

LifeLink

A link between donors, volunteers, staff & friends of Stanford Blood Center

Spring 2013



At Stanford Blood Center, we provide hope for the future: **teaching** tomorrow's leaders in transfusion medicine, **researching** to unlock mysteries inherent in blood, and **connecting** donors to patients every day.

Interested in learning more about what we do at SBC? Check us out at bloodcenter.stanford.edu



Connect with us socially»



On the Cover: Harpreet Sandhu, Ed Engleman, MD, Stephen Galli, MD, and Menlo Park Mayor Peter Ohtaki at Menlo Park Center grand opening. *Photo by Norbert von der Groeben.*

Lifelink edited by Deanna Bolio

From the Administrator:



Reflecting Back

Last year brought some significant changes for Stanford Blood Center that we can reflect back on with a sense of great accomplishment. Our hard work and collaborative efforts came along with many successes and achievements. We

welcomed several new team members including three managers, two directors, one senior operations director, and one assistant medical director. In addition, we opened up a brand new donation center in Menlo Park, taking with us fond memories of our Campus center as we closed its doors.

As many of you know, Vince Yalon, SBC's administrator for 24 years, retired last year. Vince built a legacy that made a substantial impact on the organization over the years. I am grateful that I had the privilege of working closely with him and that I have now been given the opportunity to take on the joys and challenges of my role as the new Administrator.

During the hiring process of our seven leadership positions, we were highly selective with each candidate, all of whom come from very different backgrounds and bring years of experience with them. I have 100% confidence that their skills will play a powerful role in the ongoing success of our organization. Please see the article, "Getting to Know You" on p. 7 to learn more about these new individuals.

As I mentioned above, we said farewell to our campus presence in December after 32 years as a result of the expansion and renovation of Stanford's Medical Center. With our facilities team working diligently on the project for months ahead of time, we made a smooth transition to our brand new center in Menlo Park. We received a very warm welcome from the community and continue to meet many friendly new neighbors. Thank you to all of our existing donors who have switched over and settled into the new center. We look forward to seeing many new faces there as well!

Looking ahead into 2013, I am excited about more changes and growth opportunities as we continue to serve the patients in our community. We succeed at fulfilling our mission because of the generosity of blood donors. My sincere gratitude to you all for your continued support and dedication!

Harpreet Sandhu, MT (AAB), MBA, MS
Administrator
Stanford Blood Center

Congratulations to all of our milestone donors»

Featuring those who have made their 100th, 200th, etc. donations since our last issue.

100

Charles Bayless
Michel Baylocq
Andrew Bennett
Jon Cory
Frederick Drain
Madel Duval
Cathy Kroymann
Mark Lawrence
Dan Merget
Jan Null
Paul Rapp



Lura Robertson

Ken Rose
Lonnie Rusch
Allen Sabahi
Robert Sakai
David Schwartz
Kenny Shijo
Pat Shintaku
Joseph Stieber
Sharon Storm
Cynthia Summers
Barbara Thurston
Janice Wacker
Carol Winitzky



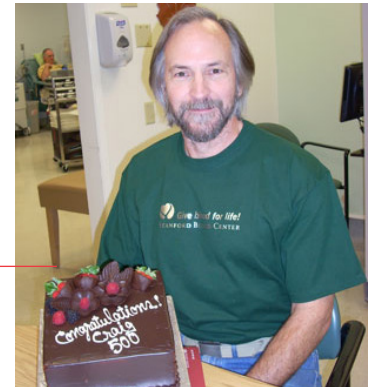
200

Gail Brian
Virginia Boos
Ernest Boyd
Joe Cherry
Anthony Flores
Hilary Hart
Robert Indig
Nancy Mori
John Salsman
Daniel Truong
Jeremy Wagner



300

Matt Henneberg
Duff Howell
Gary Koolpe



500

Craig Nelson

600

David "Mitch" Mitchell
Alden "Dick" Tagg



There are only two donors who possess the pale blue SBC T-shirt you see here. Congratulations to **David "Mitch" Mitchell** (left) and **Alden "Dick" Tagg** for reaching 600 Stanford Blood Center donations!
Photos by Norbert von der Groeben.





Isn't it Grand?

Stanford Blood Center Holds Ceremony for New Menlo Park Center

By Deanna Bolio

The calendar may have said January, but it felt like a beautiful spring day at the Menlo Park Center grand opening. Menlo Park Mayor Peter Ohtaki joined Harpreet Sandhu, SBC administrator, Ed Engleman, MD, SBC founder and medical director, and Stephen Galli, MD, Stanford University School of Medicine pathology department chair, to perform the ceremonial ribbon cutting.

After the ribbon cutting, guests crossed the street to listen to speakers in Burgess Park. With the new center serving as the backdrop, Harpreet Sandhu introduced the new collection site and discussed the community's ongoing need for blood donors.

Dr. Engleman shared with guests the history of Stanford Blood Center, while Dr. Galli highlighted SBC's breakthroughs in the early 1980s, when Stanford Blood Center became the first blood bank to screen for AIDS contaminated blood, using a surrogate test.

Long-time blood donors and close friends Linda Johnson and Stan Jensen also spoke at the event. The pair, who have close to 1,000 donations between them, joked about their competitiveness, discussed their motivations for donating blood, and urged potential donors to give the new center a try.

"Becoming a blood donor is one of the five best decisions I've made in my life," Jensen said.

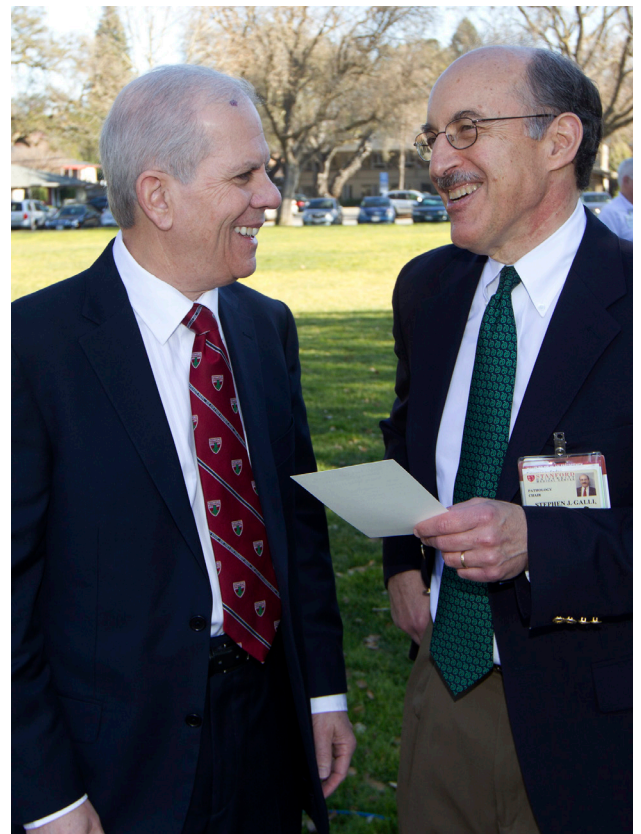
A blood recipient was also on hand to represent the other side of the blood donation process. Melissa Price, who received blood products after experiencing severe hemorrhaging a week after the birth of her twin sons, thanked donors for saving her life and allowing her to experience more precious moments with her husband and three young children.

Mayor Ohtaki, who officially welcomed Stanford Blood Center to the city, felt so strongly in support of the Blood Center's mission that he decided to donate blood immediately following the ceremony.

While the ceremony was held in January, the Menlo Park Center actually opened its doors for donations on December 10, 2012. This center replaces our Welch Road center, which closed late last year. The site is located at 445 Burgess Drive, across the street from Burgess Park and one-half mile from the Menlo Park Caltrain Station. Donors who live or work on the Stanford campus can take the free Marguerite Shuttle from campus to the train station.

"We will miss our 780 Welch Road center, where we have operated since 2004," said Sandhu. "However, we are excited about the opportunity to branch out into Menlo Park. We hope our donors will move with us, because patients in the community rely on the blood our donors provide."

To view operating hours and directions for the Menlo Park Center, please visit our website.



Clockwise from top left: blood recipient Melissa Price; donors Linda Johnson and Stan Jensen; long-time colleagues Ed Engleman and Stephan Galli; Mayor Peter Ohtaki; Volunteer Services Manager Tessa Moore with SBC donor and volunteer David Polnaszek. *Photos by Norbert von der Groeben.*

New HLA Antibody Testing Policy for Female Platelet Donors

We are so fortunate to have such a devoted, caring community of blood donors. Your generosity helps to save many lives, and we are grateful for your partnership. We also take our responsibility to provide our community with a safe and adequate blood supply seriously, and that is why we need to ask certain platelet donors to help us out in a different, but equally important, way: by donating whole blood instead of platelets.

In April 2013, we began performing a Human Leukocyte Antigen (HLA) antibody test on each of our current platelet donors who has ever been pregnant. That's a change from our previous testing of platelet donors with three or more pregnancies. In addition, we modified our Medical History Questionnaire to ask female donors whether they have been pregnant since their last donation. Platelet donors who respond yes will be screened for HLA antibodies. We will also retest platelet donors after any subsequent pregnancies. These adjustments reflect our ongoing efforts to minimize occurrences of Transfusion-Related Acute Lung Injury (TRALI).

TRALI is a rare but serious complication of blood transfusions most commonly thought to be caused by a reaction to white blood cell antibodies present in the donor's plasma. When transfused, these antibodies can sometimes cause plasma to leak into the patient's lungs, creating fluid accumulation — a condition referred to as acute pulmonary edema.

Female donors who have been pregnant and developed antibodies as a result of exposure to fetal blood are most likely to have these antibodies in their plasma. Once the antibodies develop, they are present in the blood forever. **The antibodies are perfectly healthy for an individual to have in their blood, but could be harmful if transfused into certain patients.** The antibodies are present in plasma — and platelet donations actually contain a high volume of plasma, so our current efforts are directed at adjusting the eligibility requirements for platelet donors.



“I was shocked to learn I tested positive for HLA antibodies and am no longer eligible to donate platelets, but I will definitely continue donating whole blood with Stanford Blood Center.”

—Janet Silberman, 89-time platelet donor, switched to whole blood program in early 2010

We will notify donors of positive results by a phone call and a follow-up letter. **If you test positive for these antibodies, you will not be eligible to donate platelets in the future, but we strongly encourage you to continue giving back to our community by donating whole blood or red cells instead, which are just as important to patients in need.** And, as a whole blood donor, you will continue to build donor recognition points as you help people who need you.

Stanford Blood Center is committed to providing the highest quality products and services to recipient patients and donors alike. We welcome your comments and questions regarding our HLA antibody test, and will make every effort to keep you informed of any future developments that may affect you.

Sharks Out for Blood

By Deanna Bolio

Twenty-seven beds. Twelve medical history booths. Hundreds of yards of teal bandages. It takes a lot to put on the Sharks Foundation's annual blood drive, typically the biggest blood drive for Stanford Blood Center each year. Avid Sharks fans donated 261 units of blood at this year's drive, held on March 2.

The size and scope of the blood drive, which is held in the north concourse of the HP Pavilion, require careful consideration to logistics such as staffing and materials. Nearly 40 members of the SBC collection staff were assigned to the drive, with several starting their workday before the sun came up.

"The planning for this drive actually begins in the summer," said SBC Account Manager Elisa Manzanaras. "The biggest thing is being able to find an open date and getting it on the calendar. The Pavilion is so busy, but they give us the use of their facility for almost an entire day, which is so great."

The proximity to the ice rink presents a few other logistical challenges, namely how to keep donors warm and comfortable. At each Sharks drive, Stanford Blood Center brings hand-warmers, hot beverages, and additional blankets. The chill in the air doesn't seem to have any effect on donors' spirits.

"My favorite thing about this blood drive is just how happy everyone is to be there," Manzanaras said. "The donors are not in any kind of hurry. They just want to hang out and soak up the atmosphere."

All registered donors were invited to watch the team's morning skate, which is a real treat for fans. The Sharks drive always brings about many first-time blood donors. Seventy-four registered donors at this year's drive were registering with Stanford Blood Center for the first time.

"I've always wanted to donate blood, but hadn't done so yet," said Alison Lyon, while sitting in the donation chair. "I thought this was a great opportunity to donate for the first time. I'm supporting the Sharks and Stanford."

The drive has also been successful in turning first-time donors into returning donors. For Sharks fan David Ruiz, who donated for the first time in 2011, being able to do a good deed while also enjoying his favorite team is an opportunity he can't pass up.

"I donate blood to help the community," he said. "This is my third year donating at this drive, my fourth attempt. I wasn't able to donate the first time I tried, but I came back the next year and have been doing it ever since."

"This blood drive is a great opportunity for San Jose Sharks fans to unite over a love for our team and for our local community," said Sharks Foundation Coordinator Kelly Esrey.

Sharks fans are known for being passionate about their team. That same passion has allowed Stanford Blood Center to help save the lives of so many local patients in need.



Photo Captions: Sharkie visits with donor Yvonne Chavez; first-time donor Alison Lyon; Sharks defenseman Jason Demers talks soccer with donor Sergio Ruiz; donor David Ruiz shows off his black and teal bandages.

Getting to Know You»

By Deanna Bolio

Stanford Blood Center experienced a lot of change at the management level in 2012, including retirements and growing operational needs. This has resulted in quite a few new faces in the halls of 3373 Hillview Avenue. All of our new team members bring with them years of experience, interesting stories and backgrounds, and a passion for serving the community. They all look forward to getting to know SBC donors, volunteers, and friends.



For Dr. Moravid Moayeri, Assistant Medical Director since September 2012, the journey to Stanford Blood Center began several thousand miles from her Palo Alto office. Dr. Moayeri's medical career began in Iran, where she was born in the large city of Shiraz. She attended Shiraz University of Medical Sciences, followed by two years of working as a general practitioner in underprivileged areas.

Her career's next steps involved obtaining a PhD in genetics at George Washington University focusing on gene therapy for hemophilia A, followed by post-doctoral research at the National Institutes of Health. She completed her post-graduate medical training in clinical pathology and transfusion medicine/blood banking at the University of Chicago and later at UC- San Francisco.

With a long-held interest in transfusion science, Stanford Blood Center was a logical next step. Dr. Moayeri has been impressed with what she has experienced at Stanford thus far. "The quality of work here is amazing," she said. "The people here have so much dedication and knowledge. They care about doing their best. It's wonderful."

In her role, Dr. Moayeri works with the other medical directors to provide medical oversight for all blood center processes, with a specific emphasis on special donations (autologous donations, directed donations, special product requests, etc.) and components production and distribution. In her position, she also serves as an Assistant Clinical Professor in the Department of Pathology at Stanford University School of Medicine and is responsible for teaching pathology residents and clinical transfusion medicine fellows.

With so much on her plate, it's no wonder that Dr. Moayeri has little time for outside hobbies she enjoys, such as painting and sewing.

"I used to sew a lot and made all of my own clothes," she said. "Once I get a little less busy, I hope to do more of that."

One thing Dr. Moayeri doesn't want to see get less busy is the donor room. She encourages blood donors to make it a habit.

"Please come back and continue to donate," she said. "Patients depend on your generosity."



Regina Driscoll is relatively new to Stanford Blood Center, but not at all new to blood banking. Before becoming Stanford Blood Center's Director of Donor Services in November 2012, Driscoll worked for several Red Cross Blood Services Regional Operations, Rhode Island Blood Center, and Delta Blood Bank in Stockton.

"Blood banking was an immediate natural fit for me," said Driscoll, who started in the industry as an administrative assistant. "In terms of mission, beliefs, and serving the community, it all fit very well."

Driven and motivated, she sought out opportunities for growth within the industry, first as an account manager, then as a director of recruitment and blood collection operations. As the director of donor services, Driscoll manages all departments related to recruiting donors, collecting donations, and preparing donations for the lab so that they may be tested, processed, and distributed.

"Essentially, I work to ensure that we are collecting enough blood to serve our hospitals and that we're following all regulatory guidelines," she said. "Our goal is to provide the safest and purest product."

An avid traveler, Driscoll has been to Mexico, Canada, and parts of Europe, as well as every state in the continental U.S. She highlights Yellowstone as a particular favorite. That sense of adventure also provided inspiration for her career path.

After working in blood banking for more than a decade, Driscoll began to contemplate making a significant life change. Having held a long-time interest in farming, she decided to pursue an internship at a dairy goat farm in North Carolina, where she made artisanal goat cheese.

"I decided to move to the farm and dedicate myself to learning as much as I could," she said.

In 2010, she became the goat herd manager. She also worked on business development and grant writing for the farm.

“Ultimately, I decided that the farm was not going to be an option long-term,” she said. “I had missed the work I’d done and decided to return to blood banking. I heard from Stanford and it was perfect timing.”

“I feel like things happen for a reason,” she added. “Winding my way here was one of them.”



“One of my favorite sayings is ‘life happens,’” says Senior Operations Director Jonathan Bautista. “What blood donors do is make sure that patients have the blood they need when life happens.”

Bautista joined Stanford Blood Center in November 2012. In his position, he oversees blood center operations from collections on one end to distribution on the other.

“My job involves ensuring that what we do meets the needs of donors and of the community,” he says.

Bautista began his career in blood banking in Denver, Colorado, where he worked as the hospital relations manager. There he worked with area hospitals to align their visions for providing quality health care services in Denver. He would later serve as the vice president of lab operations for a blood center in Louisiana.

“After working on the donor services side, I was then able to get experience on the technical services side,” he says. “Now I’m really able to understand each perspective.”

Though he’s still relatively new, Bautista has found a lot to like about Stanford Blood Center.

“I really like the environment here,” he says. “The people here are friendly and willing to collaborate. It’s all about meeting the needs of our hospitals and keeping donors happy.”

When he’s not in the office, Bautista enjoys golf, cooking, and big band music – he plays the tenor sax! A noted health enthusiast, Bautista is a certified instructor of both CrossFit and TRX, a type of strength training that uses suspension ropes to leverage your body weight. Bautista has also taken some time to explore his new surroundings, including the Stanford bookstore.

“We went to the bookstore and bought a few T-shirts,” he says. “Isn’t that what everyone does when they come to Stanford?”

A New Way to Donate Plasma»

In January of this year, we discontinued the automated procedure that collected one unit of red blood cells and two units of plasma using the Alyx machine. You may have heard us refer to it as T6. Later this spring, we will transition to using our Trima machines, which normally collect platelets and plasma together, to also collect plasma by itself.

Why the change?

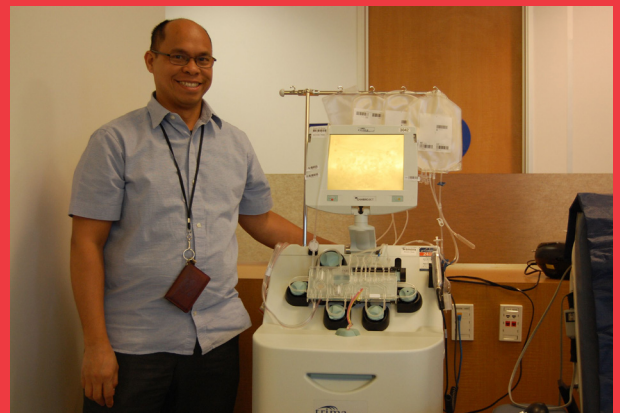
Using the Trima machines, we will be able to collect plasma more efficiently. We will also be able to focus our use of the Alyx machines on double red blood cell collection, which we call T5, to help patients who need red blood cells.

How will the new procedure work?

The new plasma procedure, called T7, takes about 45 minutes, and since you won’t be donating red blood cells as well, you’ll be able to donate every four weeks.

Who makes an ideal plasma donor?

If you have the blood type AB, you are the universal donor for plasma (meaning that people with all blood types can receive your plasma). The catch is that only 4 percent of the population has type AB blood – so if that’s you, now you know why you’re in demand! There is often a need for plasma from other blood types as well. You may qualify for the plasma procedure even if you don’t qualify for platelets, so ask a staff member about it.

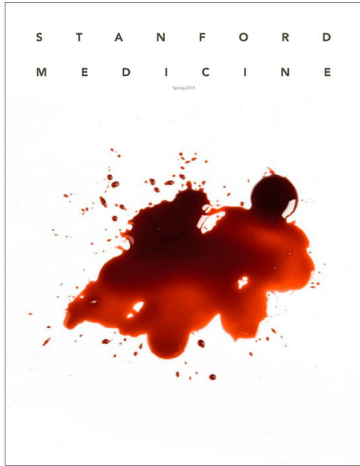


Apheresis Collections Manager Angelo Miranda with one of our Trima machines. Later this spring Stanford Blood Center will begin collecting plasma-only donations.

“Roll Up Your Sleeve,” Urges Stanford Medicine

As one of our valued partners, we're delighted to share with you a link to the Spring 2013 Stanford Medicine magazine, with a special report on blood: <http://stanmed.stanford.edu/2013spring/>. We had the pleasure of collaborating with the School of Medicine Office of Communication & Public Affairs to produce this special edition, in the hope that it would help raise awareness about the importance of donating blood and our unique mission, which includes teaching tomorrow's leaders in transfusion medicine, researching to unlock mysteries inherent in blood, and connecting donors to patients every day.

There are several fascinating articles that provide a window into the history of Stanford Blood Center and the important contributions of our blood donors:



“Blood quest:” An article on Stanford's early fight to prevent the spread of AIDS by developing an early screening test for HIV – while other blood centers argued against testing.

“Roll up your sleeve:” A look at the donation process and importance of blood donors through the eyes of some of our dedicated blood donors and staff, and people who received blood transfusions.

“In his blood:” A look at growing up with hemophilia, featuring a physician with hemophilia who is dedicating his life to finding cures for the life-threatening disease.

We are grateful to our colleagues at the School of Medicine for the opportunity to collaborate on this project, and for their beautiful work on this issue. We also thank the blood donors and blood transfusion recipients featured in this edition who cheerfully gave interviews and made the article about donating blood so compelling.

We also thank all of our blood donors and partners for your inspirational and critical role in our lifesaving mission. We hope you will enjoy reading the magazine, and we encourage you to share the link to the magazine with your friends, family, and potential new donors!

Café Scientifique

Since 2007, Stanford Blood Center has been a part of the Café Scientifique community, an international network of informal groups dedicated to bringing scientific debate, discussion, and education to local communities.

Stanford Blood Center Café Scientifique events are held every other month. All events are free and open to the public. Please join us for our next discussion:

“Therapy Animals in Medicine: Preparation, Interactions & Applications in Modern Healthcare”
with Robert Higa, Certified Therapy Team Training Instructor, Delta Society Pet Partners, and six years (ret.) with the PAWS (Pet Assisted Wellness at Stanford) program at Stanford Hospital & Clinics and Lucile Packard Children's Hospital

**Thursday, May 30, 2013
7:00 pm - 8:30 pm
Palo Alto Center**

The Shirts Off His Back



How many of these designs do you recognize? Donor Bill Rosenberg has earned so many Stanford Blood Center T-shirts over the years that he decided to put them in stitches. We thank him for donating this creative quilt so others may enjoy it, too! The quilt is currently on display at our Palo Alto Center and will rotate between our center locations.

Introducing...Usernames

Credentials Update

Username
Please specify your username for future logins.

Username: ✖
Minimum of 3 characters in length.
 Use my Donor ID for my Username

Password
Please specify your password for future logins.

Password: ✖
Minimum of 6 characters in length.

Confirm password: ✖

Security Questions
Select three security questions below. These questions will help us verify your identity should you forget your password, username or donor ID.

Security Question: ✖
Answer: ✖

Security Question: ✖
Answer: ✖

Security Question: ✖
Answer: ✖

When accessing your online donor account, you now have the option of using a username of your choice, rather than your donor ID number. Creating your username is simple and straightforward. Here's how it works:

I've logged on to my account before – what should I do?

The next time you visit our website, enter your donor ID number in the username field and your current password, as you previously did. On the next screen, you will be prompted to create a new username to be used for all future logins. If you prefer, you may continue to use your donor ID number to access your account. Check the box on the Credentials Update screen.

I'm an existing donor but I've never logged in before or I don't know my donor ID number

Click on the "create my account" link toward the bottom of the page.

You'll first be asked to verify your identity. You will then receive an email with a link that directs you to create a new username.

Please note, you will need to have an e-mail existing on file that matches our records or you will receive an error message. If you need to add or confirm your e-mail address, please call 650-736-7786 or send an e-mail to sbconlinehelp@lists.stanford.edu.

The generosity of Stanford Blood Center donors is not only measured by lives saved today. It's measured by the discoveries our scientists are enabled to make, helping future generations even more. From transfusions to transplants to biotechnology for the future, your blood has amazing potential. **Give blood for life!**

Please enter your Username and Password.

✖ Denotes a required field

Username: ✖
[I forgot my username](#)

Password: ✖
[I forgot my password](#)
(passwords are case sensitive)

When entering your Donor ID, do not enter any leading zeros. Ex: 123456 instead of 0000123456

Your default password is your birthdate. Ex: 06/08/1976 (including the / slashes.)

Remember Me

If you would like to personalize your password, after you login to your profile, click the Donor Profile button to enter a new password.

I have donated and would like to [create my account](#)

Not yet a donor? [Make an appointment now](#)

We want to hear from you! If you have any questions about or suggestions for upcoming issues of LifeLink, please contact Deanna Bolio at dbolio@stanford.edu or 650-725-3804. To reach us by traditional mail, please write to:

Stanford Blood Center
Attn: LifeLink
3373 Hillview Ave.
Palo Alto, CA 94304

Stanford University
3373 Hillview Avenue
Palo Alto, CA 94304-1204



Give blood for life!

NONPROFIT ORG.
US POSTAGE PAID
PALO ALTO, CA
PERMIT NO. 28

888-723-7831 • bloodcenter.stanford.edu

Palo Alto

Donor Center
3373 Hillview Avenue
Palo Alto, CA 94304



Monday 7:30 am to 3:00 pm
Tuesday 7:30 am to 3:00 pm
Wednesday Noon to 7:30 pm
Thursday Noon to 7:30 pm
Friday 7:30 am to 3:00 pm
Saturday 7:30 am to 3:00 pm
Sunday Closed

Menlo Park

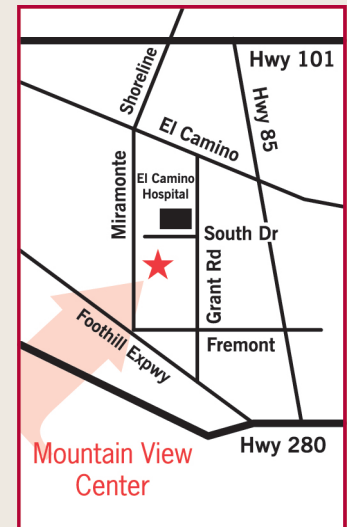
Donor Center
445 Burgess Drive, Suite 100
Menlo Park, CA 94025



Monday Noon to 7:30 pm
Tuesday Noon to 7:30 pm
Wednesday 7:30 am to 3:00 pm
Thursday Noon to 7:30 pm
Friday 7:30 am to 3:00 pm
Saturday 7:30 am to 3:00 pm
Sunday Closed

Mountain View

Donor Center
515 South Drive, Suite 20
Mountain View, CA 94040



Monday Noon to 7:30 pm
Tuesday 7:30 am to 3:00 pm
Wednesday Noon to 7:30 pm
Thursday Noon to 7:30 pm
Friday 7:30 am to 3:00 pm
Saturday 7:30 am to 3:00 pm
Sunday Closed