

# Circulator



A quarterly publication celebrating life through blood donation

Summer 2014

## So much to be thankful for

### Area woman combats low platelet count with help of donors



Chelsea Daugherty knows firsthand about the incredible power of blood and blood donors.

Chelsea Daugherty was feeling tired. She wasn't tired from school or work. This was a different feeling. A visit to the doctor prompted some blood work. That test showed an immune deficiency that would need to be dealt with quickly. Chelsea's platelet count was less than ten percent of normal levels. She was immediately admitted into the hospital and began a steroid regimen to regain strength and improve her immune system.

The steroid therapy was effective, but short lived. A couple of months later, she received a transfusion of platelets provided by a CBCO apheresis donor. Her condition improved, but not to a level that was acceptable. Doctors recommended that she receive a product called intravenous immunoglobulin, or IVIG. IVIG is a plasma derivative that contains antibodies that provide improvement in

patients with immune issues. It's interesting to note that a single dose of IVIG is made from the antibodies of over 1,000 donors.

Chelsea's condition improved significantly following the two-day period that she received the transfusion. The therapy raised her platelet levels back to normal. Today she still has to monitor herself on a monthly basis, but she's hopeful that she can continue to live a fairly normal life. The 23-year-old enjoys video games and reading, and became interested enough in her medical condition to research blood and blood disorders. Although she's uncertain of her future plans, Chelsea is attending college and thinking about making medical technology a career.

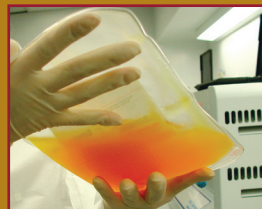
"Blood is your life," she said. "It's fascinating to find out more about the lifesaving technology and the different components, but it means that much more when you're the one that's benefitting from a donor's gift."

*"Blood is your life and it means much more when you're the one that's benefitting from that gift."*

*~Chelsea Daugherty*

If Chelsea could meet the donors that gave for her, she'd have a difficult time holding back tears. "Oh my gosh, I'd probably be crying. Blood donors saved my life. It's as simple as that. Since my treatment, I've tried to become an advocate for donation. I made it the subject of a speech in class recently. I tell people to take a little time out of your day to be selfless and do something for the good of others. Someone's life depends on what you do. Thank you."

### Calling all AB blood donors . . .



Patients like Chelsea Daugherty benefit from medicines that are made from a single component of blood; plasma. While most of us give a whole blood donation, some CBCO drives and

donor centers offer opportunities to give a specific component of your blood for a person in need.

AB blood types are strongly encouraged to give plasma donation a try. Like type O negative red cells, type AB plasma can be used by anybody under any circumstance. That fact makes AB plasma much more useful for patient care.

If you would like more information, contact us at 1-800-280-5337. We'll show you how easy and rewarding it can be to "be the right type."

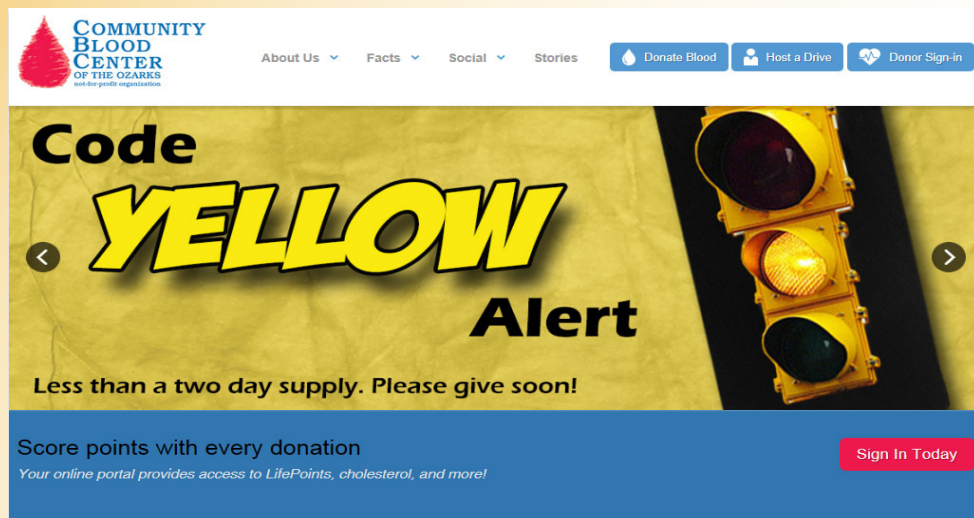
### In this issue . . .

- ◆ CBCO introduces new and improved website
- ◆ New T-shirt offering available through LifePoints program
- ◆ Campbell donor center renamed to honor longtime Executive Director
- ◆ Donor overcomes fear of needles to give for others

# CBCO introduces new improved website

**www.cbco.org now can be accessed from any internet device**

CBCO has upgraded and relaunched our website at [www.cbco.org](http://www.cbco.org). We have taken the successful parts of our old design and enhanced the customer experience. One of the main upgrades of the site is that it is mobile-device friendly now. You can use it on your smart phone, tablet, or PC - no matter the device, it will reduce or enlarge the scale to make it easy to use by everyone!



- **Donate Blood** – A quick chart of our donor center hours, address, and links to schedule an appointment or locate a blood drive.
- **Donor Sign-in** – This takes the donor to the log-in for the donor portal which allows access to cholesterol results, LifePoints rewards store, and other important information.
- **Host a Drive** – Resources for blood drive coordinators, both current and prospective. The log-in to HemaConnect is located here, along with other important resources.

Additional information available on the revamped site includes an updated front page with rotating stories of interest. From the home page you may also access LifePoints, get information on donating, or link to CBCO's social media platforms. Also prominent are stories about lives that have been saved. We're hopeful that the new look proves to be more useful and user-friendly to donors and advocates alike. Check it out!

## I hate needles, but I love saving lives

**Joplin area woman expresses sentiment shared by many donors**



Janie Fonseca puts on a brave smile as she donates at the Joplin Donor Center. Despite her fear of needles, she gives because of the help her blood provides to area patients.

Janie Fonseca isn't scared of much, but she definitely draws a line when it comes to needles. "I'm scared to death of them," she nervously admits. "Up until about age 40, I'd cry every time I'd get a shot. When I was in the Army I was very nervous and even weeping when it came time to get my various shots. My drill sergeant sarcastically asked if I'd like her to hold my hand. I told her yes. She did."

Despite her fears, about ten years ago Fonseca decided to try a blood donation. To her surprise, it wasn't as painful as she thought it was going to be. A few months later, she gave again. And then she gave again. Now she tries to do it every time she can, stopping by the Joplin Donor Center at the Northpark Mall to give her gift. She's up to 42 donations now, and looks forward to the appointment to give for others.

"It really hurts much less than having blood drawn at the doctor's office," Fonseca said. "It only takes about an hour and it makes me feel good. If someone doesn't have money, time or things to give away, they can always donate blood. I'm still afraid of needles. But my donation could be the one that saves someone's life. That's certainly worth it, don't you think?"



# Thomson leaves CBCO in good hands

## Blood center leader retires after nineteen years at helm

Don Thomson, the first and only leader of Community Blood Center of the Ozarks, retired on June 19 after nearly nineteen years at the helm of the blood center.



Springfield city councilwoman Jan Fisk reads a proclamation to CBCO retiring Executive Director Don Thomson on June 19.

Thomson provided critical leadership that led to substantial growth throughout the formative years of CBCO. During his tenure at the center, he built a culture of exceptional integrity among a highly committed team of key employees and community volunteers.

At Thomson's retirement celebration on June 19, he received a proclamation from the city of Springfield naming June 19, 2014 as Don Thomson Day throughout the city. CBCO leaders also announced that the operation's headquarters at 220 W. Plainview Rd. in Springfield would be renamed the Don Thomson Donor Center.

"I've been privileged to lead this organization for the better part of two decades," Thomson said. "We have always remained committed to our founding principles which ensure quality, local control and accountability, and a focus on maintaining the lowest services fees in the country."

"We have only been able to sustain this mission through an outstanding team of employees, volunteers, blood donors, and a network of hospitals that share our vision of service. I'm thankful for the support and am confident that our community blood center is positioned to meet the needs of the community well into the future."

With Thomson's departure, Anthony Roberts has assumed his duties as CBCO's new Executive Director. Roberts, 51, is a native of Springfield, and brings with him extensive knowledge and experience in the field of health administration.

## Blood Briefs

### CBCO, area hospitals award record scholarship dollars to students

173 high school seniors from across the region are sharing in over \$63,000 worth of scholarships that were awarded via CBCO's Graduate with Honors high school program. The newly expanded program offers one \$500 scholarship to all area schools that hold at least two blood drives with CBCO during the school year. This year's total more than triples last year's awards, as 123 more students received awards compared to past years.

Over 140 area schools hold blood drives with CBCO, with most holding multiple events each school year. Area hospitals underwrite some of the scholarship awards. To date, almost \$400,000 has been granted to seniors who participate in blood drives, either as a volunteer or donor.

### Additional donor question added in response to virus concern

CBCO has begun asking prospective donors a new question involving a new tropical infectious disease. Chikungunya is a virus transmitted by mosquitoes. Until this past year, it was found mainly in Africa, southern Europe and southeast Asia, but has been detected recently in the Caribbean. Since June, CBCO has been asking donors if they have traveled to the Caribbean within the last two weeks of their donation. If they have, they may still donate, but CBCO asks donors to contact them if they develop an unexplained illness up to two weeks after their donation.

Symptoms of chikungunya include fever, muscle aches, headaches, eye pain and rashes. There are no antiviral medicines that will help, but most victims report feeling better 3 to 7 days after symptoms occur. Please note that this question is asked verbally during registration, and even if travel has occurred, donors will still be able to give.



### In Memorial

Thursday, June 19 was a time for celebration for our retiring Executive Director, but

also a time of sadness for the organization, as CBCO Lifetime Board Member James McLeod passed away in Springfield following a short illness.

Jim was an advocate for CBCO from the very beginning. As an attorney and CBCO Board Chairman from 1995-1999, he helped CBCO begin our service to the community and area patients. Over the last two decades he continued to provide legal counsel to the organization, always there when needed to provide guidance and leadership.

Jim is survived by his wife Janice, four children and two grandchildren.



# New LifePoints reward available

There's a new reward in the LifePoints store. It's a stylish heather gray T-shirt with a unique bottlecap design celebrating the great things that blood donors do every day. You'll be wearing your support for local patients everywhere you go!

The T-shirt, in your choice of sizes, is available when you redeem 4,000 LifePoints. Go to the LifePoints rewards store at [www.cbco.org](http://www.cbco.org) to sign up for LifePoints or to claim your reward. This shirt is available for a limited time, so act fast!



**Did you know?** The average red blood cell transfusion is 3.4 pints.

***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.***

Circulator is published quarterly by the Community Blood Center of the Ozarks and is available upon request.

## Another LifePoints bonus opportunity!

**Donors can earn a 50% BONUS on LifePoints by giving just before the Labor Day weekend.**

Give between August 28 and September 8 and you'll get extra LifePoints, helping you to collect LifePoints rewards more quickly.

Are you signed up for LifePoints? If not, you're missing out on earning reward items up to and including a \$25.00 VISA gift card! Sign up now at [www.cbco.org](http://www.cbco.org).

**Get Social! 4,500 followers can't be wrong!**

That's the number of people who keep up with Community Blood Center of the Ozarks via Facebook or Twitter. If you want instant information on promotional events, upcoming drives and patient needs in a fun format, look us up by searching "ozarksblood" on those platforms.



## Five convenient CBCO Donor Centers near you!

**Springfield Reser Center - 2230 S. Glenstone**  
(417) 227-5025  
Monday through Friday, 7 am to 1 pm

**Thomson Center - 220 W. Plainview**  
(417) 227-5000 or 800-280-5337  
Monday through Friday, 9 am to 5 pm  
Saturday, 7 am to 1 pm

**Joplin - Northpark Mall 101 N. Range Line Rd.**  
(417) 626-8323 or 866-401-5143  
Monday through Friday, 11 am to 6 pm

**Springdale - 3503 S. Thompson**  
(479) 927-1200 or 866-401-5144  
Monday through Thursday, 11 am to 6 pm  
Friday, 8 am to 2 pm

**Bentonville - 1400 SE Walton Blvd.**  
(479) 464-2506  
Monday through Thursday 11 am to 6 pm  
Friday, 8 am to 2 pm