

## Blood Services Advisory Council Meeting Notes

**October 19, 2016** – American Red Cross No. CA Blood Services Region HQ, Oakland, CA

Notes taken and submitted by Thomas Petty, Secretary

### Attendees

Kelly Murphy (phone)	Tom Petty	Matt Campbell (LinkedIn)
Muhi Khwaja	Sydney Lorek	Sarah Harding
Justin Mueller	Kelly Hanes	Bentley Peabody
Jan Siva	Rhonda Davis	Mike Ivancie
Dr. Catherine Mazzei	Naimiti Vora	Troy Arnold
Hanna Malik	John Bernard	Sylvia Miller
Stephen Kwan	Joe Spillane	Catherine Holmes
Gerard Wen	Hanrin Cho	Rose White
		Mike Ryan

### Round Robin Updates

**Muhi** – Utilize the network in the room to connect and find out how you can start building the relationships and blood drives.

**Bentley** – Had some challenges with their first blood drive, but worked with Theresa to reschedule.

**Matt Campbell** – Having the personal connection is very important. Next drive is December 17

**Stephen Kwan** – University could not continue hosting blood drives, but he has been showing up and thanking the donors. Some of the foreign students were not allowed to donate.

**Catherine Mazzei** – depending upon where they're from,

**Justin** provided the donor recruitment person. There is a 12-week timeline to get the drive up and running, and work with donor recruitment rep.

### Regional Update

#### Justin Mueller

The fiscal calendar ended in July 2016. Red blood cell market demand is going down. This makes it challenging to plan their business. They need to have the infrastructure to collect the blood to send to the hospitals. The last two months have had an upward trend, so the market may be turning around.

Prior to 2009, the consumption of blood products was high because the economy was strong, and people were doing elective surgeries. Hospitals were not as efficient with their blood usage, and now they only use it when it's absolutely needed.

The ARC was set to collect 6M units of product, but only needed 5M. BioMed Reengineering right-sized the organization from the top down, and eliminated many positions. Needed to make things more efficient and to position the ARC to lower cost structure.

FY16 – collect the right product at the right time for the right cost. Flatten the goals instead of seeing a cyclical trend.

FY16 – Hospital sales declined slower than anticipated. Gained more hospitals than we lost.

Finished the year at 4.81M (99.1%). The West Division was 101.1%. Need to ride the line of collecting the right amount at the right time, because there is a shelf-life and don't want to start dumping unused units.

Question: Can the nurse at the drive be a volunteer nurse rather than a paid nurse? They are training volunteer nurses.

The Western Division was the highest performing in the country. NCAL/Pacific Northwest achieved goals 10 out of 12 months, a tie with SoCal.

Got three awards for exceeding goals in the region.

Pushed too hard on efficiency, but are ratcheting that back a bit. Are focusing more on customer experience and making sure it's a good experience for the donor.

Jay Winkenbach is now the new Director of Southern California, and NoCal now reports into Jay and SoCal as of October 3.

## Medical Update

### **Dr. Catherine Mazzei**

Medical updates. HLA Human Leukocytes Antibodies are in the plasma cause a rare reaction about 1 in 5000 people that can cause respiratory distress. Most people can be supported with respiratory treatments, but occasionally a fatal reaction. Women can cause the reaction because they have had children. Now can test blood donors for plasma and platelets. Recruiting new younger donors who don't have many children.

Pathogen inactivation is a new product that they're testing. It cross-binds the DNA/RNA so that any live or viral DNA can't pull apart to replicate. This creates an inert pathogen. This is only being used on platelets, but isn't available for red cells (yet)

## General BSAC Update

### **Muhi Khwaja**

Jan Siva will be the new Secretary of the BSAC starting in January 2017.

Muhi is suggesting that people also make a financial commitment or fundraising \$2500 (roughly \$55,000 for the entire board) to the Red Cross as part of their participation on the BSAC. Muhi will provide the resources we need to reach out to our friends and families.

The other three quarterly meetings (January, April and July) the meetings will be WebEx, and the goal will be to have the next in-person meeting in San Francisco, since we've met in San Jose and now Oakland.

Targeting to have each person sponsor a blood drive next year or about 20 new blood drives next year. This year, the BSAC contributed an extra 6 blood drives that were not already on the calendar.

Question (Bentley & Mike) – with an equipment failure, is there an opportunity for corporate gifts to cover the costs of new equipment that will help prevent outages. *Possibly. The equipment is specific to Red Cross, so we can't just buy any off the shelf equipment. But it something to consider.*

Question (Gerard) – if we collect \$55K next year, can we specify where the money goes? *Yes.*