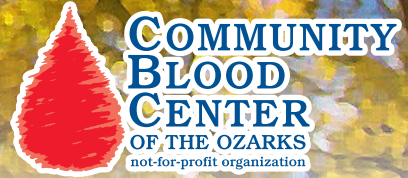


Circulator



A quarterly publication celebrating life through blood donation

Fall 2014

“I remember all of it”

NW Arkansas man recalls motorcycle crash and role blood donors played in recovery

Kyle Skerjanec remembers all of it. He had just left his mother’s house and was turning his motorcycle right on a county road near War Eagle, Arkansas. He remembers losing control of the bike and laying it down. As he and the cycle skidded across the road, the next three seconds seemed like they slowed down to a crawl.

During the first second, he saw the green pickup truck that surely would not be able to stop before it hit him. The next second was that “life passes before your eyes” moment. “It was kind of like a flip book,” Skerjanec said. “I thought of all the things I had done in my life. Then I thought of all the things I wasn’t going to be able to do. Then I thought of my 3-year-old son and all the things I’m not going to see him do. The last thing I thought was that this was going to hurt.”

Contact. The truck skidded, rolling over Skerjanec’s legs and torso, shattering his femur and fracturing his tibia. His shoulder was hit hard, with his collarbone, humerus and scapula all breaking apart. He was knocked unconscious for about five minutes and then awoke “feeling like he’d been beaten with a baseball bat over and over.”

He also awoke to find his father, a firefighter, one of

the first to arrive on the scene. Kyle’s mother, a volunteer firefighter, heard her scanner dispatch moments after he left her house. She arrived minutes after the crash as well.

Skerjanec remained conscious during the trip to

the hospital. He

remembers that first blood transfusion.

And the next. “That first day, I used twenty units of blood,” he said. “I was losing blood as quickly as they were

putting it in. I’m an A positive blood type with a rare antibody, so I needed special attention.”

Kyle would be in ICU for 14 days, and would remain in the hospital for a total of 88 days. He had five surgeries in the first five weeks and 14 surgeries in all. He received units of red cells, platelets and plasma during some of them.

See “I remember” on page two

“Even through I had no connection to you at the time, you saved my life.”

~Kyle Skerjanec



Kyle Skerjanec received almost 100 transfusions during his recovery from a motorcycle wreck in Arkansas



Finding the right match

When someone in an area hospital needs blood, it’s vitally important to match the right type of blood to the patient. While you probably know about the A, B & O blood groups, sometimes a patient’s blood (like Kyle Skerjanec above) may contain antibodies that will necessitate the identification and transfusion of a more specialized blood product.

The percentage of donors who are compatible with patients who have antibodies can range from the very common to the very uncommon, in some cases less than three percent of donors. Some recipients may even have multiple antibodies present, reducing blood compatibility even further. Getting the wrong blood could result in an immediate hemolytic reaction or negate the positive effects of the blood transfusion altogether.

The tests conducted to identify rare donors are very expensive and not all donations are tested. Once a donor has been identified as having a rare antigen type they are put on file so they may be contacted when a specific need arises. The ability to contact these donors quickly and have them respond immediately represents another advantage to having a localized blood provider.

In this issue. . .

- ◆ New travel guidelines may open door for more donors
- ◆ Bonus LifePoints opportunities coming for holidays
- ◆ Questions and Answers with Anthony Roberts
- ◆ Pick up your phone, take a “redcellfie!”

Questions and answers with Anthony Roberts

Looking at the present with an eye toward the future of organization and industry

Anthony Roberts has been on the job as CBCO's new Executive Director since June. He recently sat down to answer some questions about his past, present and the future of the organization.

Q: Tell us about yourself and your career prior to CBCO.

Roberts: I'm a lifelong Springfieldian, Parkview High School graduate and I graduated from Drury University (Drury College then) in 1984 with a double major in Biology and Chemistry. I went to work for the U.S. Medical Center for Federal Prisoners in Springfield, eventually becoming the Health Services Administrator in 2000. I retired in 2011 after 26 years of years of service. I obtained my Master's Degree in Health Care Administration from Missouri State University in 2010. I came to CBCO in 2012 as the Senior Director of Quality Assurance. I'm married to my wife Jana and have two sons. I enjoy travel and all sports, especially baseball. I've been to see games at 44 different stadiums.

Q: What is your assessment of CBCO today?

Roberts: Both the present and future of the organization are very bright. We continue to have outstanding working relationships with our hospitals, donors and the community. These relationships began with the establishment of the organization in 1995 under the direction of our first Executive Director, Don Thomson, and our original 100 employees (approximately 18 of whom are still working at CBCO). We still hold true to our mission statement "to provide a quality blood supply, in a timely manner, at the lowest reasonable fee, while remaining accountable to the community, blood donors and healthcare providers."

Q: What challenges lie ahead?

Roberts: Major challenges are reacting to the ever changing market place we currently find ourselves in. Hospitals are transfusing blood at much lower rates due to patient blood management programs. In addition, new less invasive surgical procedures have reduced the need for transfusions in many orthopedic and cardiovascular surgeries. While this is great news for patients, it has caused CBCO to look at ways we can cut our costs across all departments within the organization in order to keep pace with the reduction in transfusions. I'm confident in the ability of our staff and I know that blood donors will continue to support local patients here in the Ozarks.



CBCO Executive Director Anthony Roberts is a dedicated platelet donor



Kyle Skerjanec and his son Landon put on their "cool shades" for this photo. Kyle found strength thinking about Landon when he was injured in a motorcycle wreck in 2011.

that he should do it again "to give some of what I used back." He donates as often as he can because it makes him feel good to help people, just as others helped him.

"If I could meet the donors that gave for me, I'd probably cry. I'd tell them that, even though I had no connection to you at the time, you saved my life. I'm indebted to you forever. Thank you."

"I remember"

Continued from page 1

During a long, slow and difficult recovery period that lasted several years, Kyle Skerjanec relied on the support of family and friends. His son and family gave him the strength to carry on through the toughest times. Skilled medical personnel helped to rebuild him. Very slowly he passed milestones, from wheelchair to braces to walking freely.

Kyle also relied on blood donors, receiving blood a total of 87 times.

Today, Kyle's health is pretty good considering all he's been through. He still has some numbness in his right foot, but he can walk without aid. He's in school, thinking about teaching or, perhaps, a career in physical therapy. He enjoys throwing the frisbee around and likes going to the movies. But what he really enjoys is being with his son. "He's so smart. He plays all kinds of sports. He's just a very happy kid."

One day at Northwest Arkansas Community College, Kyle happened to see a CBCO blood drive taking place on campus. He had given once before, but decided



New travel guidelines open door for donors

Rules now allow more time to be spent in countries before deferral

In August, the Food and Drug Administration eased some of its rules regarding blood donors who travel outside of the country. The new rules have to do with travel specific to malarial risk areas and will make more potential donors able to give despite their travel history.

The main change has to do with the amount of time a person spends in an area. The new guidelines state that if you spend less than 24 hours in an area identified as a malarial risk, you may continue to donate. Previously, donors were deferred if they entered the at-risk areas at all.

Here's a few examples of common travel areas and how the new rule applies:



◆ The port city of Roweton, Honduras is a common anchoring point for cruise ships. Americans that stopped there in the past were deferred from giving blood for a full year. The new guidelines eliminate that deferral, if the ship is in port less than 24 hours.

◆ Mexican coastal vacations are common, and most tourist resorts in Mexico are OK from a malaria risk standpoint. Past guidelines required a one year deferral for donors who visited rural destinations such as the Mayan ruins, but under the new guideline, donors making a day trip and staying less than 24 hours are no longer deferred.

◆ Almost 42 million people pass through the Incheon International Airport in Seoul, South Korea each year. While past rules would prohibit donation for a year if you landed there, the new guidelines allow you donate if you were there less than 24 hours.

Please remember that travel guidelines, including areas that may be at risk for malaria exposure, change often. If a donor has questions about their travel and what it may do to their eligibility status, urge them to call CBCO before their donation at 1-800-280-5337. Donors may also simply show up to give at the next blood drive. Our staff will have the latest information and will advise donors accordingly.

Blood Briefs

Multipurpose Room named in co-founders honor

A large meeting room at CBCO's Thomson Donor Center has been named in honor of one of the organization's co-founders. The James McLeod Multipurpose Room hosts many events, including meetings, blood drives and banquets. McLeod was one of three original signers of CBCO's Articles of Incorporation in 1995 and served as the very first president of the CBCO Board of Directors.

High School Workshops get students ready to give

Over five dates in the month of September, hundreds of high school students received the opportunity to learn valuable skills during CBCO's High School Workshops. This year, events were held in Bentonville, AR, as well as in the Missouri towns of Springfield, Lake Ozark, Mountain Grove and Joplin.

Students learn virtually all the aspects of hosting a blood drive, including how to motivate their fellow students to give. "Every school year, we start fresh with our volunteer coordinators," CBCO Donor Recruiter Brad Terry said. "We teach them about what to expect when a drive comes to their school, but we also teach motivational and organizational skills that come in handy during many times in their young lives. These young advocates are going to sustain the blood program into the future, and we show them how easy it is to save lives and have fun doing it."



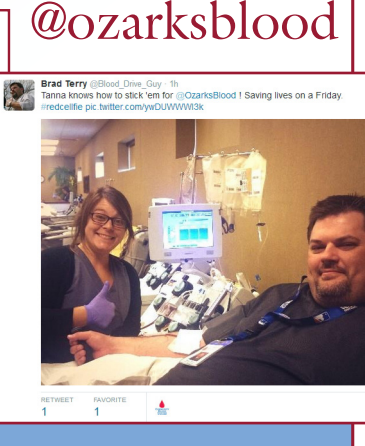
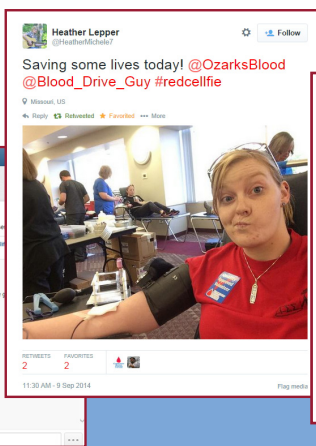
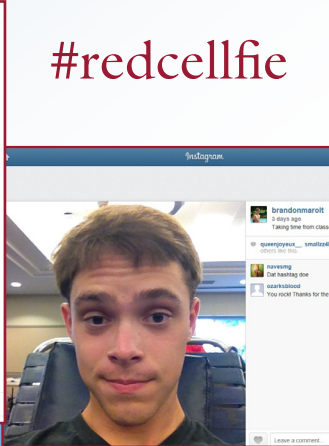
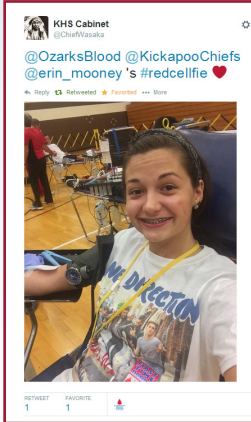
Mountain Grove High School students are all smiles at their workshop in September.



Spread the blood donation word with a redcellfie!

The word selfie, first heard around 2002, now has a place in Webster's Dictionary. The description of the noun is "an image of oneself taken by oneself using a digital camera especially for posting on social networks." CBCO has decided to give the term a slight respelling and a bloody good new meaning to represent pride for our army of lifesavers.

When you give blood at any CBCO blood drive or donor center, you're encouraged to take a selfie, which we have renamed #redcellfie. Post it to your Twitter, Facebook or Instagram account and tag us -- @ozarksblood. Use the hashtag #redcellfie to make sure we see it. Your friends and followers will know that you're saving lives and they can too.



#redcellfie

@ozarksblood

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.



Holiday LifePoints bonus days!

Get a 50% LifePoints BONUS during these dates:

Miracle of Giving Blood Drive

Whole blood donors at any mobile drive or CBCO Donor Center qualify - **Monday December 8 through Sunday, January 4**
(CBCO Donor Centers will be closed Dec. 25 and Jan. 1)

Holiday Hugs

Apheresis donors at CBCO donor centers qualify for the bonus on these dates:

Monday, Nov. 24 through Saturday, Nov. 29

- CBCO Donor Centers will be closed Thanksgiving Day, Nov. 27
- Saturday apheresis donations taken at Thomson center only

Monday, Dec. 22 through Saturday, Jan. 3

- CBCO Donor Centers will be closed on Dec. 25 and Jan 1
- Saturday apheresis donations taken at Thomson center only

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

