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# Bloodlines

Community Blood Services Newsletter

*Life Shared. Life Saved.*

## Committed to Saving Lives: Our Staff is Key

A Message From Our CEO Dr. Dennis Todd



It has been my honor to work alongside the most dedicated blood center staff I know. This year Community Blood Services reached a milestone that few blood centers can claim - 60 years of serving the communities of New Jersey and New York by providing the highest quality life-giving blood products to

our hospital partners and their patients.

Every department and each employee can feel proud of the part they have played in our company's achievements. The planning and execution of our move from Paramus to Montvale was a huge undertaking. The logistics of moving people and materials required months of preparation down to the smallest detail to ensure a smooth transition for all employees and that essential services were not interrupted. Everyone's cooperation was necessary and all came through.

Now we are looking ahead to our next big move. The Paramus Donor Center will relocate to a new home before too long and the staff of Community Blood Services will once again be challenged to fulfill our mission every day while we are involved in that move. As soon as that new location is finalized, I will be filling in all the blanks with town hall meetings in Montvale and Paramus.

As always, our staff plays a key role in our efforts to save lives, working alongside our dedicated volunteer donors to make the donation experience both safe and enjoyable. Our donors keep coming back because we make them feel special. That culture of caring is what sets us apart from other blood centers, and will continue to set us apart and define our next 60 years in the community.

## Welcome Back, Dr. Ronald Walsh!

A Message From Our Chief Medical Officer



An organization is only as relevant as the mission it represents. Community Blood Services is committed to the lifesaving work provided by our blood services, bone marrow and cord blood collection programs, and I am very pleased to again be a part of this essential culture. I have spent the

last two years at Montefiore Medical Center in the Bronx experiencing front-line exposure to patients and handling administrative duties in the hectic surroundings of a busy urban hospital but I missed being part of the blood center's lifesaving mission. When the opportunity came to return to my position as the blood center's chief medical officer, my choice was clear.

For the past 60 years, our blood center has maintained the highest standards of care for our volunteer donors and the hospitals and patients we serve. By using innovative technology and programs, which include automation to better target our hospitals' needs, a new multi-plasma collection kit, our BloodLinks rare donor program and, soon, a PBSC (peripheral blood stem cell) center in our Montvale donor room, we continue to meet our community's transfusion and transplant needs and make a difference in thousands of patients' lives, not only locally but worldwide. The future is bright as we make plans to relocate our Paramus donor center, embark on new hospital partnerships and participate in exciting new clinical trials in the health-care field with companies like SOTIO, a Czech Republic biotechnology company, and BD, a worldwide medical technology company.

I am proud to be working alongside such a dedicated and talented staff and thank you for the warm welcome you gave me upon my return. I can't thank you enough for all you do to help save lives in our community and look forward to continuing our work together.

# Department *News & Notes*

## Stem Cell Division

Our [New Jersey Cord Blood Bank](#) continues to be one of the leading collection, processing and storage organizations in the U.S. In 1996, Community Blood Services established New Jersey's first, licensed not-for-profit public allogeneic cord blood bank. The public bank stores cord blood stem cells collected from newborns in the hope that matches can be found for critically ill patients in need of transplants. The [Stem Cell Division](#) also operates the [Elie Katz Umbilical Cord Blood Program](#) which provides contract laboratory services to private cord blood marketing companies. Following are some fast facts about our cord blood program:

- We are working on submitting a Biologics License Application (BLA) to the FDA to license our public umbilical cord blood units.
- We have decreased collection sites that were not cost-effective (Bryn Mawr in PA and Christiana in DE) to facilitate efficiencies.
- Since the beginning of 2012, we have shipped **56** units for transplant.
- So far in 2013 we have banked **232** cord blood units.
- Our Cord Blood Banking Group on LinkedIn has over **1,700** members and actively engages in discussions in the cord blood field.
- We soon will begin collecting cord blood from newborns at the Hospital of the University of Pennsylvania in Philadelphia.



## HLA Registry



Our HLA Registry's [Kathy Young](#); [Dr. Michele Donato](#), transplant physician from the John Theurer Cancer Center at Hackensack; and [Norward Harris](#), cancer survivor, recently participated in the "Making the Match: The VALUE of being a Donor" event at Gilda's Club of Northern New Jersey.

This fiscal year [The HLA Registry](#) facilitated **70** peripheral blood stem cell (PBSC) and marrow collections in New Jersey, Pennsylvania, New York, New Hampshire, Delaware and Washington DC. With the recent opening of the apheresis center in Montvale, we can now coordinate PBSC collections on site as well. These collections represent a network of lifesaving transplants for patients worldwide.

The HLA Registry, the largest, independent donor registry affiliated with the national Be the Match national bone marrow registry, has registered more than **230,000** potential donors and facilitated more than **1,600** transplants. More than **10,500** patients a year are diagnosed with life-threatening diseases such as leukemia. Their best chance for a cure is a transplant from someone outside their family, and our goal is to make sure that a donor has the best experience possible.

"From registration through post donation, The HLA Registry team - Kathy, Dottie, Jamie, Janet, Molly, Nancy, Cathy, Patrice and myself - are each vital links in donor advocacy and patient hope," says Cheryl Bacigalupo, HLA Registry operations manager. "The HLA staff collectively represents over 10 years of service with some employees here for over 20 years! The dedication is strong and the staff love what they do."

Remember, we all have the power to heal and the power to save a life!

## Quality Assurance

Our Quality Assurance department focuses on improving and enhancing our corporate responsibility of activities through the implementation of a quality system so that requirements for all of our products and services are fulfilled. Kathi McKenna and her team work hard to keep Community Blood Services and its employees compliant with all state and federal regulations.

### Q & As about QA:

- Did you know that QA is responsible for obtaining and renewing a total of **32** licenses/registrations and certifications required so Community Blood Services can do business?
- Did you know that our organization is inspected by the Federal Food and Drug Administration (FDA), the New Jersey and New York State departments of health, and the AABB (formerly the American Association of Blood Banks) at least every two years, or that QA is responsible for accompanying investigators and answering their questions throughout those inspections?
- Did you know that our organization has more than **450** SOPs, and is responsible for controlling, reviewing and maintaining approximately **395** forms?

## Human Resources Corner

With their paychecks dated September 13th, employees received the first notice explaining the [Affordable Health Care Act](#) and the new federal and state health care exchanges that will be available starting October 1st. The state of New Jersey does not have its own exchange but will use the federal exchange. Human Resources invited our healthcare brokers from Mercer to do a presentation in order to further explain the act. Many of our employees were able to attend these sessions in Paramus and Montvale.

At this time, Community Blood Services offers our full-time employees affordable healthcare coverage so they don't have to use the exchange for their health care. You can go to [healthcare.gov](http://healthcare.gov) to view a video which explains the government exchanges.



## Recruitment Services



[Grace Gehrke](#) (right in photo) has joined recruitment as its new senior recruitment manager. Grace, who's also a donor, spent more than 20 years in daily operations of the blood donor program at New York Methodist Hospital in Brooklyn, New York. She has also been a presenter at industry events like the Association of Donor Recruitment Professionals.

Now that students are back at school, high school blood drives are well underway. Community Blood Services values the support it gets each year from our high school, college and vo-tech students. These young volunteer donors, all 16 years old and older, help ensure we always have an adequate supply of blood and blood products for our area hospitals and their patients. Last year, **70** high schools ran blood drives, with **7,360** students donating.

**Did You Know** blood donations from high school students account for **10%** of our community's blood supply? These students are a primary source of first-time donors and help ensure the future stability of the blood supply.

Mobile recruitment and telerecruitment are always working to schedule volunteer donors to our donor centers and to set up mobile blood drives in all the communities we serve. Recruitment's goals this year are: to increase donations from our community groups; to exceed collections at our high school/college drives; to attract new blood drive sponsors; to continue to raise awareness of our Montvale donor room; and to solicit blood donations from our corporate and community neighbors.

[Hemaconnect](#), an exciting addition to the recruitment toolchest, is being launched on October 8. Donors will use HemaConnect to schedule appointments, check their donation history and track their health screening results. HemaConnect will allow us to manage the communications calendar of emails, cloud calls and other marketing outreach to the donors in our database. Additionally, recruitment account managers will be able to efficiently track their blood drive schedules and schedule donors and send out marketing materials.

**Did You Know** the telerecruitment team is busy seven days a week calling **500** donors daily and supporting our three donor centers, which see approximately **11,241** donors annually?

## Community Affairs

### Follow Us and Stay Connected!

Community Affairs' social media team is working hard to keep pace in the ever-evolving social media world by increasing our networking capabilities and connecting not just with our volunteer donors and community groups but with our very own employees. If you aren't "following" us already, you can show your support by "Liking" our Community Blood Services Facebook page or connecting with us on Twitter @cbsblood or our new Instagram page @communitybloodservices (and ask your friends and family members to do the same). Social media provides a two-way street that allows us to communicate our center's activities and blood needs through postings and photos and directly engage those connected to us. We're especially excited that our Facebook page recently reached a milestone 3,000 "Likes" and look forward to increasing our followings on Twitter and Instagram.

By connecting with us you can be the first to know when there's an urgent need for a specific blood type; get the latest news regarding promotions, special events and donor clubs; find out about our blood and bone marrow drives; view pictures, stories or videos of our donors, patients and outstanding employees; learn fun facts about blood donation; and participate in our contests. Hope to "talk" to you soon online!



Please "Like" us on Facebook and encourage your friends, family members and donors to do the same.

Email [karenf@cbsblood.org](mailto:karenf@cbsblood.org) with any news, photos, etc. you would like to see posted on our Facebook or Instagram pages – we'd love your input!

### Our "Faces" Today

Through our work here at Community Blood Services many of us are very connected not only to the volunteer blood donors who work alongside us every day to help save lives in our community, but also to the patient "Faces" in our community whose lives have been helped by life-giving blood and platelet donations.



- Patients like **Shayne** who at just 18 months old was diagnosed with acute lymphocytic leukemia. Dozens of blood transfusions were needed by Shayne and many blood drives have been held in his name since he was first diagnosed. Today, 10-year-old Shayne, who has been in remission for more than eight years, is a fourth-grader who loves baseball, basketball and throwing the shot put for the USA Track and Field Youth Division, where he finished 11th in NJ during his first year of competition!
- Patients like **Eleanor** who needed blood after being diagnosed at age 15 with bone cancer. Eleanor, who recently celebrated five cancer-free-years, is just beginning her senior year at college and her mom is now a member of our Board of Trustees!
- And patients like little **Elizabeth** who lost her valiant fight with a brain tumor in March. Elizabeth and her Uncle Anthony Fasciano, a trustee at Community Blood Services, tirelessly raised awareness of the need for donations for our littlest patients. Now a Board Trustee at Community Blood Services, Anthony continues to support the center's mission and Elizabeth's memory through his community outreach, reminding community members about why it's important to donate and how the need can touch anyone's life at any time.

## Clinical Services

In keeping with the goal to maximize collections and run the fixed sites and mobile blood drives more efficiently, this past year saw all eligible phlebotomists trained on Haemonetics - the automated technology that collects a double portion of the donor's red cells and returns most of the plasma and platelets to the donor. In addition, six donor technicians are training to use the Trima technology that collects red cells and other blood components (platelets and plasma), individually and in combination. With more staff trained in automated technology, staffing metrics and the collection of specific products will allow us to better meet the needs of our hospitals.

Clinical Services is pleased that fall has arrived, with blood drives again filling the calendar to capacity after the traditionally slower summer months. Specifically, the school drives and student donors boost the blood supply so essential for our hospitals and patients. Student donors welcome automated procedures and the staff enjoys the interaction with student donors and faculty at these very special blood drive events.

The multi-plasma initiative, known simply as the (MVP) Most Valuable Plasma program, uses the latest technology to collect up to four patient-ready plasma units during a single donation and has one objective - to maximize plasma collection so that hospital patients with bleeding disorders and other diseases always have lifesaving plasma for transfusion.

So far this year, the Clinical Services staff has exceeded its automated red cell product goal five out of nine months; seven out of nine months, it has met the automated red cell collection goal. According to Denise Ross, senior manager of clinical services, the success of the collection goals for the fiscal year is promising and will be the result of a combined effort of the hard work of the Clinical Services staff and management team.



Clinical Services staff at our Paramus Donor Center during **Blood Collectors' Week** in September

## Employee News



**Congratulations, Joyce!** Joyce Deraney, finance assistant, was recently awarded a Certificate of Appreciation in recognition and appreciation of her 200 lifesaving donations. We would like to thank Joyce, who donates platelets regularly, for her ongoing support of our mission.



Triple platelet donor **Robin Gathers**, recruitment administrative assistant, donated on the day the new Montvale donor room opened.

### Welcome to the following new employees...

**Lauren Rosano**, executive assistant to Dr. Todd; **Deana Fatovic**, HR coordinator; **Sarah McCarthy**, receptionist; **Catherine Frassetto**, HLA Registry search specialist; **Ana Rivera**, payroll administrator; **Laura Roundtree**, Hospital Services client service coordinator; **Barbara Cieszynska**, medical technologist, Stem Cell Division; **Johannah Caturan**, laboratory aide, Stem Cell Division; **Zipporah Washington**, collection specialist, Stem Cell Division; **Nancy Lynch**, **Dominique Wright**, **Barbara Runge**, **William Sevcik** and **Monique Dockery-Harriott**, telerecruitment donor representatives; **Mary Conrad**, Clinical Services education manager; **Halona Barber**, **Elvira Toska** and **Ingrid Merion**, phlebotomists; **Emadel Pearl Bongolan**, reference lab manager; **Farah Fanfan**, lab; **Michael Lindsay**, driver supervisor; **Richard Perrotta** and **Douglas Perez**, transportation; **Jason Liu**, recruitment assistant.

# Current Events



## Celebrating Our 60<sup>th</sup> Anniversary: Employee Appreciation Week

In August, Human Resources spearheaded a one-week celebration for our **60<sup>th</sup> anniversary**, honoring our employees with a series of employee appreciation events. Each day commemorated one decade of the organization's history. The fun-filled week included colorful dress-down days, giveaways, prizes, food, and games. HR wants to thank the employees and volunteers who participated in the celebration. Community Blood Services would not be the great company it is today without the hard work and dedication of each of you. We truly appreciate all you do!

The **M&Ms Jar Counting Contest**, which asked employees to guess the number of m&ms in the jar at each location, kicked off the week. Winners were: in Montvale, **Nigel Thurstans**; in Paramus, **Mary Conrad**; and in Allendale, **Doug Perez**.

During our **Scavenger Hunt**, random items were hidden around the office (including a self-portrait of Account Manager **Robert Hatch**) for employees to find. Teams raced to beat the clock to complete the checklist of unique items. First prize was awarded to Team Stem Cell: **Johannah Caturan**, **Shonte Haley**, and **Christine McNally** with an impressive time of 10 minutes 7 seconds! Team QA - **Diane Eliya**, **Barbara Molnar** and **Lauren Rosano** – came in second and third place went to Ron's Angels, comprised of **Dr. Walsh**, **Karen Ferriday** and **Patty Cascino**!

Our last event, the Most Unique Photo Contest, encouraged employees to take a photo next to any Scavenger Hunt item of their choice. The entire company voted on their favorite. Congratulations to winners **Johannah Caturan** and **Roger Mrowiec** on their donating duck photo!

## WeCare bus hits the road again!

The **WeCare** bus has been refurbished and is now part of our lifesaving fleet of bloodmobiles. The bus features three donor beds, as well as Haemonetics and Trima machines, so that our staff can collect those all-important automated products at mobile blood drives. The WeCare bus is perfect to use at smaller locations where it's difficult to park our large bloodmobiles. Managers will be able to efficiently track their blood drives schedule and allow them to schedule donors and send out marketing material.

## It's Breast Cancer Awareness Month Wear Pink on Fridays!

October is **Breast Cancer Awareness Month**. To honor all those who have battled breast cancer and to raise awareness for breast cancer research, we invite all Community Blood Services' employees to wear pink on Fridays! And don't forget that you can also honor a loved one by making a lifesaving blood or platelet donation this month. Cancer patients often need blood and platelet transfusions during their cancer treatments.

# News Around The House

**Jeannette Trinkleback**, human resources generalist, became a first-time grandmother when her daughter Anne Marie and husband Joseph became the proud parents of Joseph Paul Koch Jr. Joseph Jr. who was born on July 11 at 9:58 p.m., weighing in at 7 pounds 9 ounces!

**Maureen Barker**, telerecruitment platelet recruiter, also became a first-time grandmother on August 22 when her son Bill & his wife Robin welcomed Gavin Jude Barker at 2:56 p.m.! Gavin weighed 8 pounds 6 ounces and was almost 21 inches long.

**Jamie Q Lapy**, HLA Registry coordinator, gave birth to a baby boy, Quincy Alexander, on September 12. Quincy weighed 7 pounds 6 ounces. Mom, Quincy, Dad Victor and big brother Dylan are doing great!

**Janet Rohonyi**, HLA Registry ct coordinator, went on a 10-day cruise to Alaska in August. While she was there she discovered Alaska has a rainforest and saw three black bears! She also visited the sled dog training farm run by a 24-time Iditarod participant.

It's been a big month for **Kim O'Connor**, telerecruitment donor representative. On September 28 Kim was married to Darrell Steinberger and September 16 marked the 3rd anniversary of Kim's lifesaving bone marrow donation to a 7-year old boy, who Kim says is doing great!

**Robert Hatch**, recruitment account manager, became engaged to Nicole Marie Brady on June 28. Rob & Nicole will be married on June 13, 2015. Rob reports "Nicole has fallen in love with my undeniable charm, looks & fun-loving personality."

**Faye Antonio**, Special Clinical Services coordinator, gave birth to her second child, Haylee Rae, on May 10 at 8:42 a.m. Haylee arrived early at 33 weeks and 4 days, weighing just 4 pounds 12 ounces and measuring 17.5 inches. Big brother Gavin is thrilled to have a baby sister and is great at helping mommy and daddy.

In July, **Lauren Kayser Blum**, payroll administrator at the blood center, retired after 26 years to start a new chapter in her life. Lauren, who married Ray Blum in May, says she's been busy decorating her new home in Whitehouse Station, exploring her new neighborhood, and looking forward to doing a lot of traveling in the near future.

**Karen Ferriday**, community affairs director, celebrated 10 years of backpacking with her hiking gal pals this summer, first exploring the Maine Wilderness, then climbing the Valley Way trail in the White Mountains of New Hampshire during record-breaking heat to Madison Hut. Valley Way is a strenuous 3.8 mile hike that ascends 3,550 feet. The 125-year-old Madison Hut is one of eight huts spaced along 56 miles of the Appalachian Trail in the Presidential Range, the oldest high-mountain hut system in the U.S. The range features over 24 miles of rocky terrain, roughly 10,000 feet of climbing and often some of the world's worst weather. Karen and her 14 hiking friends plan to backpack on some new trails in the White Mountains next summer.

**Barbara Molnar**, QA assistant, has had quite a year! On May 5, her son Joe married Christina and had their reception at The Grain House & Old Mill in Basking Ridge. Barbara's daughter and son-in-law, Amanda and Angel, renewed their wedding vows on September 20 at the Tides in North Haledon. They were married at a small ceremony three years ago when Angel was on two weeks leave from the Army but planned a reception for after Angel returned home. Barbara and her husband Greg also celebrated 30 years of wedded bliss on August 26.

Telerecruitment mourns the loss of **Marilyn Martin**, who passed away August 21. Marilyn, who epitomized the word "grandmother" to her family and co-workers, joined the CBS family on May 14, 2007. She will be deeply missed by those who worked with her, and remembered for her kindness. Her passion, after her family, was blood donations. Instead of flowers, Marilyn's obituary requested that monetary donations be made to Community Blood Services.

**Rekha Mistry**, lab tech in the Stem Cell Division, and her husband Grirish welcomed their son Soham on June 29. He weighed 7 pounds 15 ounces and joins big sister Krupa.

**Kari Ann Bauer**, clinical services supervisor, gave birth to Nathanael Kyrie on April 12. He weighed 7 pounds 11 ounces and was 21 inches long. Big sister Alea loves her baby brother!



Kim & Darrell



Joseph



Gavin



Soham



Quincy



Gavin & Haylee Rae



Rob & Nicole



Lauren Kayser



Nathanael



APPALACHIAN TRAIL  
MONUMENT CLIFF  
THIRD MTN.  
ELEV. 2061 FT.  
M.A.T.C.

Maine Wilderness

**CALLING ALL EMPLOYEES...THE REFERRAL REWARD PROGRAM NEEDS YOU!**

The need for first-time mobile blood drives is always present and we know that often the most successful blood drives are those organized through referrals. We encourage all employees to refer a new sponsor group (church, corporation, school, community group, etc.) and earn **\$50!** New sponsor groups are defined as first-time blood drive sponsors or those who have not run a blood drive within the past three years.

The KidzKare program also needs your help with blood drives sponsored through elementary and middle schools where you might know a teacher or school librarian willing to participate as a coordinator. The school gets one book for every lifesaving blood donation and you get \$50 for the referral!

If you have a new sponsor group to refer, please contact Human Resources at ext. 1422 for more information.



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