

Live Webinar

Transforming Blood Centers: Reveos™ Success in the U.S.



We extend our sincere gratitude to Terumo BCT for their support in bringing this essential webinar to the ADRP membership.

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The blood banking industry stands at an inflection point. While healthcare demands continue to escalate and donor demographics shift, blood centers across America are discovering that incremental improvements to manual processes are no longer sufficient. The real question isn't whether automation will transform blood component processing—it's whether organizations will lead this transformation or be left behind.

Beyond Efficiency: The Strategic Imperative of Automated Processing

Recent implementations of the Reveos Automated Blood Processing System at two pioneering U.S. blood centers reveal a paradigm shift that challenges conventional wisdom about operational optimization. Carter BloodCare's remarkable achievement—processing 231 units in a single shift with one operator—represents more than efficiency gains. It signals a fundamental reimagining of workforce deployment and resource allocation.

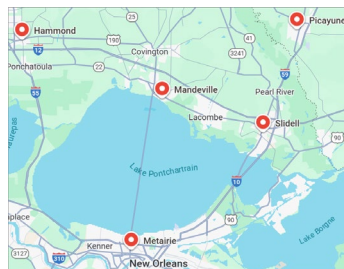


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The data tells a compelling story: Carter BloodCare achieved full transition to automated processing within eight weeks, while The Blood Center demonstrated that 100% of units collected within a 65-mile radius could be processed within eight hours. These aren't merely operational metrics—they're indicators of organizational agility and market responsiveness.

Logistics

100% of units collected from 4 satellite sites within a 65-mile radius of the central processing facility were processed within eight hours of collection. Required scheduling of additional pick-up times on days with longer hours of operation.



Collection Sites	Distance from Central Processing Facility in Hammond, LA (miles)
Hammond, LA	0
Mandeville, LA	28
Slidell, LA	48
Metairie, LA	50
Picayune, MS	64



The Hidden Value: Quality Consistency as Competitive Advantage

Traditional discourse around blood processing automation focuses heavily on throughput and labor costs. However, the most significant long-term value lies in quality standardization. Manual processing inherently introduces variability—operator technique, timing fluctuations, and human error create inconsistencies that automated systems eliminate.

The Blood Center's experience demonstrates this principle in action. Their transition from reliance on single-donor platelets to producing almost 150 pooled platelet units monthly represents more than volume optimization—it's risk mitigation through diversified inventory management.



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Strategic Implementation: Lessons from Early Adopters

The success stories from Carter BloodCare and The Blood Center illuminate critical implementation principles that extend beyond technical deployment:

Cross-Departmental Integration: Both organizations emphasized comprehensive stakeholder involvement from project inception. This wasn't merely change management—it was strategic alignment ensuring every department understood their role in the transformation.

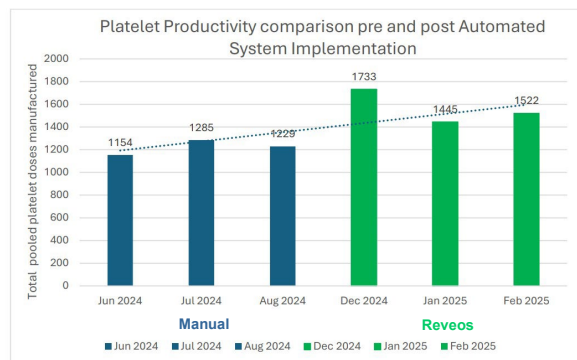
Client Communication Strategy: Proactive hospital relations regarding product changes, particularly AS-5 distributions and tubing segments, prevented downstream complications that could have undermined implementation success.

Validation Efficiency: The Blood Center's six-week timeline from installation to routine use demonstrates that proper planning can dramatically accelerate deployment without compromising safety standards.

The Competitive Landscape Shift

As these early adopters demonstrate measurable advantages in productivity, quality consistency, and operational flexibility, a competitive gap is emerging. Blood centers maintaining manual processes face increasing disadvantages in cost structure, product quality standardization, and market responsiveness.

Carter BloodCare Initial Pooled Platelet Productivity



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The data suggests that we're witnessing the early stages of industry bifurcation—organizations embracing automation will increasingly outperform those clinging to traditional methods. This isn't speculation; it's mathematical inevitability when one operator can process 231 units versus manual alternatives.

Future-Proofing Through Strategic Automation

The blood banking industry's transformation mirrors broader healthcare automation trends, but with unique urgency. As donor demographics evolve and collection challenges intensify, automated processing systems provide the operational resilience necessary for sustainable service delivery.

The question facing blood center leadership isn't whether to automate but how quickly they can implement systems that position their organizations for the next decade of healthcare demands. The early adopters have shown the path; the competitive advantage belongs to those who follow it decisively.

The experiences of Carter BloodCare and The Blood Center demonstrate that automation isn't just about improving current operations, it's about building the foundation for future healthcare delivery excellence.