

Blood Centers of California

Strategic Plan Update

September 23, 2002

Updated 5/11/04

Updated 8/04

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

Vision: Within a competitive business environment, BCC members cooperatively engage in legislative advocacy, medical/technical collaboration and image enhancement which provides 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 appropriately and proactively		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		Ongoing
Provide medical/technical input on emerging technical and clinical services		Ongoing
Ensure 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
<i>Maintain relationship between BCC's membership and GSABC</i>		Ongoing