

Quality Matters

At LifeServe Blood Center, safety and quality are our number one priority. Did you know that LifeServe Blood Center conducts 14 different tests on each unit of blood? In fact, more than one million separate tests are performed each year on the blood that is collected.

Every day, LifeServe Blood Center saves lives by providing access to a safe, quality blood supply. However, blood products are only available because generous volunteers selflessly give of themselves to help others in need. We understand that a blood donor's commitment is significant; they entrust us with their time and most importantly with a precious resource – their blood.

We take that commitment seriously and have made the same commitment to local hospital patients in our communities. Not only are we providing the right blood product, for the right patient at the right time, we are providing the safest and highest quality blood product possible.

As a non-profit, community-based blood center, LifeServe Blood Center sets itself apart from other blood banks by testing all units in-house, not through a testing agency. We are proud to offer a state-of-the-art laboratory where we conduct testing on every single unit of blood. Managing the testing component of our

operations allows us to quickly provide the right product to the right patient. Additionally, blood testing is critical for a safe blood supply and can also greatly enhance the quality of care a patient receives at a hospital. LifeServe Blood Center provides premier blood products to hospitals every day. However, we strive to raise the standard of care and have recently taken our testing one step further by implementing molecular testing.

Molecular testing offers a more detailed picture of the hospital patient's transfusion needs in less time, which provides LifeServe Blood Center and hospital clinicians an exceptional tool to assist in determining the compatibility of the blood available for transfusion to reduce the risk of a reaction. This new testing simplifies the process, provides a more accurate match for transfusion, saves time, and above all, provides better patient care. We cannot do it alone – it takes time, resources and loyal blood donors, to ensure access to safe, quality blood products every day.

DO YOU HAVE QUESTIONS ABOUT TESTING?

We'd love to hear them! Contact us at Blooddonor@lifeservebloodcenter.org, or call 800.287.4903.

IMPROVING YOUR DRIVE SCHEDULE

As a chairperson, you are dedicating a tremendous amount of time to LifeServe's mission of saving lives. We want to be respectful of your time and provide you with tools that help you host a successful blood drive seamlessly. One handy tool is a future schedule. Providing a future schedule to your donors is a simple way to increase appointments, decrease phone calls, and focus your time and energy on all aspects of the blood drive, and not just recruitment. Taking advantage of the future schedule can help you gain back valuable time that you can then dedicate to recruiting first time and lapsed donors.

What is a future schedule?

A future schedule is a printed version of the schedule for an upcoming blood drive for the same blood drive account. The future schedules are available at each blood drive for donors to sign up for the next blood drive when he/she will be eligible to donate again. The blood drive schedule will be provided for the next blood drive that is at least 56 days from the current blood drive date.

Future schedules offer a unique convenience for blood donors by allowing them to sign up in advance for their desired appointment time. Signing up on the future schedule reduces calls made to blood donors, as well as invitations to donate at other locations. Future schedules also ensure that we have the most accurate contact information on file so we can provide blood drive announcements and reminders via phone, mail and email.

Your involvement in encouraging donors to sign up with the future schedule is a quick and easy way to ensure your next blood drive is a success!



Making a Difference!

Jeff and Michelle Franzen are tireless advocates of LifeServe Blood Center and the volunteer blood donor program. They began their journey in January of 2004 when Jeff became a first time donor at the age of 50. However, what prompted him to start wasn't just because of the cookies, it was because he had witnessed first-hand what blood transfusions can do as he watched his daughter, Jessica Franzen, fight leukemia. Thanks to her amazing treatment and because of blood donors, Jessica is currently in remission.

Jeff and his wife, Michelle, co-chair blood drives twice a month in Waverly, Iowa. The couple shares their family's personal experience to help increase awareness of the importance of blood donation. They enjoy planning the drives, but most of all, they enjoy meeting new blood donors and visiting with their regular donors at the Waverly Community drives. The Franzen's take the opportunity to host blood drives as

a way to thank those who donate blood and ensure blood products are available for patients just like their daughter.

In addition to planning all the details that go into making a blood drive happen, they also take time to make large batches of chili during the winter months, ice cream and root beer floats during the summer months, coordinate pizza donations from local restaurants, and bring tasty homemade desserts donated by Auxiliary members.

Jeff and Michelle have chosen to pay it forward and give back to their community and we are grateful to them for donating their time as blood drive chairpersons as well as being blood donors. Thank you Jeff and Michelle for all you do!

