

SCBB Goes Green

SCBB is committed to providing a healthy environment for our employees and donors, and has become the first blood center in Florida to earn a "green business" certification. The designation was granted by the Green Business Partnership of Sarasota County and adds our name to nearly 100 other Sarasota County businesses and organizations that are now green certified. In order to achieve green business status, SCBB pledged to implement various environmental standards. From January 2008 to the present, more than 40 green initiatives to reduce waste and conserve energy have been put in place. These include conversion of old lighting to energy efficient light bulbs, installation of automatic light sensors and thermostats, and replacement of landscape with Florida-friendly plants. In the near future SCBB will do window tinting on the donor center building to block out 80 percent of the sun's heat.

Adopt-A-Road

To make a further environmental impact, Suncoast Communities Blood Bank has joined the Keep Sarasota County Beautiful Adopt-A-Road program. The blood bank's area of responsibility is Orange Avenue from Mound Street to Nineteenth Street. Blood bank employees have already participated in two clean-ups, collecting 17 bags of trash and putting in nearly 20 hours of volunteer work.



JOIN THE LIFESAVER LINK

You can help prevent summer blood shortages by referring a friend. We ask you to link us with your friends, family or work associates so that we can invite them to donate at one of our bloodmobiles or donor centers. It's easy to do – just send us names and contact info by July 1st and you will be entered to win a **\$100 gift certificate for a shampoo/haircut/style and facial from Vintage Salon and Spa in Sarasota.**

To be eligible for the drawing, fill out the attached referral form and mail it back using the enclosed envelope. Or you may send the form by fax to 941-485-4040 or by email bszych@scbb.org with all the pertinent information. Include as many names as you like.

LIFESAVER LINK REFERRAL FORM

Your Name _____

Your Phone # () _____ Your Email _____

Referral Name _____

Referral Phone # () _____ Referral Email _____



We can't operate without you.

Vitals

WWW.SCBB.ORG

To donate blood call 1-866-97-BLOOD
(1-866-972-5663)

Business office call 941-954-1600

Our Mission

Suncoast Communities Blood Bank provides a reliable supply of quality blood products and services to hospitals and health centers in need.

Suncoast Communities Blood Bank

1760 Mound Street
Sarasota, FL 34236

NON-PROFIT ORG.
U.S. POSTAGE
PAID
MANASOTA, FL
PERMIT NO. 1098



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Laura Williams, Director of Human Resources

Questions or comments: Julie Platt, Public Relations &
Marketing Manager. jplatt@scbb.org or 941.954.1600 x1024

Cosimo's Gives Back

John Ganley, owner of Cosimo's Brick Oven and Cosimo's Too, presented a \$400 donation to SCBB, money that was raised as a result of his Cosimo's For A Cause fundraising event.

"I am proud to support Suncoast Communities Blood Bank because I believe in the important work they do," says John Ganley. "We started Cosimo's For A Cause 18 months ago to help local nonprofit organizations and schools raise essential funding and community awareness. So far, we have helped more than 40 organizations and are happy to include the blood bank in our efforts." ♦



Collection Centers

SARASOTA
1760 Mound Street
941-954-1600

Hours:
Monday – Thursday 8:00 am – 7:00 pm
Friday 8:00 am – 4:30 pm
Saturday 8:00 am – 1:00 pm

NOKOMIS / VENICE
Nokomis Village Shopping Center
1097 N Tamiami Trail
1-866-97-BLOOD

Hours:
Monday – Thursday 8:00 am – 6:00 pm
Friday 9:00 am – 1:00 pm
Saturday 8:00 am – 1:00 pm

ARCADIA
710 N Brevard Avenue
1-866-97-BLOOD

Hours:
Tuesday 1:00 pm – 7:00 pm
Saturday 9:00 am – 1:00 pm



The Pulse

Suncoast **Communities** Blood Bank

We can't operate without you.

Spring 2010

SCBB Provides Patient Care

Olivia Woodruff is a young, beautiful and optimistic woman. Looking at her, one would never know the battle she has been fighting for nearly three years. In July 2007, just two months after the birth of her second daughter, Olivia started experiencing double vision, eyelid drooping, difficulty talking and swallowing. She had always been healthy, but when this terrifying ordeal unfolded, she found herself in the intensive care unit of Sarasota Memorial Hospital.

Doctors diagnosed and removed a tumor on her thymus gland. They also diagnosed myasthenia gravis (MG). MG is a neuromuscular disorder characterized by atrophy of the muscles and is caused by an abnormal immune system. There is no known cure for MG, but there are special blood therapies that can help reduce symptoms. Being diagnosed with MG changed Olivia's life dramatically.

Olivia was given medications and underwent outpatient plasma exchange treatments. During each plasma exchange, Olivia's plasma was removed and replaced with purified donor plasma. In total, Olivia received 33 plasma exchange treatments and 99 liters of albumin. "I cannot imagine how many blood donors helped save my life. I wish I could tell them how important their donations were. They are my saviors," remarks Olivia.

Plasma exchanges are one of the therapeutic procedures performed for patients throughout the region by the nursing staff at Suncoast Communities Blood Bank. Licensed nurses John Newton, Gabby Wendell and Danielle Cupp are on call 24/7 to administer therapeutic plasma exchanges, platelet depletion procedures and red blood cell exchanges. Last year, SCBB nurses performed over 160 therapeutic procedures at local

hospitals and 600 therapeutic phlebotomies at our facilities. Many of the procedures take several hours to perform and must be administered multiple times. The SCBB nursing staff gets to know their patients very well. In many cases, the beneficial impact of the treatment is immediate, and the nurses are moved by the experience.

John Newton, reflects on two such cases. "I remember my first patient, a retired nurse with MG who was in crisis. Before the treatment she could barely breathe or utter a single word to me.

The transformation after treatment was immediate and amazing. Another patient loved to watch the Food Network during her treatments. We spent hours watching top chefs discuss their recipes and techniques. Suddenly I was giving my wife culinary tips each night while she prepared dinner."

John also remembers Olivia's first treatment. She too was in ICU, could hardly breathe and was close to needing a breathing tube. "She was an incredible trooper," recalls John. "It was very powerful to witness her wonderful progress."

"I can't thank blood donors enough," says Olivia. "They gave me back a normal life and the ability to care for my two little girls. I know I may go into crisis at some time down the road, and I may need more treatments. It's comforting to know that Suncoast Communities Blood Bank and the blood donors will be there for me."

"I cannot imagine how many blood donors helped save my life. I wish I could tell them how important their donations were. They are my saviors."

Olivia Woodruff



Olivia Woodruff

THERE IS MORE TO SCBB THAN COLLECTING BLOOD...

From the CEO & Medical Director

I often sing the praises of our blood donors, our transfusion laboratory at Sarasota Memorial Hospital and the many employees who help us provide blood products to thousands of patients each year. There is another medical service that SCBB provides that most people have never heard about.



Our phlebotomy staff provides another service in the form of therapeutic phlebotomies. A therapeutic phlebotomy is similar to a regular blood donation except that a physician has prescribed phlebotomy as a medical treatment. Usually the patient has a disorder that interferes with the body's ability to break down iron, resulting in too much iron being absorbed from the gastrointestinal tract. Our staff performs over 600 therapeutic phlebotomies each year

As you have read in our cover story about Olivia Woodruff, SCBB's nursing staff administers several therapeutic medical procedures throughout the region. It is fairly common that hospitals and physicians outsource these procedures to the blood bank staff due to the specialized expertise and certification that is required. Each procedure takes a minimum of two hours, and our nurses stay with the patient the entire time to make adjustments, check vital signs, watch for reactions, and monitor progress.

at several of our facilities without any charge to any of the patients who need this life-sustaining treatment.

Our nurses perform these therapeutic procedures on both an out-patient and in-patient basis. The vast majority of these procedures are plasma exchanges, used to treat patients with an array of neurological and autoimmune disorders. Many of these conditions have no known cure, but blood products such as albumin and treatments such as plasma exchange help to minimize symptoms.

As you can see, there is more to your community blood bank than just collecting blood. We're pleased to offer medical services to local patients as well.

Wishing you the best...

Mark J. Magenheim, MD, MPH
CEO and Medical Director

Save A Life, We'll Save You A Table

More than likely you are already a League of Lifesaver member and have enjoyed several great meals at Stonewood Grill. We are pleased to announce the addition of two new restaurant partners for reward choices. Cosimo's Brick Oven and Mattison's have joined us as sponsors. Next time you earn your third stamp, be sure to try Cosimo's or Mattison's, and tell your friends about the experience. The program runs through December 2010. ♦



SCBB receives \$80,000 in grants

SCBB received a \$40,000 grant through the Virginia White Clark Fund, as part of the Bank of America Client Foundation, to purchase new software that brings our blood donor recruitment system into the 21st century. This software allows us to personalize communications with our nearly 15,000 donors and 180 blood drive sponsors. The technology also makes us more efficient and productive in our recruitment efforts.

"Reaching our donors and drive sponsors in the way they want to be contacted has never been easy to accomplish," says Rhonda Peters, Director of Development and Marketing. "We are excited about this new ability to communicate, survey, assess and respond to blood donors' needs."

The blood bank also received a \$40,000 grant from the Community Foundation of Sarasota County, as part of the economic stimulus BOOST Initiative, to purchase a computerized health history program for blood donor registration. This system will enhance blood safety through standardized screening and will improve efficiencies, resulting

in cost reduction. This system allows the blood donor to use a touch screen computer to answer health history questions before donating. In doing so the process eliminates part of the donor's in-person interview with a phlebotomist. The system also allows for bilingual communication and enhanced donor privacy. SCBB's donor centers and bloodmobiles will be equipped with this system by late spring 2010.

SCBB is one of 30 local non-profit organizations awarded a BOOST grant as part of the Community Foundation's 30th year of service to the community. More than 100 non-profit organizations applied for BOOST grants.



Employees Raise Money For Scholarship Program

SCBB employees are supporting the educational future of *Generation Give* through contributions to the "Dollars 4 Scholars" program. Through voluntary payroll deductions and special fundraising activities, employees contributed nearly \$6,000 to scholarships for graduating high school seniors. To qualify for a scholarship a student must participate at least three times in a high school blood drive by donating blood or volunteering during their year of graduation. The scholarship program is also supported by the generosity of our donors and our board of directors. \$60,000 in funds has been awarded to more than 90 students over the past five years. ♦



Scholarship recipients Nick and Rocky shown with transfusion recipients Sarah and Dana.



We can't operate without you.



Donald Garner shown with SCBB nurse Danielle Cupp during his plasma exchange procedure.

Help SCBB close the funding gap

If it were not for our blood donors and blood drive sponsors, SCBB would not exist. If it were not for our financial donors, we could not thrive.

This year SCBB must invest approximately \$338,000 in capital expenditures to enhance our operations. These projects range from hurricane "hardening" of the main building to blood storage and collection equipment. Thanks to efficient asset management and the generosity of our financial donors, we are able to cover many of these expenses, but **we need your help.**

I am writing to ask for your financial commitment to SCBB to help us close the funding gap so that we can **purchase two new important instruments.**

The nursing staff at Suncoast Communities Blood Bank performs a medical procedure called "plasma exchange" to treat patients with an array of neurological and autoimmune disorders. Simply stated, the patient's plasma is removed and replaced with "new" plasma from a donor. The 20-year-old instruments we currently use for this procedure will soon be obsolete because the manufacturer can no longer provide parts and service. A new, state-of-the-art instrument will cost \$55,000.

Blood platelets are frequently used in the treatment of cancer patients. Challenges arise because platelets are only viable for five days after donation. The high demand and the exceedingly short shelf-life make platelet collections a difficult balancing act. Automated platelet collections, critical to meeting patient needs, are possible with a specialized instrument called the Trima. With your help, SCBB will be able to purchase an additional Trima this year at a cost of \$55,000.

We embrace the challenges that lie ahead for SCBB in the coming year. I am confident that with your continued support, we will continue to provide the highest quality transfusion therapeutic services to our community.

Wishing you and your family joy and good health.

Sincerely yours,

A handwritten signature in black ink that reads "Mark J. Magenheimer, MD".

Mark J. Magenheimer, MD, MPH
CEO & Medical Director