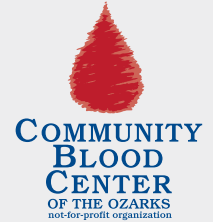




# universal donor DIGEST



Celebrating the lifesaving potential of type O negative blood donors

August 2015

## We're saying "Thank You" in an even bigger way!

We need you, U-donors! We need you to donate blood more often in order to meet the needs of patients at the 39 local hospitals that count on us.

For that reason, we have updated our LifePoints rewards program to thank you faster and more often than ever before. Why?

Your blood type is not common – less than 8% of the population has O Negative blood, yet more than 13% of all blood transfused in our community requires it. The result is chronic -- and often severe -- shortages of the universal blood type.

These shortages are serious, since the universal blood type is most often used in emergency situations. When an emergency happens somewhere in the Ozarks and someone's life depends on an immediate transfusion, O Negative is the type physicians will request until the patient's actual blood type is determined.

Not only are you saving others, but you're potentially saving yourself. Type O Negative patients can only receive blood from other O Negative donors.

With each donation, you earn LifePoints that may be redeemed for items in our online store. Or, if you're feeling really generous, you may gift them to one of 10 local non-profit organizations through our LifePoints Lift program, which is explained [HERE](#).

Here are the details:

- All current CBCO type O Negative donors will automatically begin accumulating LifePoints effective July 1, 2015.
- During the 12-month period from July 1 through June 30, 2015, U-Donors will receive progressively higher points for each blood donation (whole blood or apheresis with red blood cells).

**1st Donation: 1,000 points**  
**2nd Donation: 2,000 points**  
**3rd Donation: 3,000 points**  
**4th Donation: 4,000 points**  
**5th Donation: 5,000 points**  
**6th Donation: 6,000 points**  
**7th Donation: 7,000 points**

**U-donors will also receive progressively higher points for each double red cell donation:**

**1st Donation: 2,000 points**  
**2nd Donation: 5,000 points**  
**3rd Donation: 10,000 points**



Upon completion of the 4th donation (whole blood, apheresis with red cells, or double red cells), U-donors will achieve **VIP** status and will be invited to attend our annual U-donor banquet, held in the fall each year beginning 2016.

Want to check your LifePoints status and eligibility for great gifts? Just log in to our donor portal by clicking [HERE](#), or create a new account by clicking [HERE](#).



# You are invited!

**Friday, September 18, 2015**

We're holding a 20th Anniversary Celebration open house event at our headquarters in Springfield, from 1:00 p.m. to 3:00 p.m. and our chairpeople and donors are invited. Please mark your calendar so you'll be able to attend.

## 'Super Blood' from CBCO donors helps newborn

"They must have given him super blood," Dana Powers said of her now-six-year-old son, Seely, who received a blood transfusion from CBCO donors in his first week of life.

Recently, Dana and her husband, Bill, learned that Seely really did receive "super blood." His donors were from an elite group – CBCO's Baby Quad donors.

Baby Quad donors are identified by testing O Negative donors' blood for the Cytomegalovirus (CMV) virus. If negative, that donor may become a Baby Quad donor. This CMV-negative blood is safer for the delicate immune system of a newborn.

The Powers had anticipated a normal childbirth experience, but their baby was immediately taken to the neonatal intensive care unit. It would be four hours before they were updated on his condition, which by then had become stable.

"Once he got the blood transfusion, he bounced back," Dana said. "The doctor on call said she gave him two-thirds of his blood volume. That's something that impacted me a lot."

Seely needed blood due to anemia. He spent the first week of his life in Mercy's neonatal intensive care unit in Springfield, steadily making progress, and is now a happy, healthy six-year-old. "Everything's been great ever since," said Bill.

Neither one has the O Negative blood type, but Bill and Dana – now frequent blood donors at CBCO – appreciate the O Negative donors who helped save their son's life. If they ever met, Dana said, "That would be a very emotional day."

"You can't ever find out the person who donated, but you know someone very caring had donated something that saved his life," Dana said.



## What's up at CBCO?

Now it's easy to find out about events, promotions, and bonus LifePoints with our new "Events" page online.

Visit our website, [www.cbco.org](http://www.cbco.org), hover over "Social," and then click "Events." (If you're reading this online, click [HERE](#) to go directly to the events page.)

Upcoming events appear as a list, but may also be viewed as a calendar by clicking "View As" and then "Month."

Click on an event's title to see more information.

# EVENTS