



America's Blood Centers[®]
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725 15th Street NW Suite 700, Washington, DC 20005
Tel: 202-393-5725 Fax: 202-393-1282

1-888-USBLOOD ▲ www.AmericasBlood.org

NEWS RELEASE

Contact: Mack Benton | Tel: (202) 654-2915 | Email: mbenton@americasblood.org

William Coenen Named Interim Chief Executive Officer of America's Blood Centers

Brings wealth of blood banking experience during transition period.

WASHINGTON (March 25, 2013) — America's Blood Centers announced the appointment of William Coenen as interim CEO, effective immediately. Mr. Coenen brings more than 35 years of blood banking experience and expertise to his new role, previously held by Jim MacPherson from 1986 until his recent resignation.

"First, I'd like to express my gratitude to Jim for his 26 years of service to America's Blood Centers. His leadership helped make our organization a respected industry leader within the global blood banking community and we wish him well in his future endeavors," said America's Blood Centers' President Dave Green. "We are lucky to have an experienced and distinguished individual of Bill Coenen's caliber willing to lead America's Blood Centers through this period of transition, as we remain 100 percent committed to our mission of helping independent blood centers better serve their communities."

In his new role, Mr. Coenen will focus on America's Blood Centers' core values of data integration, education, and advocacy on behalf of its members.

"I appreciate the opportunity to lead this organization," said Mr. Coenen. "My goal is to continue to bring useful resources and services to our members as we align our core values to help them maintain a safe and adequate blood supply for all patients in need. In this changing environment, it is more important than ever that we continue to be a single voice for our member blood centers through our advocacy efforts, and remain dedicated to supporting and providing them with the necessary expertise, data, and tools to navigate the challenges we face under healthcare reform."

Mr. Coenen became America's Blood Centers' chief operating officer in 2006 and vice president of finance in 2012. Prior to that, he spent 25 years at the Community Blood Center of Greater Kansas City, where he retired as chief operating officer in 2001. In retirement, Mr. Coenen continued to work with several hospital consortiums, helping them understand the complexities and costs of operating a community blood center and volunteered his services to America's Blood Centers for three years.

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About America's Blood Centers

Founded in 1962, America's Blood Centers is North America's largest network of community-based, independent blood programs. Recognized by the U.S. Congress for its critical work in patient care and disaster preparedness and response, the federation operates more than 600 blood donor centers providing half of the U.S., and a quarter of the Canadian blood supply.

These blood centers serve more than 150 million people and provide blood products and services to more than 3,500 hospitals and healthcare facilities across North America. America's Blood Centers' U.S. members are licensed and regulated by the U.S. Food and Drug Administration. Canadian members are regulated by Health Canada.