



# Vital Connections:

## A Blood Center's Guide for Building Stronger Hospital Partnerships



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## The Critical Role of Blood Center-Hospital Partnerships

In today's healthcare landscape, the collaboration between blood centers and hospitals is more crucial than ever. This partnership forms the backbone of a community's ability to meet the constant demand for blood products, ensuring that patients receive life-saving blood products when needed most.

This guide is designed for blood center professionals seeking to strengthen their relationships with hospital partners. Whether you're looking to establish new accounts, organize more effective blood drives, improve communication around inventory levels, or increase overall awareness about blood donation, this guide provides actionable strategies and insights.

Throughout the following sections, we'll explore various aspects of blood center-hospital partnerships, offering practical tools based on real-world experiences of ADRP members to help you navigate challenges and capitalize on opportunities.

By enhancing these vital collaborations, we can work together more effectively to save lives and improve healthcare outcomes in our communities.

# Resources You Can Use

Below are examples showcasing collaborations between blood centers and hospital partners to ensure a stable blood supply for critical patient care.

## Case Studies: Blood Center Collaborations



*LifeSouth collaborates with Air Methods, a leading air medical transport company, to swiftly deliver blood for life-saving transfusions to patients facing critical emergencies.*



*Gulf Coast Regional Blood Center offers "Lunch and Learns" to the hospitals they serve to increase engagement, provide education, and create a culture of trust and transparency.*



*Carter BloodCare hosts a toy drive in partnership with a local hospital to build community involvement, raises employee morale, and support patients and families.*

# Establishing and Nurturing Hospital Relationships

Building strong, lasting relationships with hospitals is fundamental to a blood center's success. This section explores strategies for establishing new accounts and nurturing existing partnerships to create a robust network of hospital clients.

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## **Initiating New Hospital Partnerships**

1. Research and Targeting:
  - Identify potential hospital partners in your service area
  - Understand their current blood supply arrangements and needs
2. Initial Outreach:
  - Craft personalized introductory letters or emails
  - Highlight your blood center's unique value proposition
3. Proposal Development:
  - Tailor your services to meet the specific needs of each hospital
  - Emphasize quality, reliability, and community impact
4. Relationship Building:
  - Schedule face-to-face meetings with key decision-makers
  - Offer facility tours and educational sessions

## **Nurturing Existing Partnerships**

5. Regular Communication:
  - Establish consistent check-ins with hospital contacts
  - Provide updates on blood supply status and upcoming initiatives
6. Collaborative Problem-Solving:
  - Work together to address challenges in blood supply or distribution
  - Seek feedback and implement improvements based on hospital input
7. Recognition and Appreciation:
  - Acknowledge hospitals' contributions to community health
  - Celebrate milestones and successful collaborations
8. Continuous Education:
  - Offer training sessions for hospital staff on blood utilization
  - Share industry updates and best practices



## A Resource You Can Use

Below is a letter to potential new blood drive accounts showing you as the provider for their local hospital.

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[DATE]

Name  
Company  
Address  
City, State ZIP

Dear [NAME],

Have you heard the welcome news that [BLOOD CENTER] is the sole provider of lifesaving blood and blood components to [NAME OF HOSPITAL/HEALTH SYSTEM] in [CITY/REGION]?

The [BLOOD CENTER] team collects, tests and distributes much-needed blood components for our area of [STATE/REGION]. Their quality products and service, responsiveness, and coverage of patient blood needs support our collaboration with confidence and professionalism.

We encourage you to host blood drives with [BLOOD CENTER]. Their staff members are highly trained and provide each donor with an excellent donation experience.

Our community organization, [BLOOD CENTER], is the primary supplier of life-saving blood products and services used for patients at [NAME OF HOSPITAL/HEALTH SYSTEM].

Patients depend on us every day, 24/7. It is vital for the health and well-being of our community that we help our neighbors in need by partnering with [BLOOD CENTER].

Please join me in helping our patients by sharing your support of [BLOOD CENTER].

Sincerely,

## A Resource You Can Use

Below is a letter that Moffitt Cancer Center sends to community partners highlighting the importance of their partnership with community blood centers.

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Dear Community Partners,

LifeSouth Community Blood Centers and SunCoast Blood Centers are now serving as the primary and secondary suppliers of blood to our patients at Moffitt Cancer Center. As you notice their bloodmobiles at our facilities, I want you to know we fully support their work within our community.

As many of you know, patients in our hospital have a constant need for blood. Moffitt serves patients in all 67 Florida counties, 50 states and more than 130 countries. We currently serve more than 68,000 patients annually, and that number is expected to surpass 100,000 patients by 2026. Demand for cancer care increases every year and so does the need for blood and platelet donors. It is organizations, like yours, that help make sure the need is met.

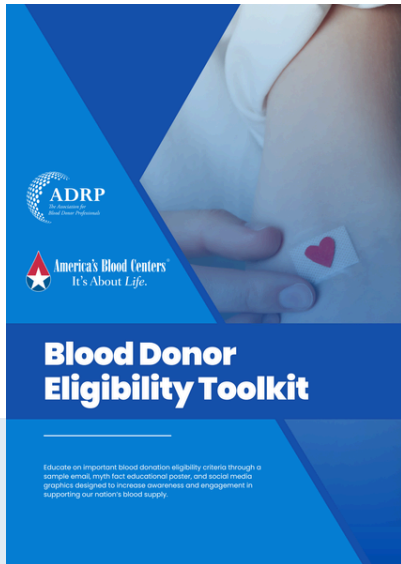
The goal of LifeSouth and SunCoast, both nonprofit organizations, is to make sure the blood collected in this area will stay here to help patients at Moffitt. The blood donated by your organization will go directly to our patients here at Moffitt. We cannot do this without your support. I ask your organization to partner with LifeSouth or SunCoast and host a blood drive - encourage your colleagues, friends and family to donate.

Cancer impacts not only the patient, but their loved ones. By working with these two blood centers, you give our patients at Moffitt the best chance to fight their disease when blood products are needed.

Thank you,

## Resources You Can Use

ADRP also has resources available that your blood center can customize to promote a blood drive with your local hospital.



### Blood Donor Eligibility Toolkit

This toolkit focuses on educating about blood donation eligibility through myth-fact content. It includes an email template, poster, and social media graphics to increase awareness and engagement.

*Members can download this complimentary resource online [here](#).*



### General Blood Donation Toolkit

this toolkit provides pre-sized social media assets in multiple languages highlighting the safety and benefits of donating blood, including saving lives, helping children, women in labor, trauma patients, and more.

*Members can download this complimentary resource online [here](#).*



# Leveraging Social Media for Awareness and Donor Engagement

In today's digital age, social media has become an indispensable tool for blood centers to raise awareness, engage donors, and communicate with hospital partners. This section explores strategies for effectively using social media platforms to support blood donation and strengthen hospital relationships.

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## **Developing a Social Media Strategy**

- Platform Selection:
  - Identify which social media platforms are most relevant to your target audience
  - Focus efforts on platforms where hospitals and potential donors are most active
- Content Planning:
  - Create a content calendar aligning with blood drive schedules and awareness days
  - Balance educational, promotional, and engagement-focused content
- Branding and Messaging:
  - Develop a consistent brand voice across all platforms
  - Craft messages that resonate with both donors and hospital partners

## Resources You Can Use

Below, you will find examples to help you leverage print ads to raise awareness about blood donation and encourage more individuals to become donors.

### Case Studies: Print Ads

**Help patients at**



*LifeSouth uses a series of print advertisements to showcase their partnerships with hospital partners like UFHealth, a medical network associated with the University of Florida.*

**Give blood with**

**LIFESOUTH**  
Community Blood Centers



**Saving lives  
together!**

 **HCA Florida**  
North Florida Hospital

**+** **LIFESOUTH**  
Community Blood Centers

**UFHealth**  
UNIVERSITY OF FLORIDA HEALTH



**LIFESOUTH**  
Community Blood Centers

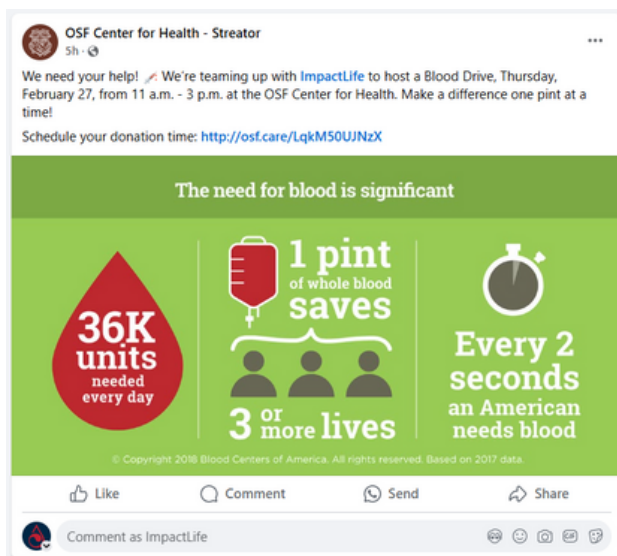


**More lives saved. *Donate blood today!***

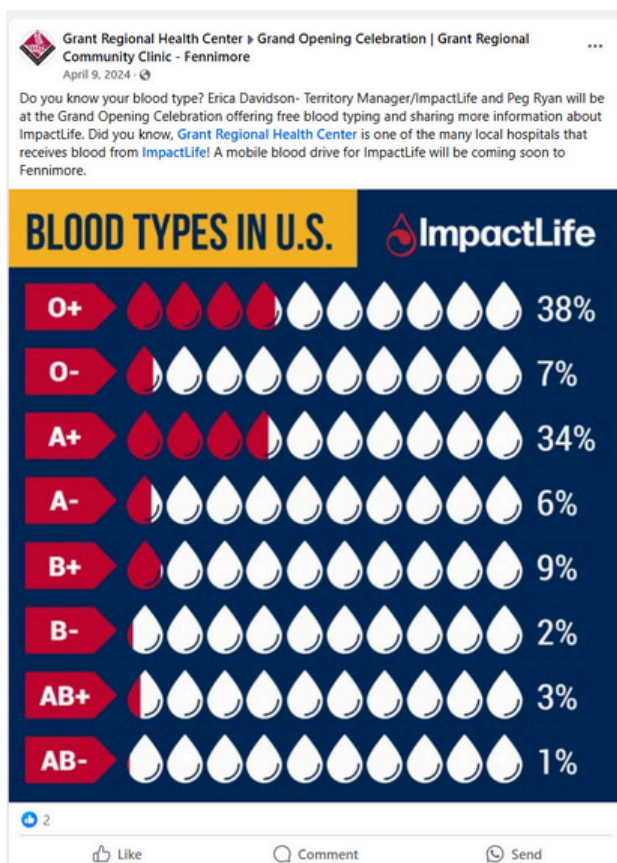
## Resources You Can Use

Below, you will find examples to help you team up with organizations on social media to promote blood donation awareness.

### Case Studies: Social Media Posts



*ImpactLife partnered with OSF HealthCare, a network of 16 hospitals, to host a blood drive and provided social media images promoting the significance of blood donation.*



*ImpactLife used their collaboration with Grant Regional Health Center to educate readers about blood types ahead of their event in the community.*

## Resources You Can Use

Hospital leaders can advocate for blood donations in your community. Below, you will find examples and resources to help.

### Case Studies: Videos



*LifeSouth [posted this video](#) when the local blood supply was at a critical level and donors were urgently needed.*



*Alabama Hospital Association [posted this "Every Drop Counts" video](#) when blood donors were urgently needed across the state.*

### Suggested Video Scripts to Share with Hospital Leadership:

Option 1:

"Blood is vital to the treatment of patients at xxxxx. It can only be donated, and right now, blood donors are needed to help maintain an adequate supply."

"Please donate blood or host a blood drive with xxxx blood center."

Option 2:

The blood supply is at a critical level, and blood donors are needed now to help. It is important to know that blood donated with XXXXX blood center stays here to help our community.

Please donate blood or host a blood drive with xxxx blood center.

## Resources You Can Use

Below, you will find examples of co-branded merchandise, such as t-shirts, to help you promote your partnership and blood donation awareness.

### Case Studies: Apparel



*LifeSouth's t-shirt for blood donors that highlights their partnership with HCA Florida.*



*LifeSouth's t-shirt for blood donors that highlights their partnership with Wellstar.*



# Strategies for Communicating Blood Inventory Levels

Clear communication is crucial for maintaining a stable blood supply and strong hospital partnerships. This section explores strategies for communicating effectively with hospital partners during critical periods.

## Communication Strategies for Inventory Management

- Regular Updates:
  - Provide daily or weekly inventory reports to hospital partners
  - Establish a system for real-time inventory access for key hospital personnel
- Shortage Alerts:
  - Develop a tiered alert system for different levels of inventory concern
  - Clearly communicate impact on order fulfillment and suggested actions
- Collaborative Planning:
  - Schedule regular meetings with hospital blood bank managers to discuss trends and challenges
  - Work together to develop strategies for managing chronic shortages
- Transparency in Allocation:
  - Clearly communicate allocation policies during shortages
  - Provide rationale for any changes in distribution practices



## A Resource You Can Use

On the next page is a draft letter your blood center can send to hospitals in your area regarding inventory levels.

Dear Hospital and Client Partners,

For several months, both nationally and locally, Group O red cells, both positive and negative, have consistently remained at less-than-optimal inventory levels. While we can fill orders, it is only after the previous day's collections are processed and labeled. With a sharp XX% increase in local red cell demand, we have some challenges. In our efforts to meet the growing need, we have increased our collections by X%. While this increase is substantial, it falls short, and the discrepancy is now causing a chronic deficit in our capability to fill orders as requested. We are working to increase our on-hand inventory so we are prepared to meet any emergencies or unforeseen demands.

As a partner, we ask that you help us manage the available inventory during this time.

#### Client Impact

- Please recognize that every hospital in our service area is in need of red cells, specifically Group O. We may only be able to fill orders at minimal levels.
- Until the blood supply is stable, red cell rotation and standing orders will be filled proportionally to the daily inventory.

#### Client Action Recommendations

- Notify stakeholders as applicable.
- Reduce red cell inventory levels to preserve the limited supply.
- Implement a triage process to help manage the supply.
- Please cooperate with Hospital Services, as all orders will be triaged.

#### Awareness and Access

- Encourage patients' families, friends, and colleagues to donate blood.
- Encourage hospital staff to give and provide them with time to do so.
- Resharing our social media posts @bloodcenterhandlehere is the easiest way to encourage the community to donate blood.
- If your hospital is not currently engaging in our mobile blood drive program, please contact us to get started.
- If you have an active blood drive program, please consider hosting an additional blood drive to support the needs.

While we remain confident in our ability to continue providing a safe and adequate blood supply, we believe transparency is essential. Please know that we will do everything possible to ensure minimal impact on patient care in our community.

We appreciate your understanding as we work together for patients in our community.

# Expanding Access and Awareness Through Hospital Advocacy

Hospital advocacy plays a crucial role in expanding access to blood donation opportunities and raising awareness about the importance of blood donation. This section explores strategies for leveraging hospital partnerships to increase community engagement and support for blood donation.

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## Engaging Hospital Leadership

- Executive Buy-In:
  - Develop compelling presentations for hospital executives highlighting the impact of blood donation on patient care
  - Demonstrate the financial and operational benefits of a stable blood supply
- Appointing Blood Donation Champions:
  - Identify and recruit influential hospital leaders to serve as blood donation advocates
  - Provide these champions with resources and training to effectively promote donation within the hospital and community
- Integrating Blood Donation into Hospital Culture:
  - Work with hospital administration to include blood donation in employee wellness programs
  - Explore options for offering paid time off for blood donation

## Leveraging Hospital Influence in the Community

- Community Health Initiatives:
  - Collaborate with hospitals' community outreach programs to include blood donation education
  - Participate in hospital-sponsored health fairs and community events

# Expanding Access and Awareness Through Hospital Advocacy

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- Patient and Family Education:
  - Develop educational materials for hospitals to share with patients and families about the importance of blood donation
  - Train hospital staff to discuss blood donation as part of patient care conversations when appropriate
- Media Partnerships:
  - Collaborate with hospital public relations teams for joint media appearances
  - Develop shared press releases highlighting the impact of blood donation on patient care

## Expanding Donation Opportunities

- Hospital-Based Donation Centers:
  - Work with hospitals to establish permanent or regular mobile donation sites on their campuses
  - Explore the feasibility of integrating blood donation into outpatient care facilities
- Staff-Focused Donation Events:
  - Organize targeted donation events for hospital departments or shifts
  - Implement friendly competition between hospital units or departments to boost participation
- Patient Family Engagement:
  - Develop programs to engage grateful patients and their families in blood donation
  - Create opportunities for patients to share their stories and inspire others to donate

When you need help,  
our family of  
blood donors  
will be there.



**STANFORD**  
BLOOD CENTER 

Learn how you can join us  
in our mission  
to support local patients.  
[stanfordbloodcenter.org](https://stanfordbloodcenter.org)




*This is an example of a  
hospital patient-facing  
display created by  
Stanford Blood Center  
to help inform the local  
community about their  
mission and important  
role supporting area  
patients.*


# Resources You Can Use

Hospitals can be an important ally for your blood center across your community. Below, you will find a key example.


## Case Studies: Hospital Brochure



**Connecting our communities to provide hope for healing.**



### One Family's Blood Donation Journey



Betsy McBride's connection to blood donation began in her childhood in Menlo Park, where she accompanied her father to donate at Stanford Blood Center. Little did she know that act would one day deeply impact her own family.

In August 2015, their three-year-old son, Austin, was diagnosed with Stage IV Burkitt's Lymphoma, a treatable but aggressive cancer. Through months of treatments, Austin received numerous transfusions, including blood and platelets from SBC donors. After enduring chemotherapy and hospital stays, Austin reached remission in January 2016.

"We are so grateful for our doctors and nurses, our friends, and the many people who've taken an interest in Austin's story and shown us so much kindness and generosity, including complete strangers."

### Blood FAQs

**Who Can Donate?**  
Most people aged 17 or older, in good health and weighing at least 110 lbs., can donate blood. Those aged 16 may donate with parental consent. Individuals with a history of hepatitis, blood cancers, certain heart conditions or medications may not be able to donate. Get the details at [stanfordbloodcenter.org/eligibility](http://stanfordbloodcenter.org/eligibility) or call us at 888-723-7831.


**Who Benefits from Blood Donation?**  
About one in seven hospitalized patients receive blood transfusions. They include those with cancer, organ transplants, heart disease, fractures, anemia, bone and joint problems, and more.

**What is the Process Like?**  
Donating blood typically taking just 5 to 10 minutes for the actual donation. The entire process, from registration to post-donation refreshments, usually lasts around an hour.

**What if I Can't Donate Blood?**  
You can still help save lives by volunteering, hosting a blood drive, or spreading awareness about the need for blood on social media. Learn more at [stanfordbloodcenter.org/get-involved](http://stanfordbloodcenter.org/get-involved).

*Stanford Blood Center created this brochure for display at hospitals across their footprint to help educate about the importance of blood donation and their role supporting patients.*

### One Family's Blood Donation Journey



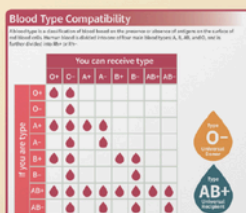
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### All Types Help Patients


At Stanford Blood Center, we recognize the crucial role blood donation plays in supporting various medical needs. While many associate blood donation with emergency situations, such as accidents or trauma, it's important to understand that donated blood also serves planned medical procedures like transplants and c-sections.



At Stanford Blood Center, we're here to support you and your loved ones through it all. Join our community of donors, share your strength, and help us offer hope for a brighter tomorrow.

All blood types are crucial to helping patients in need, ensuring that everyone receives the care they need.

### Blood Donors Bring Vital Strength



Harpreet Sandhu, CEO of Stanford Blood Center, recalls when her father was diagnosed with appendiceal cancer spending ten months in the hospital. Despite the ups and downs, a bright moment was his brief Christmas visit home in 2019, which was made possible by two blood transfusions. These transfusions, along with 12 others throughout his battle, provided vital strength during his most difficult moments. Harpreet is forever grateful to the selfless donors who allowed precious moments with her father.

"I think about these blood donors often, who allowed my dad and my family to be together longer than we could have been without them."





ADRP, the Association for Blood Donor Professionals, supports more than 1,000 members worldwide as we seek to expand blood donation globally. We seek to empower blood donor professionals by providing a forum for creativity, innovation, collaboration, and development as they make blood donation a priority in communities around the world.

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