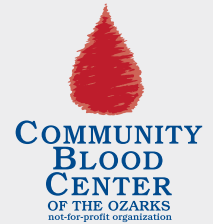




universal donor DIGEST



Celebrating the lifesaving potential of type O-Negative blood donors and AB Plasma donors

November 2016

CBCO donors help newborns like Wyatt

Seven weeks before her baby's due date, Jamie Matney's perfect pregnancy took a sudden turn. She awoke at 4:00 a.m., feeling a gush. "I thought my water broke," she said. But she had suffered a placental abruption, a condition in which the placental lining separates from the uterus.



Wyatt was born via emergency cesarean section at Citizens Memorial Hospital in Bolivar, and then rushed to the neonatal intensive care unit at Cox South Hospital in Springfield. "I got to see him for a few moments and they took him away," she said.

The 3-pound, 10-ounce boy remained in the NICU for four weeks. Three weeks into his stay, he received a blood transfusion, provided by CBCO donors, to treat anemia, which is a deficiency of red blood cells or of hemoglobin in the blood. Once he received the transfusion, though, she did see a difference, with Wyatt's skin going from being pale to having more color.

Infants like Wyatt in need of transfusions receive that blood from O-Negative donors, but first the blood must be drilled down even more to make sure it does not have certain antibodies. The O-Negative donors must also be CMV-Negative, which puts them in a group that we refer to as Baby Quad donors. Cytomegalovirus (CMV) is a relatively common virus that is harmless for most healthy children and adults. While 50% to 80% of the population has been infected with it, most don't ever realize. However, it is safer for infants to receive blood from donors who have not had the virus. Learn more about Baby Quad donors by clicking [HERE](#).

Wyatt is now a healthy, energetic 4-year-old and Jamie just celebrated her third anniversary working in the component lab at CBCO. In addition, she has now donated more than 2 gallons of blood, and appreciates those who donate each day.

"When patients need blood, and that blood is readily available to them, it can give families and patients a glimpse of hope because it is thanks to donors that the blood is immediately available," Jamie said. "This glimpse of hope and encouragement means the world to recipients and their families who may be going through a stressful time."

Social Media Reminder

You already tell your friends about the great movie you saw, what's for dinner, or all about your weekend plans via social media, right? Then tell your friends that you're proud to be a Lifesaver, as well.

Click on these icons to go straight to our pages and follow us. You'll stay up-to-date on what's going on at CBCO, learn about our promotions, and see our newsletters as soon as they are published.

Plus you'll be the first to know when we have special needs, to help us avoid reaching critical levels. We'd love to see you share our posts to help spread the word.

See you online!



First U-Donor Banquet is a Big Hit!

Thanks so much to everyone who attended our first U-donor banquet at Ocean Zen in Springfield Friday, October 7, 2016. We hope you enjoyed this banquet, which was held to show our appreciation to O-Negative donors who gave at least 4 times within CBCO's fiscal year (July 1, 2015 – June 30, 2016). Next year AB Plasma donors will be included as well.



The food was great, the conversations were interesting, and our guest speaker shared some fascinating information. Dr. Tim Woods, Trauma Medical Director for CoxHealth, spoke about those critical moments when patients arrive and need care, and how YOUR blood helps healthcare professionals provide that care.

We're already planning next year's event, so be sure to make at least 4 donations if you are O-Negative or at least 6 donations if you donate AB Plasma, now through June 30, 2017, to be invited. Log in to your account on our donor portal by clicking [HERE](#), or call 417-227-5006 for assistance.

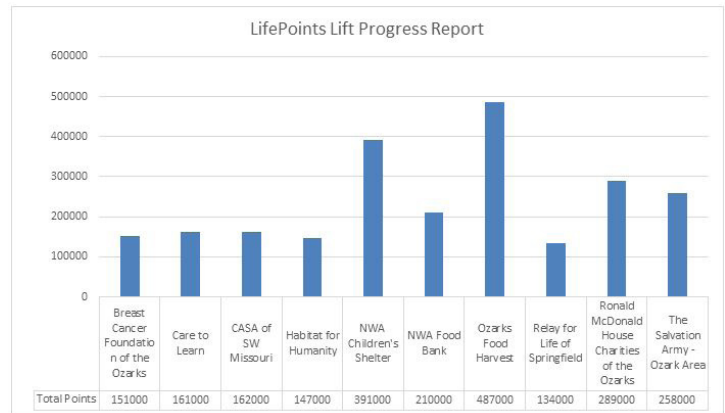
To see photos from the evening in our Facebook album, click [HERE](#). Or find our Facebook page by searching for @OzarksBlood, then click **Photos, Albums**, and choose 2016 **U-Donor Banquet**.

LifePoints Lift Update

Our LifePoints Lift program just concluded its second fiscal year of operation. We partner with 10 local nonprofit organizations who need assistance from the community in order to continue doing good things. LifePoints Lift gives blood donors an easy way to help more people, without costing them a dime.

Rather than redeeming your LifePoints for a treat, choose one of the 10 nonprofits from the LifePoints redemption area of our donor portal online. It's as easy as that! We convert the LifePoints to cash and send it to the local nonprofits.

For the 2015-2016 fiscal year, our blood donors "lifted" (donated) more than 2 million LifePoints to our 10 partner agencies. There are no special days for donating and giving your LifePoints to one of the LifePoints Lift charities. It may be done any day of the year. See the above chart on how the nonprofits fared.



Promotions & Events - Click on promo event titles for more info

Blood Line Rivalry - Donor centers only.

Wed., Nov. 23, 2016

Donors get a themed T-shirt and will vote for Mizzou or University of Arkansas. Donor centers only.

Thanksgiving Holiday Hours

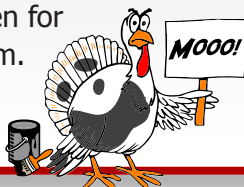
Wed., Nov. 23, 2016 - Springfield and Arkansas centers

7:00 a.m. to 1:00 p.m. Joplin 9:00 a.m. to 1:00 p.m.

Thurs., Nov. 24, 2016 – Centers and mobiles closed.

Fri., Nov. 25, 2016 – Thomson Center open for apheresis only, from 7:00 a.m. to 1:00 p.m.

Other centers and all mobiles closed.



Holiday Heroes - Donor centers only.

Wed., Nov. 23, 2016; Fri., Dec. 23, 2016;

Fri., Dec. 30, 2016

Donate 3 times within specific dates to receive 50% bonus LifePoints, plus an additional 3,000 LifePoints upon completion of all 3 donations.

Holiday Hugs - Donor centers only.

Nov. 21-23, 25-28, 2016; Dec. 18-24,

26-31, 2016; and Jan. 2-3, 2017.

Donate apheresis 3 times during specific dates to receive 50% bonus LifePoints, plus an additional 2,000 LifePoints upon completion of all 3 donations.