



ADRP

*The Association for
Blood Donor Professionals*



2025
ANNUAL
CONFERENCE
COMPENDIUM

MAY 6-8

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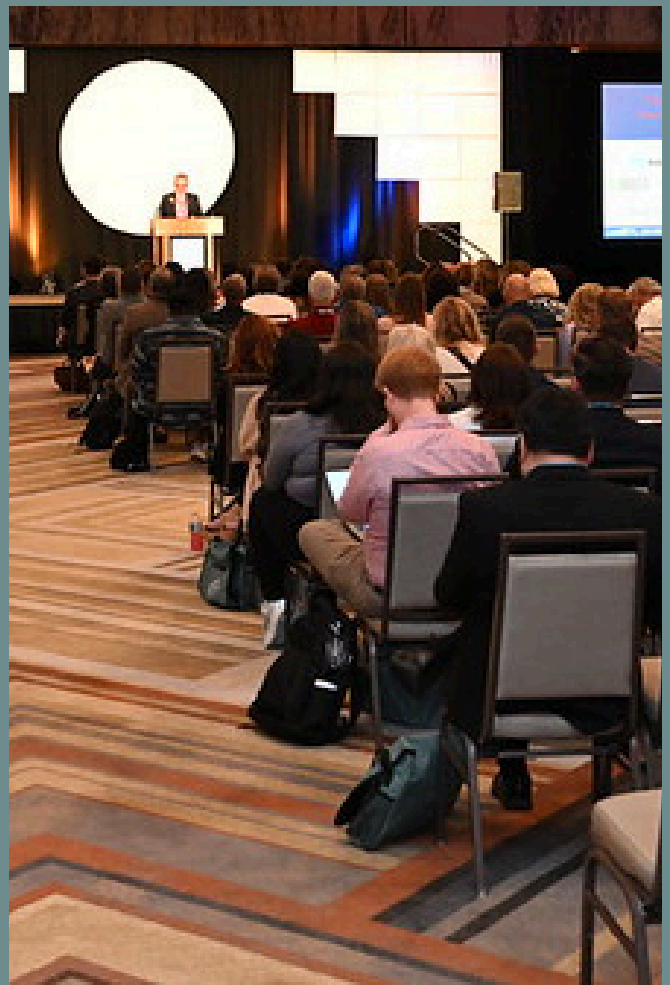
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About This Event Compendium

This compendium, 2025 ADRP Annual Meeting Conference Insights, captures key takeaways and innovative strategies shared during the in-person sessions of the 2025 ADRP Annual Conference, held in Oklahoma City, OK from May 6–8, 2025.

Within these pages, you'll find a treasure trove of knowledge drawn directly from session transcripts, offering an unfiltered look into the minds of ADRP members and other industry leaders. From cutting-edge case studies to transformative think tank discussions, this resource covers the full spectrum of donor recruitment, retention, operations, and technological advancements in the blood donation and transfusion services field.

Whether you attended the conference or are accessing these insights for the first time, this compendium serves as an invaluable tool for professionals committed to pushing the boundaries of what's possible in our critical mission. It's more than just a record of events – it's a roadmap for the future of blood donation, designed to inspire, inform, and ignite positive change across our industry.



ADRP President Claude Leboeuf, Head of Donor and Volunteer Relations Héma-Québec, kicks off the conference.

Optimizing Mobile Collections: A Data-Driven Approach to Boosting Efficiency

Julie Eaton, Vitalant & Aussy Levi, Vitalant
Moderated by Nick Canedo, We Are Blood

In the world of blood donation, every unit counts. But how can blood centers maximize their collections while minimizing costs? Vitalant, one of the nation's largest nonprofit blood service providers, tackled this challenge head-on with a data-driven strategy that yielded impressive results.

Julie Eaton and Aussy Levi, senior leaders at Vitalant, recently shared their organization's journey to optimize mobile collections. Their approach centered on strategic planning, cost reduction, and maximizing resource utilization – resulting in increased collections and significant cost savings.

The Power of Data-Driven Decision Making

At the heart of Vitalant's success was a commitment to leveraging data. By analyzing historical performance, drive costs, and staffing patterns, the team identified key areas for improvement:

1. Rightsizing staff for smaller blood drives
2. Implementing same-day linked drives
3. Optimizing travel distances
4. Maximizing automation equipment usage

This data-centric approach allowed Vitalant to make informed decisions about resource allocation and drive planning. For example, they found that reducing staff from three to two on certain smaller drives could save nearly half a million dollars annually while freeing up resources for additional collections.

Collaboration: The Secret Sauce

While data provided the foundation, cross-functional collaboration was the catalyst for change. Vitalant formed a strategic workgroup including donor care partners, planning and scheduling teams, recruitment staff, and leadership from across the organization. This inclusive approach ensured buy-in and allowed for the sharing of best practices across regions.

The team developed standardized guidelines for drive optimization, created new reporting tools, and implemented a structured planning process. Weekly production planning meetings became a forum for data-driven decision making and continuous improvement.

Results That Speak Volumes

The impact of these changes was substantial:

- Mobile collection costs decreased by 10%
- Collections increased by over 10,000 units with minimal additional staffing
- Average travel distance per drive reduced by 5 miles
- Efficiency rates improved from 1.38 to 1.48 units collected per staff hour

Perhaps most impressively, these improvements came without increasing staff turnover. In fact, donor care turnover decreased during this period, likely due to the collaborative approach and improved work processes.

Optimizing Mobile Collections: A Data-Driven Approach to Boosting Efficiency

Julie Eaton, Vitalant & Aussy Levi, Vitalant
Moderated by Nick Canedo, We Are Blood

Lessons for the Industry

Vitalant's success offers valuable insights for other blood centers looking to optimize their operations:

1. Embrace data-driven decision making
2. Foster cross-functional collaboration
3. Standardize processes while allowing for local flexibility
4. Invest in tools and reporting to support optimization efforts
5. Continuously review and refine strategies

By taking a systematic, data-informed approach to mobile collections, blood centers can achieve the seemingly impossible: collecting more units while reducing costs and improving staff satisfaction.

As the blood banking industry continues to face challenges, Vitalant's story serves as an inspiring example of how innovation and collaboration can drive meaningful improvements in this life-saving field.



Refining Outcomes of Donor Registration: Innovative Approaches to Boost Blood Collection Success

Pete Lux, RN, ImpactLife

Moderated by Kelley McPhail, LifeSouth Community Blood Centers

In the critical realm of blood donation, success is measured not just in units collected, but in lives potentially saved. As blood centers across the nation grapple with donor shortages and operational challenges, innovative approaches to refining donor registration outcomes have become paramount. Impact Life, under the leadership of Vice President Pete Lux, has pioneered several groundbreaking strategies that are reshaping the landscape of blood collection.

At the heart of Impact Life's approach is a fundamental shift in how success is defined. By reexamining longstanding practices and metrics, they've uncovered opportunities to enhance both donor experience and operational efficiency. Let's delve into some of their key innovations:

Rethinking Hemoglobin Deferrals

Historically, donors with low hemoglobin levels were encouraged to return the next day for another attempt. This well-intentioned practice often led to unnecessary screenings and disappointed donors. Impact Life boldly extended the deferral period to two weeks for borderline cases and 56 days for severely low levels. This change resulted in a significant decrease in unnecessary screenings and a drop in the overall deferral rate from 9.17% to 7.99%.

Embracing Low Volume Collections

In a paradigm shift, Impact Life began accepting "low volume" whole blood donations (333-449 mL) that previously would have been discarded as insufficient. This practice not only increased the number of usable units but also boosted donor satisfaction by reducing "failed" donations. The impact was substantial, with over 2,900 additional units collected in 2023 alone.

Redefining Venipuncture Success

Perhaps most revolutionary is Impact Life's new approach to measuring phlebotomist performance. Rather than focusing solely on successful collections, they've introduced a "venipuncture success rate" that accounts for all attempts. This more holistic metric provides a clearer picture of staff performance and identifies training opportunities more effectively.

Proactive Iron Supplementation

Recognizing the link between frequent donation and iron deficiency, Impact Life implemented a proactive iron supplementation program. Eligible donors are offered iron tablets to replenish their stores post-donation, potentially reducing future deferrals and improving donor health.

Refining Outcomes of Donor Registration: Innovative Approaches to Boost Blood Collection Success

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These initiatives exemplify a broader philosophy of continuous improvement and willingness to challenge the status quo. As Lux astutely observes, "We control much more than we may realize." This mindset has empowered Impact Life to push boundaries and redefine what's possible within regulatory constraints. The results speak for themselves. Impact Life has seen a 1.5% increase in available units from attempted collections - translating to approximately 1,500 additional life-saving units annually. Moreover, these changes have improved donor experiences, staff morale, and operational efficiency.

As blood centers nationwide face mounting pressures, Impact Life's innovative approaches offer a blueprint for success. By refining outcomes through creative problem-solving and data-driven decision-making, they've demonstrated that even small changes can yield significant results. The question now is: who will follow their lead in revolutionizing blood donation practices?



Collections Think Tank: Revolutionizing Hiring and Retention in Blood Banking

Jamie Lunsford, Kentucky Blood Center & Michael Wilson, Hoxworth Blood Center. Moderated by Steven Cihura, Vitalant & Brittany Sigel, Vitalant

Rethinking the Hiring Process

Many blood centers are moving away from rigid, multi-step interviews in favor of more agile approaches. One innovative tactic involves using video technology for initial screenings. Candidates record responses to preset questions, allowing hiring managers to evaluate skills and cultural fit efficiently. This method also accommodates different communication styles, recognizing that the ability to think on one's feet in an interview doesn't necessarily correlate with job performance.

The Power of Early Exposure

Several organizations reported success with "ride-along" programs, where potential hires shadow experienced staff before committing to the role. This hands-on preview helps set realistic expectations about the demands of mobile blood collection, potentially reducing early turnover.

Flexibility is Key

The traditional 9-to-5 workday is increasingly a relic of the past in blood banking. Centers are experimenting with block scheduling, part-time positions, and other creative arrangements to accommodate diverse lifestyles and preferences. One center saw a 10% drop in turnover after expanding its part-time offerings, demonstrating the power of flexibility in retention.



Building a Supportive Culture

While competitive pay remains important, the discussion revealed that culture and workplace environment are equally critical factors in employee satisfaction. Mentorship programs, team-building activities, and efforts to break down generational barriers all contribute to a more cohesive workforce.

Leadership Development: The Missing Link

A recurring theme was the need for robust training programs for supervisors and middle managers. As one participant noted, "We're promoting people to be leaders, but they don't know how to do that." Investing in leadership skills at all levels of the organization can have a ripple effect on retention and overall job satisfaction.

The Think Tank format proved to be a powerful tool for generating actionable ideas. By bringing together diverse perspectives from across the industry, participants were able to challenge assumptions and uncover innovative solutions to long-standing challenges.

As the session concluded, it was clear that while hiring and retention in blood banking remain complex issues, there's no shortage of creative approaches to tackle them. The key lies in fostering a culture of continuous improvement, open communication, and adaptability - principles that were on full display in this groundbreaking session.

Héma-Québec's Our Friend Hemy

Marc-Antoine Turcotte, Héma-Québec
Moderated by Julie Eaton, Vitalant

In the ever-evolving landscape of digital communication, blood donation organizations are finding innovative ways to connect with donors and streamline their operations. Enter Héma-Québec, Quebec's blood services provider, and their intrepid social media team led by Marc-Antoine Turcotte. Their latest venture? Harnessing the power of artificial intelligence to revolutionize their social media strategy.

At the heart of this digital transformation is "Hemy," an AI-powered conversational tool that's quickly becoming an indispensable member of the Héma-Québec team. But don't worry - Hemy isn't here to replace human interaction. Rather, she's enhancing it, allowing the social media team to focus on what really matters: building meaningful connections with donors.

"We pride ourselves on sharing the extraordinary stories of day-to-day superheroes that donate or receive blood and biological products," Turcotte explains. And with Hemy handling routine inquiries, the team now has more time to do just that.

But Hemy isn't working alone. She's part of a dynamic duo, partnered with an AI-driven social media planner that's helping Héma-Québec maintain a delicate balance in their content strategy. From blood donation to plasma collection, stem cell registries to human tissue distribution, this tool ensures every aspect of Héma-Québec's vital work gets its moment in the spotlight.

The results? They're nothing short of impressive. Engagement rates are up across platforms, with LinkedIn seeing a staggering 7.3% increase. Even on the notoriously challenging Facebook, Héma-Québec has managed a 1% uptick - no small feat in today's social media landscape.

Yet, amidst all this technological advancement, Turcotte and his team haven't lost sight of what's truly important.



"We always kept the donors at the forefront," he emphasizes. The human touch remains paramount, with AI serving as a tool to enhance, not replace, personal connections.

As we look to the future, it's clear that AI will play an increasingly significant role in how organizations like Héma-Québec communicate with their audiences. But if Turcotte's experience is anything to go by, there's no need to fear this digital revolution. Instead, we should embrace it as an opportunity to tell more stories, reach more people, and ultimately, save more lives.

In the end, whether it's Hemy crafting a response or a team member sharing a donor's heartwarming story, the goal remains the same: to connect, to inspire, and to remind us all of the everyday heroes walking among us, ready to roll up their sleeves and give the gift of life.

The Social Advocate Advantage

Mitzi Breaux, Vitalant & Tesia Hummer, Vitalant

Moderated by JD Pettyjohn, MBA, LifeSouth Community Blood Centers

In today's digital age, blood donation centers are tapping into a powerful resource to expand their reach and impact: social media advocates. By empowering blood drive coordinators to become vocal champions on social platforms, organizations like Vitalant are revolutionizing how they connect with potential donors and inspire community engagement.

The Untapped Potential of Coordinators

Blood drive coordinators occupy a unique position at the intersection of the blood center and local communities. They possess existing networks of friends, colleagues, and constituents that blood centers struggle to access directly. By leveraging these relationships, coordinators can make personal appeals that resonate deeply and motivate action.

As Tesia Hummer, Strategic Communications Manager at Vitalant, notes: "Coordinators existing relationships are more likely to resonate and get a yes." This personal touch is especially crucial for recruiting first-time donors who may be unfamiliar or uncomfortable with the donation process.

Social Media: The Game-Changer

Social media amplifies coordinators' advocacy efforts exponentially. Platforms like Facebook, Instagram, and YouTube allow coordinators to share authentic, relatable content that cuts through the noise and inspires action.

The data supports this approach. According to Pew Research, 78% of 30-49 year olds use Facebook, while 66% use Instagram. These demographics align closely with first-time blood donors, making social media an ideal channel for outreach.

As Hummer points out, "About 69% of people surveyed said they are more likely to trust a friend, family member, or influencer recommendation over that of a brand."

Equipping Coordinators for Success

To harness this potential, blood centers must provide coordinators with the right tools and support. Vitalant has developed a comprehensive strategy:

- 1.Connecting to the "why" - Helping coordinators articulate their personal motivation for hosting drives
- 2.Emphasizing authenticity over perfection - Encouraging genuine, relatable content
- 3.Providing easy-to-use resources - Offering customizable graphics, sample posts, and social media toolkits
- 4.Creating a supportive environment - Celebrating coordinator successes and facilitating peer learning

Mitzi Breaux, Targeted Marketing Manager at Vitalant, highlights their innovative social media suite: "We deliver this via email eight weeks from the date of the blood drive. The suite includes seven images with suggested post copy and a link."

Overcoming Challenges

While the potential is immense, challenges remain. Many coordinators lack time, digital literacy, or an established social media presence. Blood centers must address these barriers through targeted training, simplified tools, and flexible approaches that meet coordinators where they are.

The social advocate advantage represents a paradigm shift in blood donor recruitment. By empowering coordinators to leverage their authentic voices and existing relationships on social platforms, blood centers can tap into new donor pools, increase engagement, and ultimately save more lives.

As the industry evolves, those organizations that successfully harness the power of social advocacy will be best positioned to meet the ever-growing demand for blood donations.

A Happy Accident: Revolutionizing Plasma Recruitment and Retention

Lisa Buckingham, New Zealand Blood Service & Gillian McCauley
Scottish National Blood Transfusion Service
Moderated by Debbie McNaughton, National Services Scotland

In the world of blood donation, happy accidents can lead to groundbreaking innovations. Such was the case for the Scottish National Blood Transfusion Service (SNBTS) when an unexpected opportunity arose to partner with a local media group. This serendipitous collaboration would prove transformative for their plasma recruitment and retention efforts.

The Challenge: A Donor Center in Decline

The Inverness Donor Center, tucked away in the Scottish Highlands, had long struggled with donor recruitment and retention. Despite serving a population of over 236,000, the center achieved just 81% of its performance targets in 2023-2024. Only 21 out of 143 sessions reached 99% capacity, painting a bleak picture for the future of plasma collection in the region.

The Game-Changer: An Unexpected Media Partnership

In late November, fate intervened. The Highland News Group, a consortium of 12 local newspapers, approached SNBTS with an offer to run a free, five-month campaign promoting blood and plasma donation. This unprecedented opportunity would give SNBTS access to a combined readership of 34,000 - both in print and online.

Gillian McCauley, Recruitment and Publicity Officer for SNBTS, recognized the potential of this partnership. "It was a once in a lifetime opportunity," she noted. "Not something that would come across before, certainly not for the Highlands."

The Strategy: Humanizing the Donation Process

With this newfound media access, SNBTS crafted a multi-faceted strategy:

1. **Storytelling:** They shared compelling narratives of donors and recipients, putting faces to the cause.
2. **Education:** Articles explained the critical need for plasma and the donation process.
3. **Community engagement:** Local sports teams and community leaders were featured, normalizing donation.
4. **Transparency:** The campaign set a public goal of 5,000 donations by Easter, creating a sense of shared mission.

The Results: A Dramatic Turnaround

The impact was swift and significant. Within months, the Inverness Donor Center saw a marked improvement in performance:

- Donor appointments began tracking much closer to targets
- The center consistently achieved over 99% capacity
- Over 100 new donors were recruited by a single community champion

Perhaps most importantly, the campaign generated free advertising equivalent to £35,000 (\$46,000) - a substantial return on investment for a public health service.

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Key Takeaways for Blood Centers

1. Leverage local media: Even in the digital age, local newspapers and their online platforms can be powerful allies.
2. Humanize the cause: Personal stories resonate more than statistics.
3. Set public goals: Create a sense of community mission around donation targets.
4. Engage community leaders: Their influence can drive significant recruitment.
5. Be opportunistic: Sometimes the best strategies arise from unexpected partnerships.

Lessons from SNBTS's Innovative Strategy

The SNBTS case study demonstrates that with creativity, community engagement, and a bit of serendipity, even struggling donor centers can dramatically improve their performance. As blood services worldwide grapple with increasing demand for plasma, such innovative approaches may prove crucial in meeting the needs of patients who depend on these life-saving products.



Lifeblood of Success: Navigating Partnerships in Blood Donation

Esmeralda Ancelmo-Walker, Gulf Coast Regional Blood Center & Kevin Shipley, Gulf Coast Regional Blood Center
Moderated by Steven Cihura, Vitalant

In the world of donation, partnerships can be the lifeblood of success – or a transfusion gone wrong. The Gulf Coast Regional Blood Center's experiences offer valuable lessons on collaboration, creativity, and persistence in the face of challenges.

Take their partnership with Blue Bell ice cream, a Texas institution. For over 30 years, the "Pint for a Pint" promotion has been a summer staple, with donors receiving a sweet reward for their lifesaving gift. But in 2015, a listeria outbreak threatened to curdle this longstanding relationship. Lesser organizations might have cut ties, but Gulf Coast Blood Center stood by their partner through the crisis. Their loyalty paid off, as the campaign came roaring back stronger than ever.

Not all partnerships prove as enduring, however. The center's collaboration with Kendra Scott jewelry started with a bang, offering VIP swag bags to donors and boosting collections. But enthusiasm waned in subsequent years, relegating it to a smaller role in birthday month promotions. The lesson? Even "one-hit wonders" can provide value if you're willing to adapt. Sometimes, the most promising ideas fizzle on execution. A partnership with auto repair shops seemed logical – why not donate while your car gets serviced? But with only a handful of potential donors on-site, it quickly became clear this was a partnership running on empty.

The center's "Battle of the Badges" campaign, pitting police against firefighters in a donation drive, demonstrates the power of healthy competition and community engagement. What started as an internal leadership project has grown into a marquee event, shattering collection goals and forging deeper ties with first responders. The secret sauce? Adapting year after year based on feedback and results.

Sports partnerships have been a home run for Gulf Coast Blood Center. While an official partnership with the Houston Astros may be out of reach, their "We Bleed Orange" campaign during playoff runs has fans lining up to donate. Meanwhile, a longstanding relationship with the Houston Rockets has yielded not just consistent collections, but heartwarming moments connecting patients with their sports heroes.

Perhaps most critically, the center invests in future donors through partnerships with student organizations and health-focused institutions. By judging contests, sponsoring exhibits, and offering hands-on experiences, they're cultivating the next generation of lifesavers.

Not every partnership will be a perfect match. Some will require transfusions of enthusiasm, while others may flatline entirely. But by approaching each collaboration with creativity, flexibility, and a willingness to learn, blood centers can build a network of support as diverse and vital as the communities they serve.

The Gulf Coast Regional Blood Center's journey shows that in the world of partnerships, it's not just about finding the right type – it's about having the right attitude. Whether you're dealing with ice cream, jewelry, or superstar athletes, the key is to keep your finger on the pulse of what works, adapt when necessary, and never be afraid to try something new. After all, in both partnerships and blood donation, every drop counts.

Stronger Together: Enhancing Collaborations for Growth

Rex Corless, Versiti & Kaila DiNallo, Versiti Blood Center of Michigan
Moderated by Brad Terry, Community Blood Center of the Ozarks

In the fast-paced world of blood donation services, collaboration isn't just a buzzword—it's the lifeblood of success. As Kayla DiNallo and Rex Corless of Versiti Blood Center of Michigan demonstrate, fostering strong partnerships between donor recruitment and donor services teams is crucial for achieving operational excellence and growth.

The Power of Unity

"Coming together is a beginning. Staying together is progress. But working together is success." This adage encapsulates the journey Versiti has embarked upon to break down silos and create a unified front in their mission to collect blood and save lives.

DiNallo and Corless emphasize that true collaboration starts at the top. As leaders, they model open, honest, and transparent communication, setting the tone for their teams. This approach has led to innovative practices that have transformed how Versiti operates:

1. Annual Collaboration Days: Bringing recruitment and donor services teams together in a safe space to foster understanding and address challenges.
2. Quarterly Business Reviews: Aligning interdepartmental goals and strategies.
3. Leadership Huddles: Regular check-ins between management to ensure cohesive decision-making.
4. Drive Data Summaries: Real-time feedback loops to continuously improve operations.

Overcoming Operational Hurdles

One of the most significant challenges in blood donation services is managing the unpredictable nature of staffing and scheduling. Versiti has implemented a sophisticated call-in process that balances the needs of individual blood drives with overall operational efficiency.

By establishing clear chains of command and empowering on-call supervisors to make critical decisions, they've created a system that's both responsive and fair. As DiNallo notes, "I had to give up a lot of control... but I had to say I will agree not to chime in on that call-in email until you need me."

Cultivating a Culture of Excellence

At the heart of Versiti's approach is a commitment to superior donor experiences. Their "Versiti Way of Serving" program emphasizes customer service excellence, recognizing that every interaction with a donor is an opportunity to ensure they return.

Rex Corless highlights the importance of this approach: "At the end of the day, we want our donors to be able to come back. A lot of it is hearing the experience and listening to the donor."

The Road Ahead

While Versiti has made significant strides in enhancing collaboration, they acknowledge there's always room for improvement. Ongoing initiatives include:

- Continuous assessment of donor experiences
- Refining communication delivery methods
- Adapting internal processes to improve external experiences
- Leadership development and critical thinking training

As blood centers across the country face similar challenges, the lessons from Versiti offer a blueprint for success. By breaking down barriers between departments, fostering open communication, and maintaining a relentless focus on the donor experience, blood centers can truly become stronger together.

Recruitment Think Tank: Innovative Approaches to Recruitment and Retention

Kenda Burnham, Community Blood Center of the Ozarks & Tara Matheson, ImpactLife. Moderated by Julie Eaton, Vitalant.

Imagine stepping into a room where ideas flow freely, hierarchies dissolve, and every voice carries equal weight. This is the essence of a Think Tank session - an innovative approach to problem-solving that challenges conventional wisdom and sparks transformative change. At the ADRP Annual Conference, industry leaders from blood banking and sales gathered for just such an experience, tackling one of the most pressing issues across sectors: recruiting and retaining top talent.

Unlike traditional presentations, this Think Tank took the form of a "fishbowl" discussion. Picture a circle of chairs at the center of the room, with participants rotating in and out to share their perspectives. This dynamic format broke down barriers between speakers and audience, creating a collaborative environment where insights emerged organically.

As the discussion unfolded, several key themes emerged that are reshaping how organizations approach sales recruitment and retention:

The Evolution of the Sales Role

Gone are the days of simply pushing products or services. Today's sales professionals, whether in blood banking or other industries, are expected to be skilled in advanced techniques, relationship management, and CRM systems. As one participant noted, "It's really changed in the 13 years I've been recruiting. Now we're talking advanced sales talk and we're talking about relationships and also CRM management."

Balancing Diverse Skill Sets

Organizations face a unique challenge in finding candidates who excel at both the organizational aspects of sales (pipeline management, forecasting) and the creative elements of customer engagement. O

One leader remarked, "How many times are you going to find someone that is organized enough to think 12, 16 weeks ahead to have that booking schedule and then be creative enough to have a marketing campaign that works?"

Rethinking Incentives and Career Paths

To retain top sales talent, companies are exploring new compensation models and career advancement opportunities. Some organizations have removed caps on incentive plans, while others have introduced tiered roles to provide growth paths. As one participant shared, "We do have caps... So it is trying to find that unicorn that is a nice balance of both sides of things."

Embracing Flexibility

Work-life balance emerged as a critical factor in employee satisfaction and retention. Leaders discussed strategies such as allowing work-from-home days for administrative tasks and encouraging staff to attend their children's events. One executive emphasized, "I want you there their sports day, the last thing I want, or you have like a bereavement. How do you support that member of staff with that?"

Fostering a Culture of Recognition

Participants emphasized the importance of both public and private recognition in sales environments. As one leader shared, "Sometimes it's the quiet moments alone that you say, 'Hey, I saw that, I see you, I see what you're doing' can mean much more to people than the big accolades in front of everybody else."

Recruitment Think Tank: Innovative Approaches to Recruitment and Retention

Kenda Burnham, Community Blood Center of the Ozarks & Tara Matheson, ImpactLife. Moderated by Julie Eaton, Vitalant.

Reframing Accountability

Rather than viewing accountability as punitive, forward-thinking sales organizations are shifting towards an "ownership" mindset. This approach empowers staff to take pride in their goals and understand their impact on the company and community. One participant reframed it as, "I want you to own what your goals are. Be educated on them, know what they are, and then understand what your impact is in our community."

As sales and specialized industries like blood banking continue to evolve, so too must their approach to talent management. The insights generated from this Think Tank session provide a roadmap for organizations looking to build resilient, engaged sales teams capable of meeting the challenges of tomorrow.

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ADRP Trends in Donor Relations Study Review

JD Pettyjohn, MBA, LifeSouth Community Blood Centers & Theresa Pina, Gulf Coast Regional Blood Center

In the ever-evolving landscape of blood donation, staying ahead of the curve is not just beneficial—it's vital. The 2025 ADRP Trends in Donor Relations Study offers a comprehensive snapshot of where we stand and where we're headed. Let's dive into the lifeblood of this crucial research.

A Shifting Tide in Collection Methods

While whole blood donations continue to be the backbone of our industry, accounting for 85% of procedures, apheresis collections have surged to 18.7% of all procedures, up from 15.1% in 2022. This shift signals a growing adoption of automated collection methods, allowing centers to tailor their approach to specific product needs with surgical precision.

The Faces Behind the Donations

Our donor base tells a story of both stability and opportunity. With 44% of donors aged 50 or above, we have a loyal donor base. However, this demographic skew also highlights a pressing need to infuse new life into our donor pools. The fact that Caucasian donors make up 74% of the base underscores an urgent call for increased diversity, ensuring our donor base reflects the communities we serve.

From First-Time to Lifetime: The Donor Journey

The path from a first-time donor to a regular contributor is our industry's holy grail. With first-time donors comprising 16.9% of collections and lapsed donors at 15.9%, the challenge—and opportunity—is clear. Our mission? To transform these occasional givers into the lifeblood of our operations, aiming to boost the median donation frequency beyond its current 1.8 times per year.

The Digital Lifeline

In an age where convenience is king, self-scheduled appointments are becoming the norm. Centers report that 21-30% of appointments are now made directly by donors, with impressive show rates of 81-90% in many cases. This digital shift extends to our outreach efforts, with Facebook and Instagram leading the charge in social media engagement.

Incentivizing the Gift of Life

While altruism remains at the heart of blood donation, centers are not shy about sweetening the deal. Electronic gift cards and loyalty programs, both utilized by 61% of centers, are proving effective in motivating donors. It's a delicate balance—acknowledging the selfless act while providing tangible appreciation.

The Road Ahead

As we navigate this changing landscape, our strategy must be as dynamic as the industry itself. By embracing technological advancements, diversifying our donor base, and refining our engagement strategies, we can ensure a resilient and strong blood supply for years to come.

The 2025 ADRP Trends Study isn't just a report—it's a roadmap. It challenges us to adapt, innovate, and above all, to ensure the ongoing flow of vital donations. In the end, our success is measured not just in pints collected, but in lives saved and communities strengthened.

If you participated in the 2025 ADRP Trends in Donor Relations Study, the full report is available to you at no cost. For those who did not participate, the comprehensive report can be purchased through the ADRP website, offering invaluable insights to enhance your donor relations strategies.



2025 Award Winners

At our 2025 Annual Conference in Oklahoma City, Oklahoma, we hosted an award ceremony that celebrated the distinguished individuals, groups, and organizations who have exemplified exceptional service, remarkable achievements, and outstanding leadership in saving lives through blood donation. This year's awardees were recognized for their invaluable contributions to the field, showcasing the best of our industry's dedication and innovation. Use the QR code below to view all the winners.



What was the incentive to donate platelets?

ADRP promise to give thanks to you



During the month of March, all platelet donors will receive double points per donation and be entered into win a weekly \$50 gift card raffle. As always, platelet donors will receive a \$10 Tango e-gift card on top of the monthly incentive.

Points are redeemable for gifts and gift cards at our donor store, visit ConnectLifeGiveBlood.org and log in to your account.

Donors with at least 12 donations in 2025 will also receive an additional incentive.

Who

How did we educate our donors about platelet production and storage? Migrations in blood components

J. THELLIEZ¹, C. SUMIAN², E. CHAZARD³, S. REICHENBERG⁴, L. FRONTIER⁵, M. LECOEUR⁶, B. DECAUDIN⁶

¹ Research and Development, Macopharma, Mouvaux

² Medical Affairs, Macopharma, Tourcoing

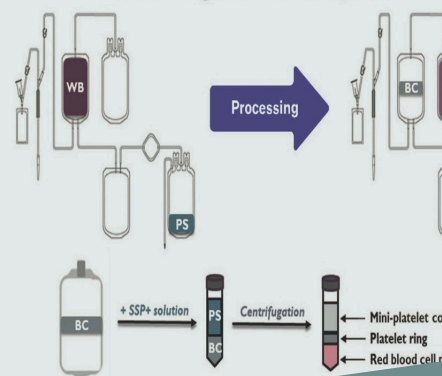
³ ULR 2694 - METRICS, CERIMS, University of Lille, CHU Lille, Lille, France

⁴ Medical Affairs, Macopharma, Langen, Germany

⁵ Medical Affairs, Macopharma, Duluth, United states

⁶ ULR 7365 - GRITA, University of Lille, CHU Lille, Lille, France

Blood bags & Blood components



Impact of a Multimedia Donor Campaign on Platelet Donations in the Workplace

led Kieffer, Deanna Cardone, Joana Araujo, Stephanie Radek, Julia Brady, Axel Stover, Jason Kang / Transfusion Medicine, Abbott Laboratories

BACKGROUND:

Historically, common locations for blood donations have included blood banks, high schools, colleges, and workplaces, and the considerable number of first-time donors who cross the threshold.

RESULTS:

2025 Poster Presentations

The 2025 ADRP Annual Conference introduced an exciting new format for poster presentations, embracing the digital age to showcase cutting-edge research and innovations in blood donation. This year, all poster submissions were displayed digitally, offering presenters a dynamic platform to share their work. Participants had the opportunity to submit a wide range of content, including data analysis, research findings, insightful case studies, practical pilot program results, and innovative policies and practices that are shaping the future of blood donation. To view the presentations, scan this QR code.





2025 Annual Conference & Expo

The 2025 ADRP Annual Conference Expo showcased cutting-edge technologies, services, and solutions from industry-leading vendors. Attendees had the opportunity to explore a diverse array of exhibits, featuring the latest innovations in blood donation equipment, donor management software, marketing tools, and operational solutions. The expo provided a unique platform for networking, fostering connections between blood center professionals and suppliers. Participants engaged in hands-on demonstrations, gained insights into emerging trends, and discovered new resources to enhance their donor recruitment and retention strategies.



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