

2020  
MEMBER VALUE  
..... REPORT



America's Blood Centers®  
It's About *Life.*



*2020 impacted our industry like no other year has, and members of America's Blood Centers (ABC) rose to this challenge valiantly, finding new solutions to meet patient needs. Whether through blood or COVID-19 Convalescent Plasma (CCP) donations, ABC members should be proud of the work you have done.*

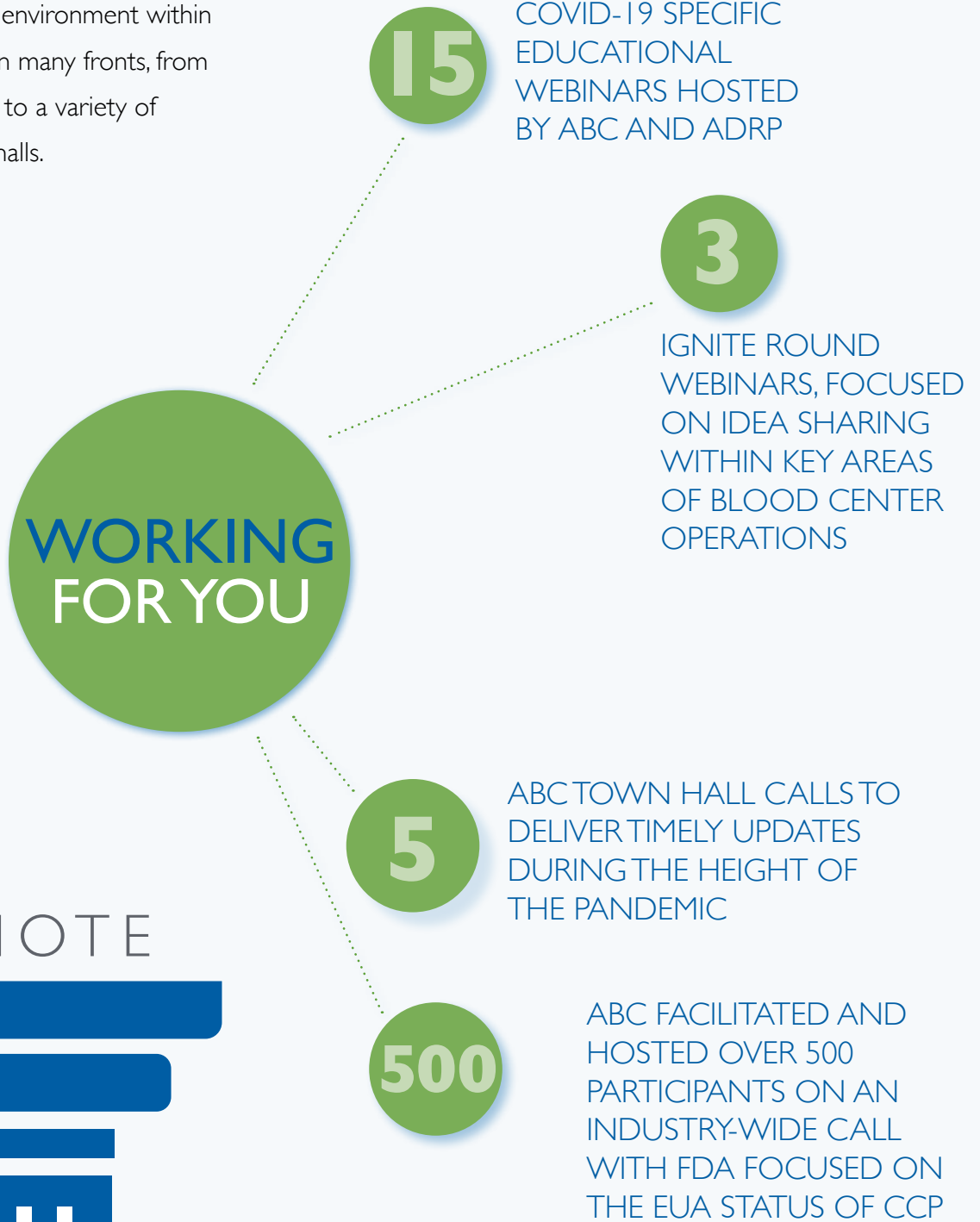
*ABC and ADRP are also proud of our continued role in promoting independent, community blood centers to Congress, federal agencies, the media, and strategic partners. We continue to align our priorities and resources to meet the challenges and opportunities facing our members and serve as a connection point between blood centers in order to advance your mission-driven work. This is what being a member of ABC and subscriber of ADRP is all about!*



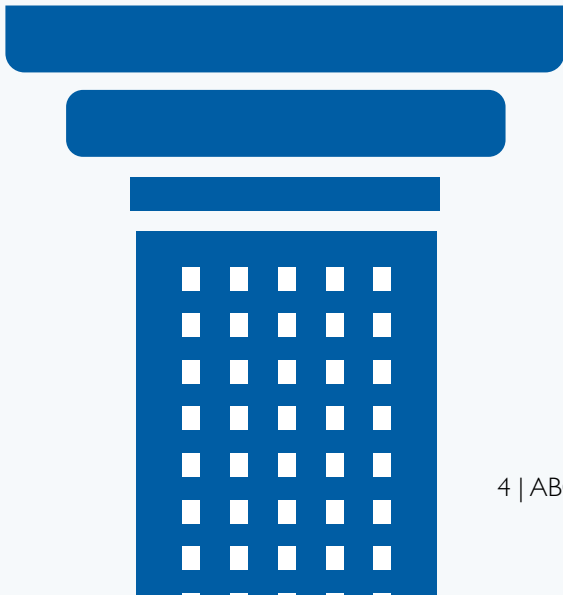
# PROMOTE

*an Inclusive and Engaged Blood Center Community*

Throughout the year, ABC and ADRP fostered a collaborative environment within the blood community on many fronts, from volunteer opportunities to a variety of member-focused town halls.



PROMOTE





# CHAMPION

## *the Contribution of Blood Centers to the Healthcare System and the Patients it Serves*

2020 showcased the value of our advocacy and communication efforts. Significant progress was made in advancing the 2020 Advocacy Agenda, with several notable victories for ABC member blood centers.

### **ABC Advocacy Accomplishments**

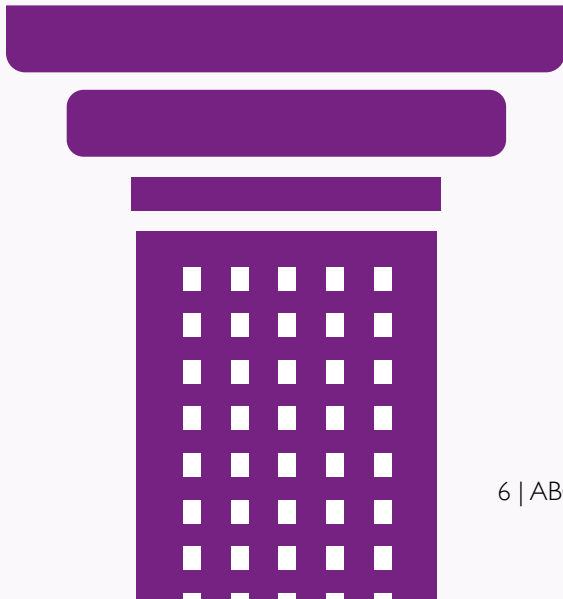
- \$470 million in cost recovery funds secured for the collection and distribution of CCP.
- Extension of the Emergency Use Authorization (EUA) for CCP.
- Inclusion of blood centers as part of the blood supply chain in the Public Health and Social Services Emergency fund provision of the Coronavirus Aid, Relief, Economic Security (CARES) Act.
- Inclusion of a provision in the CARES Act calling for a national awareness campaign for blood donation.
- Elimination of the need to submit a Blood Product Deviation Report generated from post donation information that does not result in a recall.
- FDA change in donor deferral criteria for vCJD, MSM, tattooing, and the malaria travel period.
- Delay in the FDA guidance to control for bacterial contamination in platelets, "Bacterial Risk Control Strategies for Blood Collection Establishments and Transfusion Services to Enhance the Safety and Availability of Platelets for Transfusion".
- Increased base of support for diversity in the donor pool through new partnerships in the sickle cell disease community.
- Served on the steering committee for the development of the ACBTSA report to Congress on the status of the blood supply.

20+

LETTERS TO CONGRESS AND FEDERAL AGENCIES, INCLUDING 11 SUBMITTED JOINTLY WITH THE NATIONAL BLOOD COMMUNITY

WORKING FOR YOU

CHAMPION



# ELEVATE

## Awareness of Blood Donation and Blood Centers at the National Level

ABC lead efforts on multiple initiatives targeting legislators, the media, strategic partners, and the public.

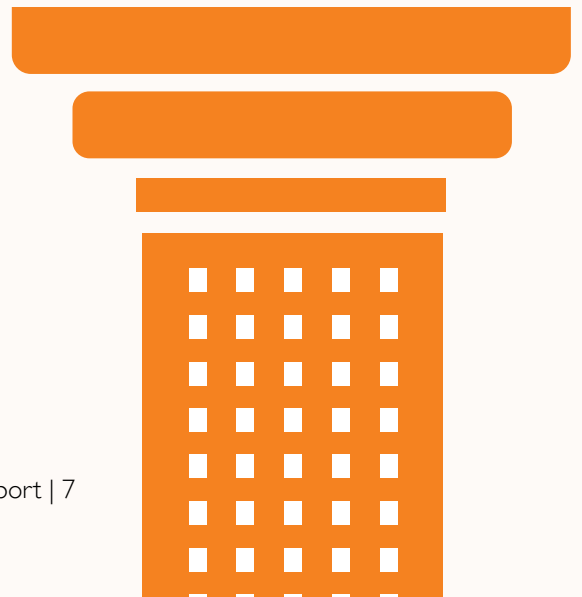
Through the launch of a Public Awareness Committee, ADRP laid the foundation to prioritize a coordinated approach by blood center professionals and industry partners in elevating awareness of the need for blood in the nation's healthcare system and availability of a diverse pool of donors.



### COMING IN 2021!

ADRP has launched a Public Awareness Premiere Partner Program uniting industry partners and blood center professionals on collaborative national awareness efforts.

## ELEVATE



***Thank you for being a valued ABC member.  
We look forward to a successful 2021.***



**America's Blood Centers<sup>®</sup>**  
*It's About Life.*



[www.americasblood.org/PACE](http://www.americasblood.org/PACE)