blood center for the Summer Olympic Games in Brazil. The INTERCEPT kits will remain there throughout the Olympic Games and the remainder of 2016 in an effort to help bring protection to locals from blood borne pathogens like Zika as well as to the Olympians, their families, and fans who are traveling to Rio. Cerus' INTERCEPT Blood System for platelets and plasma is the only pathogen reduction system to receive approval from the Agência Nacional de Vigilância Sanitária for commercial use in Brazil. (Source: Cerus, July 6, 2016.)

GE Healthcare acquired Swiss biotech firm Biosafe Group in a deal that aims to double its presence in the cell therapy industry. The acquisition adds 85 new employees and around 230 customers, doubling GE's cell therapy staff and sales. GE estimates there are now 375 active T-cell therapy programs, and seven companies with a market value of \$17 billion focused on Chimeric Antigen Receptor modified T-cells, which are being used in the fight against leukemia and other cancers. (Source: [Reuters](#), July 13, 2016.)

TransMedics added \$12.5 million to its funding on July 11, bringing their total funding to more than \$63.7 million. The Andover, Mass.-based company developed the Organ Care System (OCS), a device that perfuses donor organs with warm, oxygenated blood and monitors its status until transplantation. The Food and Drug Administration decided TransMedics did not need to hold an advisory panel meeting on the TransMedics heart preservation device, which intends to keep a heart beating from time of extraction to transplantation. The first OCS liver transplantation was performed successfully at Mass General Hospital in January 2016. (Source: [MassDevice.com](#), July 12, 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 [Ka-neohe Klipper 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. There is a \$200 registration fee, 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. Contact [Jodi Zand](#) for more information.

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 Beaton](#) for more information.

MEETINGS (continued from page 11)

- 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 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.
- Sept. 12 - 13 **FDA Public Hearing on HCT/Ps, Bethesda, Md.**
- This public hearing was created to collect comments on the draft guidances relating to the regulation of human cells, tissues or cellular or tissue-based products. The hearing will take place at the Masur Auditorium, Building 10, 9000 Rockville Pike, in Bethesda. More information can be found [here](#).
- Sept. 13 – 14 **ABC IT/Workshop, Minneapolis, Minn.**
- 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, contact the ABC Meetings Department at (202) 654-2901 or e-mail: meetings@americasblood.org.
- Sept. 21 **Red Cell Genotyping 2016: Clinical Steps, Bethesda. Md.**
- The BloodCenter of Wisconsin (BCW) and the Department of Transfusion Medicine at the National Institutes of Health (NIH) Clinical Center, and are co-hosting the 6th Annual Red Cell Genotyping Symposium at Lister Center Auditorium, National Library of Medicine, NIH Building 38A, 8600 Rockville Pike, Bethesda, Md., from 8:25 a.m. to 4:15 p.m. This symposium will review the laboratory aspects and clinical benefits of red cell genotyping in patients and blood donors. For information, program fee and advance registration visit BCW's [website](#) or contact Phyllis Kirchner phyllis.kirchner@bcw.edu.
- Oct. 31 – Nov. 1 **FDA 510(k) Submissions Workshop, Washington, D.C.**
- AdvaMed hosts FDA and industry experts 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 AdvaMed 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](#). ♦



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

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/>

Mobile Supervisor, RN (Location: San Bernardino, CA; Schedule: Full-time, 4/10 and Part-time, 3/8 schedules available). Position Summary: Functions as a leader, decision-maker, and member of the LifeStream Management Team. Supervises the operation of different Mobiles, monitors Mobile staff performance, as well as performing duties of Staff Nurse. Performs donor/patient phlebotomy and sample collections including automated procedures if trained. Conducts medical history interviewing and physical assessment. Oversees the safe, procedurally correct, and customer-oriented collection, storage, and transport of blood. Organizes mobile departures, set-up, operations, and return to LifeStream. Serves as a liaison between Mobile Chair people and LifeStream. Completes documentation on Mobile Summaries, Injury and exposure documentation as needed, etc. Conducts deferrals/eligibility overrides per procedure as required. Provides feedback to Management regarding staff performance and assists in presenting employee performance reviews. Education and Experience: Associate's degree (AS) in Nursing. Minimum one year of generalized nursing and/or Clinical and Supervisory experience. Current California Registered Nurse (RN) License and current CPR Certification. Current valid California Driver's License. For further information and to apply online please visit: www.LStream.org. Must pass pre-employment background check, and drug screen. LifeStream is an Equal Opportunity Employer, M/F/D/V.

LifeStream participates in the Federal governments E-verify program to determine employment eligibility.

Registered Nurse II (Location: San Bernardino, CA; Schedule: Monday, Thursday, Friday, and Saturday OR Monday, Tuesday, Friday, and Saturday). Position Summary: Conducts donor and patient interviews, physical assessments, and phlebotomies. Oversees donation process and recovery. Depending on location, work includes performing Whole Blood, special services, and multiple Component Collections in order to provide excellent customer service and to produce safe quality blood products for patients. May be required to learn and maintain skills on multiple Apheresis Technologies based on organizational need. Gives attention to detail and conducts work according to Policy, Procedure, and Regulatory Guidelines. Works as a positive team player to provide effective donor/patient processing. Assumes charge RN responsibilities as assigned. Works at other draw locations as needed. Education and Experience: AS Degree in Nursing. Minimum three months to one year of generalized Nursing and/or Clinical experience. Current California Registered Nurse (RN) License and current CPR Certification. Current valid California Driver's License. LifeStream is an Equal Opportunity Employer, M/F/D/V. LifeStream participates in the federal governments E-Verify program to determine employment eligibility. For further information and to apply online please visit: www.LStream.org.

Supervisor, Telerecruitment (Location: San Bernardino, CA; Schedule: Monday through Friday; 8:00 am to 4:30 pm). Summary: This position supervises the daily operation of the Telerecruitment department ensuring assigned staff are providing an adequate community blood supply by contacting donors for blood donations. This position is responsible for evaluating employees' efficiency and productivity through direct observation and production records, conducting training and coaching to staff as needed on a daily basis. This position is also responsible for meeting monthly individual goals established by the manager of Telerecruitment and the director in charge of Telerecruitment. The Telerecruitment Supervisor is also responsible for the daily operations of the dialer, recruitment campaigns, call performance and departmental performance metrics. The ideal candidate will have a high school diploma or GED. Bachelor's

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POSITIONS (continued from page 13)

degree preferred. Minimum three years' Telerecruiter experience or comparable field. Supervisory experience especially in a customer service environment is highly preferred. For further information and to apply online please visit: www.LStream.org. Must pass pre-employment background check, and drug screen. LifeStream is an Equal Opportunity Employer, M/F/D/V. LifeStream participates in the Federal government E-verify program to determine employment eligibility. Job Number: IN-4255164474

Advanced Clinical Lab Specialist - IRL. Blood Systems is one of the nation's oldest and largest comprehensive transfusion medicine organizations. We serve blood centers, hospitals and health systems, offering shared management and support services, quality excellence and effective contracting. Strong. Diversified. Vertically integrated. A modern transfusion medicine organization, Blood Systems brings together the benefits of a lean and effective centralized support structure, a national scope and close-to-the-customer decision-making authority. Openings: 2nd shift, full-time, and part-time available. Qualifications: Bachelor's degree required; must satisfy CLIA requirements for High Complexity Testing required; California testing requirements must be met within one year required. Certification as a Medical Technologist or Blood Banking Technologist (BB) by a recognized certifying agency required. Blood Systems, Inc. is an Equal Opportunity Employer. Apply at: <http://www.bloodsystems.org/careers.html/>. EOE/Minority/Female/Disability/Vets

Donor Services Specialist. Fresenius Kabi is a global health care company that specializes in lifesaving medicines and medical technologies for infusion, transfusion and clinical nutrition. Our employees – more than 30,000 worldwide – develop and deliver injectable pharmaceuticals and infusion systems; blood collection, transfusion and cell technologies; and essential nutrients for parenteral nutrition. We have an opportunity for a Donor Services Specialist who will work in our donor room in Lake Zurich, IL. Responsibilities include: Assist with subject recruitment and enrollment through database review; Assess eligibility, enroll and schedule subjects based on study protocol requirements; Perform whole blood collections and apheresis procedures as defined in the study protocol to support new products, product improvements, and product maintenance activities; Conduct review of laboratory test results and communicate status. Requirements: Clinical experience as either a Medical Assistant (MA), Licensed Practical Nurse (LPN), EMT or Registered Nurse (RN) (preferred) with current Illinois license; one to three years' experience in blood banking industry preferred; proficiency in phlebotomy skills; experience in whole blood collections and aphaeresis procedures preferred. To apply visit our website at: <http://www.fresenius-kabi.us/career.html> and search Keyword: LZD00070. Fresenius Kabi is an Equal Opportunity/Affirmative Action employer. All qualified

applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disabilities, or protected veteran status.

IRL Medical Technologist. The San Diego Blood Bank (SDBB) is a progressive and forward thinking company with a respected history of outstanding service and leadership in the blood banking industry. Synergies between SDBB, the community, the biotechnology industry and academic institutions allow us to save lives with quality blood services, innovative clinical research, new technologies, and health & wellness. With proactive and aggressive new approaches to core business, research, and sophisticated technology, SDBB is where you want to be! Openings: Night and Evening shifts available. Qualifications: Bachelor's degree in a biological science; MT(ASCP) / equivalent certification; SBB (ASCP) preferred; California State CLS or CIS License (or eligible); and a minimum of three years direct IRL experience preferred. The San Diego Blood Bank is an Equal Opportunity Employer. Apply at: <https://sandiegoblood-bank.applicantpro.com/jobs/>. EOE/Minority/Female/Disability/Vets

Medical Laboratory Scientist. The Immunohematology Reference Laboratory at ARUP Laboratories is looking for a Medical Laboratory Scientist to join a team of experienced immunohematology reference laboratory technologists. The primary duty of IRL staff members is performing complex serologic testing. IRL technologists also participate in development and revision of procedures, consultation with medical directors, pathology residents and healthcare providers, mentoring and training new MLS and MLS students, and identification of rare donors. There is a career ladder available for promotion to Medical Technologist, Specialist position after one year experience at ARUP. ARUP Laboratories is a national clinical and anatomic pathology reference laboratory and a nonprofit enterprise of the University of Utah and its Department of Pathology. The ARUP IRL supports the complex transfusion service at the University of Utah Health Center, Huntsman Cancer Hospital and Primary Children's Hospital in addition to providing reference laboratory support for clients in Salt Lake City and surrounding area(s) as well as clients located throughout the United States. This position requires a current MLS(ASCP) or MT(ASCP) and approximately five years' experience in a transfusion service, SBB is preferred but not required. This position requires participation in rotating technical on-call duties. Please apply online to posting #16-0733 at www.aruplab.com/careers.

Medical and Scientific Director. The Irish Blood Transfusion Service (IBTS) is seeking to recruit a Medical and Scientific Director (M&SD). The M&SD is the chief medical advisor to the Board and Executive of the IBTS. The crucial aspect of the role is to ensure that the IBTS provides safe blood for the people of Ireland. He/She will be responsible for leading the development of medical,

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technical and research policy in IBTS and to provide strong leadership for all clinical staff to include line management responsibility for all consultant medical staff. As IBTS Medical & Scientific Director, accountable to the Chief Executive, the M&SD shares responsibility for the quality of the services provided by IBTS and for both strategic direction and the financial well-being of the organization. This will include a central role in driving forward a culture of change, innovation and service transformation. The successful applicant must hold a current appointment at consultant grade in Haematology or equivalent in an EU member state, or if not currently employed within the EU is eligible for such an appointment by qualification and experience and have at least ten years satisfactory experience (after becoming entitled to full registration) in the practice of the medical profession, including not less than four years satisfactory experience in haematology or in blood transfusion medicine. This is a very senior appointment so experience of working as a Head of Department would be essential. Initial enquiries in confidence to the [Chief Executive](#) of the IBTS. ♦