

Working for You

2019 MEMBER VALUE REPORT



America's Blood Centers®
It's About *Life.*

Core Areas of Emphasis

781

ADRP subscribers,
including 141
international

100+

hours of
education content
delivered

14

comment letters
submitted to
federal agencies

5

benchmarking
reports to aid
blood center
operations

Top Areas of Interaction



Executive



Advocacy



Scientific, Medical
& Technical



Quality &
Regulatory

40

newsletters
published

3 meetings
2 workshops

12

webinars
held

107.5

continuing education
credits offered

2,400+

subscribers on-
17 listservs

ABC is dedicated to protecting and advancing the needs of our member blood centers. We thank you for your involvement in, and support of, our Fiscal Year 2019 efforts related to ABC's core values of Advocacy, Data, and Education.

Attention to Advocacy



ABC provides a national voice for independent blood centers before federal agencies, Congress, and other national stakeholders. In 2018, ABC rolled out a Value Framework that emphasizes the contribution ABC member blood centers bring to their local communities and the healthcare system. The ABC Advocacy Agenda built upon this Framework, prioritizing three main areas: promoting blood donation as a national imperative, reducing unnecessary regulation, and reforming the federal agency structure in relation to blood components. 2018 accomplishments in advancing this agenda include:

- Secured final guidance on move to MP-ID NAT for Zika testing;
- Successfully represented ABC member interests regarding iron depletion;
- Led industry effort to FDA, Capitol Hill, and others regarding bacterial detection in platelets, especially inclusion of high-volume delayed culturing option as a route to 7-day dating;
- Reversed proposed CMS payment rate that would have significantly undervalued pathogen reduced platelets transfused in the hospital outpatient setting;
- Led effort for FDA to clarify definition language related to Blood Establishment Computer Systems (BECS) and BECS Accessories;
- Secured legislative language in the Pandemic and All Hazards Preparedness Act promoting the role of blood centers in disaster and preparedness legislation;
- Engaged 75+ congressional offices and three floor speeches in the U.S. House of Representatives for World Blood Donor Day;
- Met with new HHS Assistant Secretary for Health to discuss the role of independent blood centers within the healthcare system; and
- Secured passage of legislation extending funding to blood centers for cesium irradiator replacement.

Strategic Partnerships



Effective partnerships with external stakeholders are critical to ABC's advocacy activities. ABC worked closely with a wide variety of organizations to accomplish our 2018 goals. Highlights include:

- Engagement with national stakeholders, including Facebook, the National Association of Broadcasters, and the Sickle Cell Disease Coalition, to increase awareness about the need for increased blood donation from a diverse donor base.
- Partnership with the Plasma Protein Therapeutics Association and academic researchers to examine the possible effects of "crowding out" the volunteer donor pool by paid plasma.
- Coalition work with a wide-variety of industry groups, including the American Hospital Association, American Society for Hematology, and Advanced Medical Technology Association (AdvaMed), on issues before regulatory agencies and Congress.

Commitment to Association Excellence



Over the past year, ABC has aligned our priorities and resources to meet the challenges and opportunities facing our members. We continue to adapt our operations to allow for increased investment in the core areas of value for our member centers.

- ABC reduced member dues by more than 25 percent by outsourcing our accounting, human resources, and information technology support activities to Blood Centers of America and moved to a virtual office environment;
- Recognizing the importance of robust industry data, ABC is transitioning the Data Warehouse to an independent entity that will allow for greater participation in the effort and allow for the reinvestment of resources into ABC advocacy priorities; and
- ABC continues to prioritize greater member involvement, transparency, and alignment in our committee and governance structure. 2018 saw the first full year of the new ABC Board of Directors structure and ABC Public Policy Council.

Focus on the Future



ABC continues to reimagine the way we represent, engage, and promote our member centers. We look forward to working with you on these and other initiatives:

- Continued focus and investment in advocacy, including new staff positions, grassroots programs, and national partnerships;
- Improved member communication through a variety of platforms, including a new public website intended to promote increased awareness of ABC activities and services; and
- Examination of current member programs, including our educational offerings and committee structure, to ensure maximum benefit and involvement.



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