

## New Testing Increases Donor Impact

Of the more than 3,000 people that want to donate blood, only about two thirds are able at that time. As you know, donors can be deferred for various reasons outlined by government agencies. One new deferral amongst women is for the presence of the HLA (Human Leukocyte Antigen) antibody. This antibody is part of the immune system and is sometimes developed after a woman gives birth. While the HLA antibody is completely normal for the woman, it can cause problems for blood recipients. For this reason, LifeServe has begun implementing a new test for the presence of HLA.

One benefit to this new testing is that it now allows women with AB blood types that are HLA-negative to donate platelets. In order to continue providing these lifesaving platelets, LifeServe is encouraging newly eligible women to learn more about platelet apheresis donations.

Unfortunately, federal mandates prevent LifeServe from accepting HLA-positive blood as it can be dangerous for the patient. These mandates can change, so those that have recently become ineligible may be eligible in the future.

In addition to testing for HLA, LifeServe has also implemented BioArray, the latest advancement in blood testing technology.

BioArray testing uses DNA to determine the specific antigens, or components, of red blood cells. By understanding the antigen make-up of donors' blood cells, our lab technicians can more closely match donors to patients. Now, an A+ sickle-cell anemia patient will not only receive A+ blood, but also blood that matches his or her specific blood componentry. This improvement is especially valuable for our patients that regularly receive blood transfusions as it decreases the exposure to different types of red blood cells.

LifeServe is committed to providing a safe, quality blood supply by utilizing cutting edge technologies and testing. If you have additional questions about either of these new tests, please contact your territory representative or call 800.287.4903.



## STAY CONNECTED!

Donating blood is safe, simple and saves lives and now you can use YouTube to create awareness about the importance of donating blood. Check out LifeServe's YouTube Channel for videos that you can share with donors that show the importance of their blood donation and how easy it is to save lives. Plus, LifeServe offers an additional way to give back by shopping. That's right! Amazon customers can start financially supporting LifeServe with their regular purchases. Through the AmazonSmile program, five percent of your purchase will be donated to LifeServe - no cost to you. Set LifeServe as your AmazonSmile charity of choice today and share this great opportunity with your blood donors!

# Making A Difference

Kaitlyn Klommhaus is not your average high school student. As a junior at Diagonal High School, Kaitlyn volunteered to lead her classmates in hosting the first blood drive in her community. Diagonal is a small rural town in southern Iowa with a population of 330 people - making a large blood drive no easy task. Kaitlyn embraced the challenge and played a role in every step of the process from finding the location to recruiting donors. She even travelled to Creston for an interview with the local radio station. On the day of the blood drive, she was at the door greeting donors and directing them to the registration table.



Thanks to Kaitlyn's efforts, LifeServe saw 42 donors and received 34 units of blood - an astonishing result for the first drive in a small community. Kaitlyn was even able to recruit 38 people to donate for the first time. Each of the donations collected helped LifeServe provide the local Ringgold hospital with the blood products they needed. Kaitlyn's efforts impacted more than 100 hospital patients in her community.

This outstanding young woman is hoping to continue making blood donation a priority in her community. Kaitlyn already has plans for a summer blood drive in Diagonal as well as two drives throughout the school year. Great job, Kaitlyn! Thank you for helping to make a difference in your community and saving lives.

## Winter Scholarship Opportunities

High school and college students help supply more than 20 percent of all blood products to the blood supply. In an effort to encourage them to stay engaged in the blood donor program throughout the year, LifeServe will be offering \$750 scholarships to students who host one blood drive between December 15, 2014 and January 17, 2015. A minimum of 50 units is required for students to be eligible to win. Do you know a student that would be interested in hosting a winter blood drive?

Please share this information with them and contact us for more information! **Call 800.287.4903 or email [blooddonor@lifeservebloodcenter.org](mailto:blooddonor@lifeservebloodcenter.org).**

**LifeServe will** to students who organize  
**award \$750** a blood drive between  
**scholarships** **December 15, 2014 and**  
**January 17, 2015.**

To be eligible to win, students must collect a minimum of 50 units at their blood drive.