



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



**FOR IMMEDIATE RELEASE**  
Tuesday, June 4, 2024

Contact: [Jeff Gohringer](#), (202) 654-2901

## **America's Blood Centers and ADRP Launch Updated Education Program Featuring Digital Patient Scenarios Illustrating Blood Donation's Lifesaving Impact**

*Provides educators with a free trial to access to cutting-edge digital education to foster students' lifelong interest in supporting the nation's blood supply*

**Washington, DC** – America's Blood Centers (ABC), the national organization of community-based, independent blood centers that supply 60 percent of the nation's blood supply, and ADRP, the Association for Blood Donor Professionals, today announced the launch of the second edition of [Vein to Vein: The Science of Blood Donation](#). Recognizing the growing need for digital healthcare education, this resource has been updated to now include state-of-the-art virtual patient scenarios that depict the life-saving impact of blood donation. This groundbreaking high school education program, developed in collaboration with educators, is designed to cultivate student leadership skills and a lifelong commitment to bolstering our nation's blood supply.

"The *Vein to Vein* education program is now at the forefront of high school education, using the latest digital education tools to foster student leadership and a lifelong commitment to supporting the nation's blood supply. With state-of-the-art virtual patient scenarios, this program opens new avenues for learning, empowering students to recognize and appreciate the lifesaving impact of blood donation," said Kate Fry, Chief Executive Officer at America's Blood Centers.

"We are proud to launch the second edition of *Vein to Vein*. This high school program, updated with state-of-the-art virtual patient scenarios, is designed to inspire student leadership, and ignite a lifelong passion for blood donation. It's a testament to the blood community's dedication to building the next generation of lifelong blood donors," said Claude LeBoeuf, President of ADRP.

ABC and ADRP first released *Vein to Vein: The Science of Blood Donation* in 2022 to help educators craft lesson plans to develop student leadership skills and a lifelong interest in supporting our nation's blood supply. This turn-key resource is educator-crafted and designed to meet Next Generation Science Standards. Implementation goes beyond the field of science to also offer opportunities to integrate English Language Arts and Mathematics.

This update is the result of [a new multi-year national partnership](#) between ABC and Body Interact, a leader in virtual patient simulation technology. Working together, these organizations have developed cutting-edge virtual patient scenarios that provide a new way to teach students and potential blood donors about the lifesaving impact blood transfusions have on patient outcomes. Each virtual scenario includes both basic and advanced levels, tailored to meet high school students at their current stage of education.

By utilizing the complimentary *Vein to Vein* education program, schools are eligible to access a free trial of this virtual learning program, unlocking this set of interactive scenarios carefully designed and reviewed by healthcare experts. Educators can download this new resource [here](#) and get their free trial of these scenarios [here](#).

Founded in 1962, America's Blood Centers is the national organization bringing together community-based, independent blood centers. Its member organizations operate more than 600 blood collection sites providing close to 60 percent 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. All ABC U.S. members are licensed and regulated by the U.S. Food and Drug Administration. For more information, visit [www.AmericasBlood.org](http://www.AmericasBlood.org).

ADRP: The Association for Blood Donor Professionals provides educational opportunities, networking, and resources to more than 1,000 global members. It seeks to empower blood donor professionals by providing a forum for creativity, innovation, collaboration, and development as they make blood donation a priority in every community worldwide. For more information, visit [www.ADRP.org](http://www.ADRP.org).

###