



## NEWS RELEASE

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### **Christine Zambricki Announced as Chief Executive Officer**

*Will begin in this role on October 14<sup>th</sup>.*

**WASHINGTON (October 10, 2013)** — [America's Blood Centers](http://www.AmericasBlood.org) has named Christine S. Zambricki, DNAP, CRNA as its next CEO. Dr. Zambricki brings with her extensive healthcare advocacy, membership association, and hospital leadership experience.

"I am both pleased and excited that Christine is coming on board as our new CEO. She brings a wealth of experience and skills in all of the areas critical for successfully leading America's Blood Centers into the future," said America's Blood Centers' President Dave Green. "Her passion for our mission, tested executive talent, and proven ability to deliver value in a healthcare association setting, combined with the excellent staff at America's Blood Centers, will propel this organization to unprecedented levels of service to our members."

In addition to her new leadership role, Dr. Zambricki will focus on the advocacy efforts of [America's Blood Centers](http://www.AmericasBlood.org) on behalf of its member blood centers that collectively are responsible for 50 percent of the U.S. and 25 percent of the Canadian blood supplies.

"It is a privilege to be able to lead this mission-driven organization that makes such a profound impact on people during the most vulnerable times of their lives. With a strong board of directors, the best possible executive team in our industry, and an incredibly talented staff across the country that does amazing work every day, the future for America's Blood Centers is very bright," said Dr. Zambricki. "Healthcare is in the midst of change, and we must adapt to meet the new challenges. I am confident that we are well-prepared to meet the future needs of healthcare in America and look forward to what lies ahead."

She will replace current Interim CEO William Coenen, as he resumes his role as executive vice president of Finance for [America's Blood Centers](http://www.AmericasBlood.org).

"We were very fortunate to have many good applicants for the CEO position, but it became obvious after our first interview with Christine that her passion for the patient and her talents aligned perfectly with what we need to guide us through today and take America's Blood Centers to new heights tomorrow," said Mr. Coenen.

In her most recent position as senior director of Federal Affairs Strategy for the American Association of Nurse Anesthetists (AANA), Dr. Zambricki developed and lead a successful strategy to influence change within the Centers for Medicaid and Medicare Services (CMS) through membership engagement, grass tops alliances, internal and external communication,

legislative and regulatory relationships, and the creation of a research and data platform, resulting in a published final CMS rule. She also provided comprehensive leadership in launching a major 50-state initiative for reimbursement advocacy to optimally position the AANA for the complexities of state insurance plans, state exchanges, and Medicaid expansion. Prior to joining AANA, Dr. Zambricki served as the chief operating officer and chief nursing officer for Henry Ford West Bloomfield Hospital in West Bloomfield, Mich., where she lead all operations, planning, and execution for the \$360 million grassroots, startup, state-of-the-art hospital.

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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.