



Blood Drive Chairperson Spotlight

CBCO has thousands of volunteers just like you serving in various capacities throughout the Ozarks. There are so many things we can learn from you. This column is designed to provide that learning forum, while also thanking you for the hard work you do on behalf of area patients.

**Sumi Casey, MIS Administrative Assistant
Prime Inc., Springfield, MO**



How long have you been the blood drive chairperson?

I started working for Prime January of 2015, so just over 3 years.

What inspired you to be a blood drive chair person? Has someone close to you needed blood in the past?

The blood drives here at Prime have been going on for much longer than I have been here. Being a blood drive coordinator came with my position. However, I do enjoy coordinating the drives as I am not able to donate myself due to weak, wiggly veins. Being able to help others donate makes me feel like I can at least help in some way. Even though I have been lucky enough not to need or know someone who needed blood, I know how important organizations like this are. Especially in the world today, we all need to help each other and come together to make positive changes.

How do you promote your blood drives and sign up donors?

The main forum for promotion is interoffice email and giveaways. The associates here love showing their support for all the philanthropy that Prime does! In addition, we will give away spa and/or detail certificates from our onsite facilities.

What are some tools provided by CBCO that help you motivate donors to give?

CBCO offers the new QuickPass service that I feel really helps our associates here. For our busy environment it is a huge plus to plug being able to skip the wait. Everyone here is busy all the time, and being able to shave off a few minutes really helps donors fit it in their schedule. (NOTE: QuickPass is available from computers, smartphones, or tablets at <http://www.cbco.org/quickpass>) In addition, whenever I have a question, our rep at CBCO, Brad Terry, is there to help. He is always super helpful and deals with our benefits fair each year like a trooper!

What, in your opinion, is the most effective way to recruit blood donors?

The best way to recruit donors, for my situation, is email! In the office, we are all so busy in the hustle and bustle of the business that email is really the best way to make sure everyone hears about the drive. I always include a link to the sign up page so that it makes it easy for someone to sign up.

How do you overcome objections to donating blood?

Luckily, our associates have been awesome about signing up and donating!

Continued on Page 2

Blood Drive Chairperson Spotlight

Continued from Page 1

Has there been a certain moment related to holding blood drives that has made it all seem worthwhile?

Not directly, but I know that everyone here at Prime appreciates having CBCO setup here onsite for them to donate. Knowing that CBCO is right here in our community really does make us feel like we are making a difference right here, right now.

Need a little Monday Motivation?

Follow us on social media to get a little boost to begin each week, with our #MondayMotivation series. Like what you see? Share on Facebook and retweet on Twitter! Have a quote you think others would find uplifting and want to share it with us for #MondayMotivation? We'd love to hear from you. Send your quote to slackj@cbco.org.



Time-Saving Feature to Launch for Blood Donors

Our new QuickPass system lets you start the registration process before you ever arrive at the blood drive. You'll answer our required health history questions independently from home, school, or work, the day of your blood drive or the day you visit one of our donor centers.

With QuickPass, you can go online using your own computer, smartphone, or tablet to complete the donor questionnaire. This allows you to skip registration when you arrive at the blood drive or donor center, and move on to the next step rather than waiting your turn to answer the same questions for our staff.

Our new computer system will walk you through each question with photos and text. When you're finished, you'll receive a unique bar code that you'll need to take with you. Before exiting the system, you will be asked if you would like to print the bar code or email it to yourself. Either way, you must present the bar code at the blood drive or donor center so that we may retrieve your completed questionnaire.

With a few minutes invested before you go to the blood drive or donor center, your donation process will potentially be shortened, with less time away from work or out of class.

To take advantage of QuickPass, visit www.cbco.org the day you will give blood. You'll see a link to click that will take you through the process. We look forward to seeing you at the blood drive in the QuickPass lane!



High School Leadership Workshops: Save the Date!



If you are a chairperson for one of our high schools, add this info to your calendar right now! Our next high school leadership workshops will be held September 11 – 20, 2018.

Nearly 500 students and chairpersons from 55 high schools attended CBCO's 2017 High School Leadership Workshops last September. Six half-day events were held over two weeks across the region.

Why should you and your students attend? Students learned why donating blood is vital to their communities, and they learned skills to help make their blood drives successful. Some of our training will help them throughout their academic careers and even when they join the workforce, including marketing, persuasive speaking, time management, event planning, goal-setting, and more.

Invitations will go out to all of our high school blood drive chairpersons toward the end of this school year, so don't forget to get the ball rolling for approval to be part of this great event.

Got questions? Get in touch with your CBCO blood drive consultant. They'll tell you how much more successful blood drives are when students attend our high school leadership workshops.

Blood recipient thankful for CBCO volunteers

A rare medical disorder means Tina Waits, of Goodman, Missouri, must receive a blood transfusion every two weeks at Freeman Hospital in Joplin, Missouri. Pure Red Cell Aplasia leaves the mother of five teenagers tired, unable to concentrate, and feeling like she is "walking through mud."

Thankful for the blood being available, Tina is also acutely aware of what must take place behind the scenes for the blood supply to be possible. Volunteer blood drive chairpersons and volunteer donors are close to her heart.

"You touch so many lives," Tina said of CBCO's many volunteers. "Because of you, I've gotten almost 600 units of blood. It's unbelievable how everybody touches everybody and they don't even realize. I'm just one of the people who are able to say thank you."

She often thinks about the volunteers who help set up and run blood drives and the volunteers who donate blood. These volunteers will probably never meet the patients who received their blood, yet each day they come in contact with people who needed blood, or know someone who received blood – often without realizing.

"You guys just do this, and continue to plant these seeds and grow into something that's an amazing thing," she said of those who volunteer.

Tina will continue to need blood consistently for the rest of her life. She hopes that by sharing her story, donors will be inspired to continue to give – for her and for thousands of other patients who need blood in our area each year.

"I'm so thankful. Because of every single one of you, I'm still able to give my own love, hugs, and kisses," she said. "I'm blessed to be here and I appreciate everything that you've done for me and my family."

To read more of Tina's story, click [HERE](#).



A rare condition makes it necessary for Tina Waits to receive blood every two weeks.

We're Making Blood Donation Easier

Donating blood is now a little easier, thanks to a new, automated donor questionnaire. CBCO has implemented a whole new computer system, and donors will experience improved steps for blood donation.

What changes will you notice at our blood drives and donor centers?

- Donors will answer required health history questions independently, using a touch-screen tablet provided at donor registration. "We'll still have the privacy booths like we did before, so the donor will take the tablet to the booth and answer the questions," said Trista Markle, Project Manager. "At the end of the questions, it instructs the donor to take it back to registration."
- All steps of the donation process – registration, questionnaire, medical history, and phlebotomy – will be captured using the computer system.
- The system will prevent missed questions that require a follow-up call from us.
- The questionnaire is presented with a bright, graphical display for improved comprehension of important information.
- Health history information can be retained between donations, allowing for faster updates to medical history.
- Donors may complete the questionnaire before arriving at the blood drive or donor center using our Donor QuickPass online.



A potential time-saver for donors who travel a lot will be the new system's ability to retain your answers about when and where you vacationed. "We have to document that every single time," Trista said. "Now the first time they come in with that travel info once the new system is in place, we make a donor comment that stays on the donor record. Every time they come in, we can pull it up and review it with the donor." It may take a few extra minutes to enter this information the first time, but it will save time in the long run.

The new system will help the blood center and hospitals we serve:

- System controls help prevent skipped questions, which could have resulted in loss of a precious blood donation.
- Stronger tracking of data related to blood donation for continual process improvement.
- Reduce human errors, resulting in improved quality and reduced product loss.
- Allows CBCO to comply with standards and regulations more quickly and efficiently.

We are truly excited about the new system we have introduced, and look forward to sharing it with you and all of our donors. Please visit our website at www.cbco.org for more information!

Get Social! Help spread the word! Look for @ozarksblood on

