

Blood Centers of California Strategic Plan Update

September 23, 2002

Updated 5/11/04 and approved by Board
Updated 8/04/04 and approved by Board
Updated 9/27/04 and approved by Board
Updated 9/25/06 and approved by Board
Updated 9/22/08 and approved by Board
Updated 9/28/10 and approved by Board
Updated 9/28/15 and approved by Board

Vision: Within a competitive business environment, BCC members cooperatively engage in legislative advocacy, medical/technical collaboration and image enhancement which provide a foundation for success, as well as for a sufficient blood supply among not-for-profit blood centers in California.

Note: ***Bold italics*** represent new suggestions/changes

Goal #1 – Legislative Advocacy

BCC supports a legislative and regulatory agenda, which ensures California blood centers, maintain the highest standards of clinical excellence while having the opportunity to compete fairly with centers in other states.

Tactic	Comment	Time Frame
Implement grassroots legislative advocacy program supported by all BCC members that includes regular communication to BCC constituencies		Ongoing
Follow and respond to legislation-and initiate legislative change as appropriate		Ongoing
Create higher visibility for BCC, so organization is viewed as a resource when legislative issues are raised		Ongoing
Develop strategic alliances to support BCC’s legislative agenda		Ongoing
Address California professional licensure through legislation		

Goal #2 – Medical Technical Advisory Committee

BCC medical and technical professionals work collaboratively to advance transfusion medicine practices.

Tactic	Comment	Time Frame
Assure and maintain DHS-LFS representation to the BCC MTAC and AABB Standards Committee		Ongoing

Evaluate Patient's Guide to Blood transfusion – English and Spanish		Annually
Provide medial/technical input on emerging technical and clinical services		Ongoing
Encourage BCC has representation on the AABB Standards Committee	Nominate a candidate within their nominating process; invite representative to MTAC meetings	

Goal #3 - Operating Effectiveness

BCC endorses programs and services, which promote operational efficiencies to benefit California patients and donors.

Tactic	Comment	Time Frame
Continue to share best practices where appropriate		Ongoing