

Circulator



**COMMUNITY
BLOOD
CENTER
OF THE OZARKS**
not-for-profit organization

A quarterly publication celebrating life through blood donation

Winter 2012

A picture of perseverance

A story of faith, overcoming obstacles and giving back

Mark Van Horn of Springfield knows that life runs in a circle. His journey helped to shape himself and his family in ways that couldn't be known when that trip began.

When he was in college, Van Horn tried to give blood. "It was just a horrible experience," he recalls. "They had trouble finding my vein. I ended up with a big bruise and thought to myself that this was something I was not going to try again."

Several years later, Van Horn was a busy young adult with a family and job. He had chewed tobacco for about ten years and was worried when a painful spot appeared on his tongue. A biopsy revealed that the spot was cancerous. He had surgery to remove the tumor and lymph nodes surrounding the cancer. The surgery required several blood transfusions

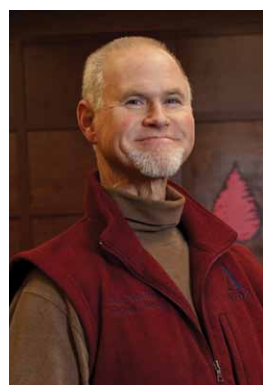
"At that time, the success rate for treatment of oral cancer was around 72 percent, Van Horn said. "I think I spent more time thinking about the other twenty-eight percent that didn't

have such a positive outcome. I was married. I had two young daughters, a mortgage. It was difficult to focus on the positive. I was scared."

A year and a half later, the cancer returned, this time in the form of a golf ball sized cyst beneath his chin. Another surgery followed, with more blood transfusions. Statistically, his chances of survival after the second cancer dropped to only 35 percent. But Van Horn did survive, thanks to skilled medical care, faith and the support of his family.

Fast forward 15 years. Now a cancer survivor, Van Horn turned his car in to a CBCO Donor Center on a whim in 2004. "I thought, well, someone helped me, so why don't I try this one more time. I came in, registered and whiz bang, everything went very well. It turns out that I'm actually pretty good at giving blood, and I do it now every chance I get."

Mark Van Horn has given 33 donations since then. "Just about every time you call, I'll come out. I really enjoy it now."



Mark Van Horn of Springfield survived a deadly oral cancer in the 1990's. Now he and even his family are involved in saving lives.

Mark also encouraged his daughter a few years back to give at a local high school drive. Courtney Van Horn not only gave blood that day, but later went to work for CBCO as a mobile donor specialist, helping area donors to help others. "Talk about coming full circle," Mark said. "I'm very proud of her."

Mark Van Horn sums up blood donation quite simply. "If it doesn't hurt you and doesn't cost you anything, why wouldn't you help someone if you could? It's easy, simple and means a lot. Actually, more than you would ever know."

Power in numbers

Springfield's Campbell Donor Center received a visit from some Nixa High School students in October. Students took part in "Dare to Care" day, during which they participate in a variety of community service activities. They all took a tour of CBCO facilities and most also rolled up their sleeve to give the area's blood supply a boost.

Almost thirty percent of the total whole blood donations offered to area patients comes from high school students all across the region. We're so proud of students and their contribution to the health of our community!



In this issue. . .

- Missouri area volunteers, groups honored
- Plenty of changes in store for 2012
- Longtime Monett area drive coordinator receives lifetime award
- Game for Life Blood Drive rallies Razorback fans for 18th consecutive year

2012 to be a year of change for CBCO

Improving donor experience, communication and cost effectiveness

The need for blood is never ending, but CBCO's commitment to our mission will never change. We're always looking for ways to better serve our donors, area patients and our hospital partners. 2012 promises to be a year of change within the organization. Here are just some of the things you'll be seeing as we set forth on a new year of opportunity.

♦ **Streamlining the donor experience.** The introduction of a new donor registration software system has already begun, with new software activated last fall. Next steps include touch screen electronic notebooks that donors will use to answer pre-donation questions. Other plans to reduce donation time will include the elimination of some of the common questions asked of frequent donors, and even a method by which you'll be able to complete your questionnaire online before your donation even begins!



♦ **New methods of communication.** We're expanding the ways in which we talk to donors. We already use our website and social media sites such as Facebook, Twitter and You Tube to communicate. This year we'll be expanding into the realm of text and Email messaging to let donors know about upcoming drives, events and activities. We're also going to seek out your preferences. Prefer a postcard reminder? How about a phone call? Text message? We're going to let you choose how you're contacted.

♦ **Refreshment stations take on a new look.** Blood donation is such a healthy activity. We're going to be changing our snack menu slightly to reflect that healthy attitude. Many of your favorite snacks will remain, including Oreos, Gardettos and ChexMix. But we'll be eliminating some items that are especially high in sugar. Many sodas will be eliminated as well, replaced by healthy alternatives like assorted juices and water. "All facilities involved in health care should promote good nutrition," CBCO Medical director Dr. James Shelley said of the changes. "Proper rehydration after donation accelerates the recovery process and improves the way a donor feels."



♦ **New programs for specialized procedures and donors.** Right now we're working on increasing the number of platelet apheresis donors at our centers in Springfield and Springdale. We'll also soon be targeting Type O Negative donors in an awareness campaign. There's a definite value in giving the right component of your blood at the right time. CBCO will provide you with the information to do just that.

A note from our Executive Director

Friends,

As we look forward to the new year ahead, I wanted to take the opportunity to thank you for your continued support of area patients. I'm proud of your efforts of the past year. You showed support to Joplin through deadly storms in May, supporting victims by giving blood and "giving the shirt off your back" to support Joplin schools. The efforts were outstanding, as usual.

We've got a lot to look forward to in the coming year. We're investing in new technology that will make giving life to your community easier than ever. We'll continue to promote blood donation in our schools, recruiting a new generation of lifesavers. We'll also be constantly looking for ways to better fulfill our mission of providing all the blood that the region requires.

Our success is reflected in the positive outcomes for patients at our area hospitals and in the satisfaction of our donors. Thank you for an outstanding 2011. May 2012 bring you and your family health, prosperity and joy.

Sincerely,
Don Thomson



Missouri volunteer event attracts hundreds committed to saving lives

Awards given to outstanding contributors for 2011

CBCO is a group made up of thousands of volunteers uniting for a common cause. There are blood donors, of course. But there are also many others who work hard to facilitate blood drives at work, school or in the community.

The 2011 Missouri area Volunteer Luncheon in December is one of the events that recognize the work that goes on behind the scenes in producing a successful blood drive. Arkansas area volunteers are honored with their own event in the Spring.

At this year's event in Springfield, over 200 volunteers were entertained with music and heard stories of lives that were saved as a result of their hard work. Awards were also handed out for outstanding contributions during the year.

"We're indebted to our blood donors for certain, but there are so many things that go into a successful blood drive," CBCO Senior Director of Donor Recruitment David Montgomery said. "I'm constantly amazed at the resolve of our volunteer coordinators. They truly make it possible for us to fulfill our lifesaving mission."



Liz Lamberson (on right) brought her son Kane and family to the Missouri Volunteer event. Kane underwent multiple blood transfusions as a newborn.

CBCO congratulates the following groups for their outstanding contributions in 2011:

MOST BLOOD DONORS

Business:	Chase, Springfield, MO
Community:	First Baptist Church, Rolla, MO
High School:	Kickapoo High School, Springfield, MO
University:	Missouri State University, Springfield, MO
Hospital:	Phelps County Regional Medical Center, Rolla, MO

MOST IMPROVED DRIVES

Business:	Jack Henry & Associates, Springfield, MO
Community:	Eldorado Springs, MO
High School:	Riverton High School, Riverton, KS
University:	Ozarks Technical Community College, Springfield, MO
Hospital:	Cox South Surgery Center, Springfield, MO

Longtime volunteer honored



Marilyn Nelson of Monett is the latest to receive CBCO's highest volunteer honor, the Mary Carroll Lifetime Achievement Award.

Nelson has served as a volunteer blood drive coordinator for CBCO each year since 1998, having planned nearly 90 drives. She organizes up to six blood drives every year, rotating the venues among area churches. Nelson takes on most aspects of the planning and promotion of the drives. She distributes posters, alerts area media outlets, recruits donors, bakes cookies, and attends the blood drives herself.

Nelson considers some of her longtime donors as her closest friends. "I enjoy knowing what the donors are doing," she said. "I just enjoy catching up on their lives. They're just good friends."

"The Mary Carroll Lifetime Achievement Award is our way of recognizing the best of the best volunteers that comprise the backbone of our organization," CBCO Executive Director Don Thomson said. "We thank Marilyn for her many years of service and look forward to her continued work on behalf of blood recipients all across our region."

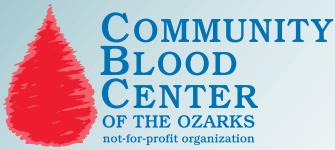
Razorback fans ready for Game for Life

CBCO's signature promotional event in Arkansas is coming up at the end of the month. The 18th annual Game for Life Blood Drive will be held January 31st, February 1st and 2nd at CBCO Donor Centers in Springdale and Bentonville as well as the University of Arkansas campus.

Game for Life involves Razorback fans by inviting them to give a life saving blood donation in their team's honor. Participants will receive a team logo t-shirt and free pizza from Papa John's.

CBCO Donor Centers are open from 11 am to 6 pm all three days of the event. Salute the Razorbacks and save lives by winning the Game for Life!






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Upcoming Events. . .

18th annual Game for Life Blood Drive
Jan. 31st, Feb. 1st & 2nd
Arkansas Razorback fans get the chance to bleed for their team during this special event at CBCO Donor Centers in Springdale and Bentonville. Participants will receive a team logo t-shirt and free pizza from Papa John's!



National Volunteer Blood Donor Month continues thru January
Our nation salutes blood donors each year by setting aside this month to honor them. Make a resolution to give blood at least once per quarter this year!

Coming in April - The Big Bleed!
CBCO teams up with the Springfield-Greene County Library for a special blood drive the week of April 16-20. The drive will take place at area libraries as well as CBCO's Springfield Donor Centers. Watch the website at www.cbco.org for more information on this great event!



Our mission is to provide a quality blood supply, in a timely manner, at the lowest reasonable fee, while remaining accountable to the local community, blood donors and health care providers.

Five convenient CBCO Donor Centers near you!

Springfield
Reser Center - 2230 S. Glenstone
Campbell Center - 220 W. Plainview
(417) 227-5000 or 800-280-5337
Monday - 8 am to 3 pm
Tues., Wed. & Thur. - 11 am to 6 pm
Friday - 8 a.m. to 3 p.m.
Saturday - 7 am to 2 pm (Campbell only)

Joplin - Northpark Mall
101 N. Range Line Rd.
(417) 626-8323 or 866-401-5144
Hours: Mon. thru Fri. - 11 am to 6 pm

Springdale - 3503 S. Thompson
(479) 927-1200 or 866-401-5144
Hours: Mon. thru Thurs. - 11 am to 6 pm
Friday - 8 am to 2 pm

Bentonville - 1400 SE Walton Blvd.
(479) 464-2506
Hours: Mon. thru Thurs. - 11 am to 6 pm
Friday - 8 am to 2 pm