

2020 MEMBER VALUE REPORT



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



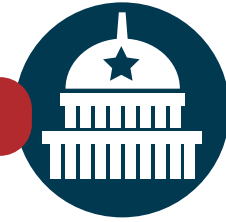
ATTENTION TO ADVOCACY

The member-driven 2019 Advocacy Agenda prioritized the below three areas of work. Significant progress was made in advancing the agenda, with several notable victories for ABC member blood centers.

Prioritize blood donation as a national imperative

Recognize the vital role of blood components in health and wellness

Reduce unnecessary and burdensome regulation



Key Accomplishments:

- The ABC-supported Pandemic and All-Hazards Preparedness Act was signed into law, recognizing the role of blood centers in disaster planning and response.
- Final FDA guidance on bacterial risk control strategies was amended to include several ABC priorities, including additional mitigation options and an extended implementation timeframe.
- FDA released final guidance on HTLV-I/II screening test results. As a result of industry advocacy efforts, the final guidance reversed previous draft guidance that did not allow for donors deferred for an indeterminate test result to be tested for re-entry.
- FDA released ABC-supported revised draft guidance to allow for the reentry of certain donors previously deferred for vCJD.
- ABC secured a victory on a long-standing advocacy issue when Congress repealed the Medical Device Tax as part of their year-end appropriations package.
- Following a multi-year advocacy effort on the part of ABC and others, CMS exempted blood centers from the Medicare Laboratory Date of Service policy, clarifying that blood centers do not have to bill Medicare directly for molecular tests performed on patient samples.

- As a result of industry efforts, CMS created a new miscellaneous code for blood components and products, HCPCS code P9099. The new miscellaneous code will ensure correct payment rates for new products in a timelier manner.

Additional Areas of Emphasis:

- ABC renewed calls for the FDA to eliminate testing for the Zika virus and is actively working with the agency and Congress to raise awareness and engender support.
- ABC joined the Trauma Coalition as part of our commitment to increasing access to blood components outside of the hospital environment.
- ABC continues to advocate for the elimination of burdensome regulations related to deferrals due to donor blood pressure and pulse requirements.
- ABC continues to prioritize a robust platelet supply, including work to lower platelet dosage availability of cold-stored platelets, and amended licensing regulations.
- ABC continues to work with the FDA and member centers to assess the impact of final babesia testing guidance.

COMMITMENT TO ASSOCIATION EXCELLENCE

ABC continues to align our priorities and resources to meet the challenges and opportunities facing our members. In FY20, this work included strengthening ABC in the areas of advocacy and awareness and assessing our programs and communications to position ABC as the premier source for industry information and thought leadership.

- ABC added four new senior staff including a new Executive Director for ADRP, bringing the total staff to nine.
- ABC continues to be a voice in the industry, working with members to produce whitepapers on key topics including *Value of Blood* and *Understanding, Managing, and Preventing Blood Donor Reactions in Teenagers*.
- A newly launched website continues the work being done to better promote the value of community blood centers and highlights ABC's advocacy and awareness work.



ADDRESSING THE DONOR BASE



Identifying challenges and solutions to the recruitment and retention of blood donors continues to be a key area of work for ABC and ADRP. As the premier organization for donor facing professionals, ADRP is poised to lead these efforts and play an expanded role in bringing stakeholders together. Since joining ABC in 2017, ADRP has more than tripled its number of annual subscribers, which now exceeds 800 individuals from more than 20 countries.

- ABC and ADRP, initial partners of Facebook responsible for bringing the blood donation tool to the U.S., will continue providing feedback and work as an advisory partner on this tool.
- During World Blood Donor Day 2019 and National Blood Donor Month 2020, targeted social media efforts reached over 100,000 individuals, resulting in over 31,000 post engagements.
- The National Association of Broadcasters included blood donation in their 2019 Congressional Public Service Announcement (PSA) Campaign. Eighteen members of Congress and three spouses participated.
- The 2019 ADRP Conference was attended by nearly 400 donor facing professionals from around the world. The Conference brings value to blood center employees involved in various aspects of the donor experience, including collections, marketing and communications, and recruitment.
- ADRP continues to prioritize work around five major donor challenges: young donors, diversity in the blood supply, donor surges during disasters, blood type management, and collections leader challenges. As part of this effort, the first Public Awareness Forum was held in March 2020.

LOOKING AHEAD: KEEPING PACE WITH THE CHANGE AROUND US

ABC and ADRP are constantly looking to the future to anticipate how we can provide maximum value to our members. Designed around the acronym PACE, the 2020–2023 Strategic Plan represents continued transformation of the core areas of our work.



- **Promote an inclusive and engaged blood center community.**
- **Advance solutions through the exchange of key information and ideas.**
- **Champion the contribution of blood centers to the health-care system and the patients it serves.**
- **Elevate awareness of blood donation and blood centers at the national level.**

Visit www.americasblood.org/PACE
to read the plan and view updates on our progress.



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