



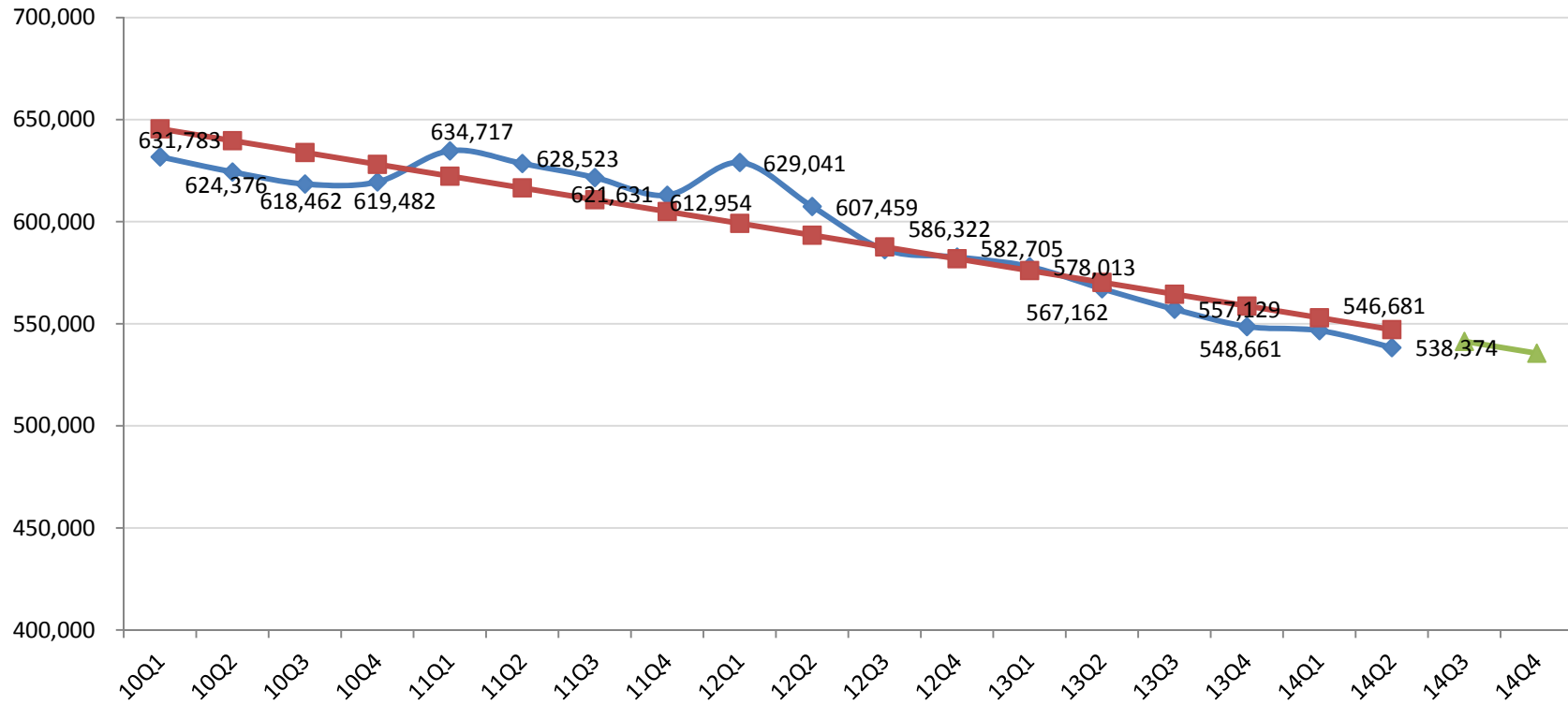
# The Promise *of* Plasma

One source. Many opportunities. Impacting the world.

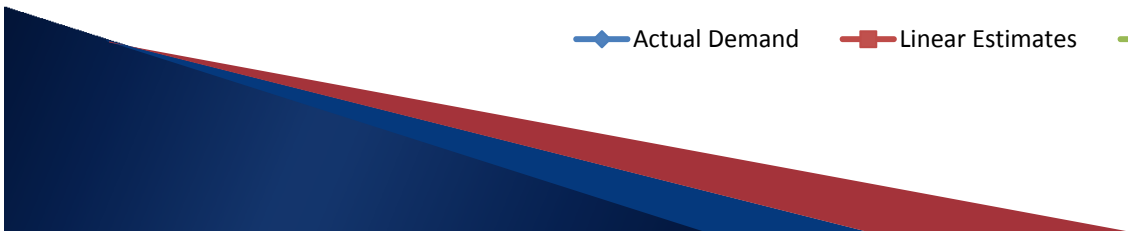
**Erin Myers**

Director of Source Plasma

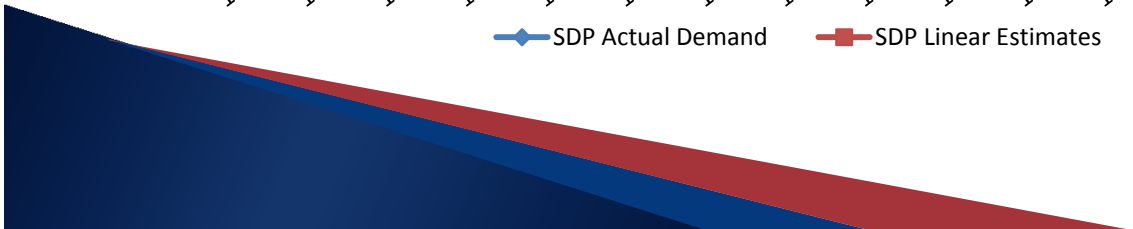
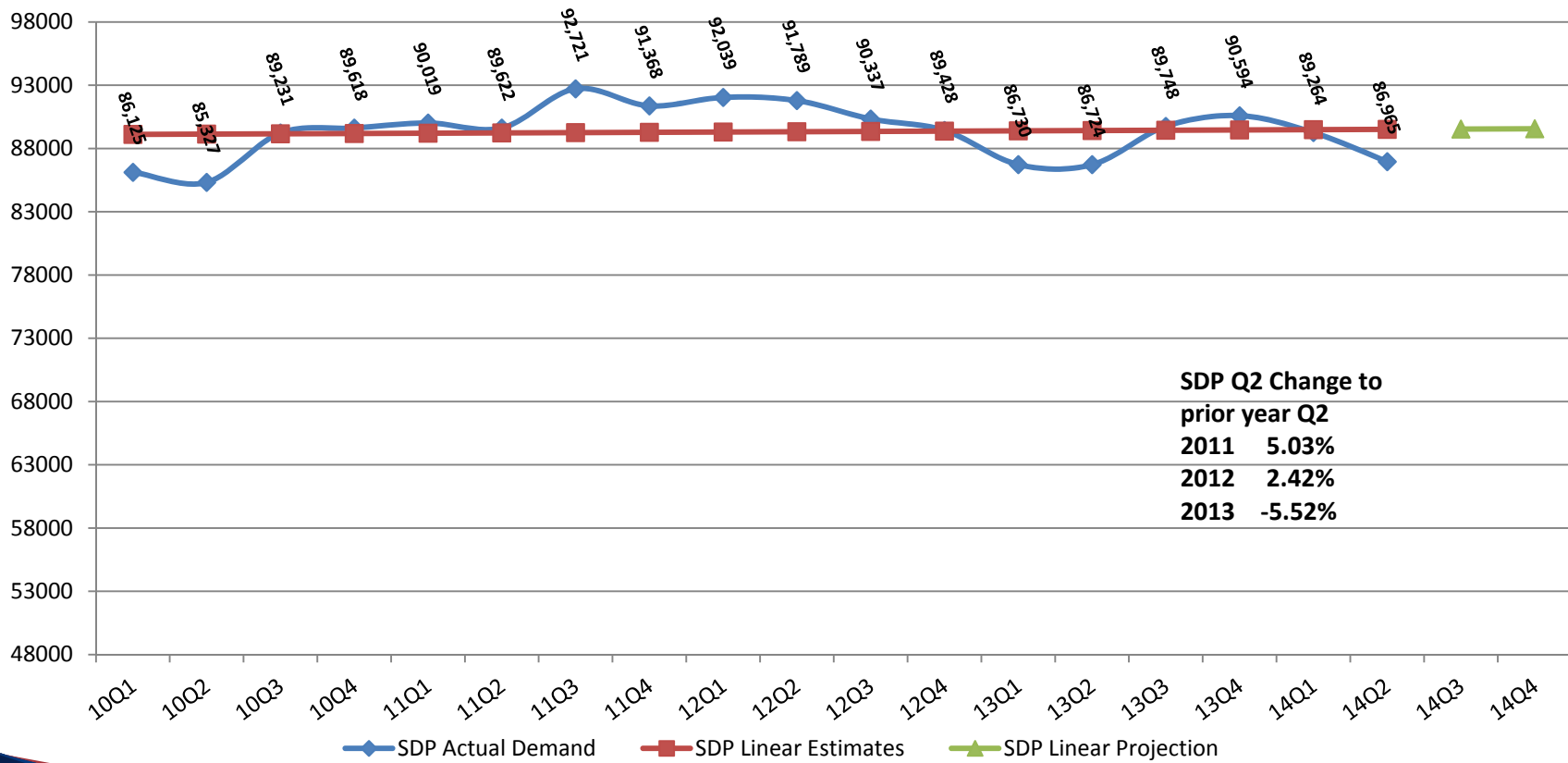
# RBC Demand



◆ Actual Demand   
 ■ Linear Estimates   
 ▲ Linear Projection



# SDP Demand

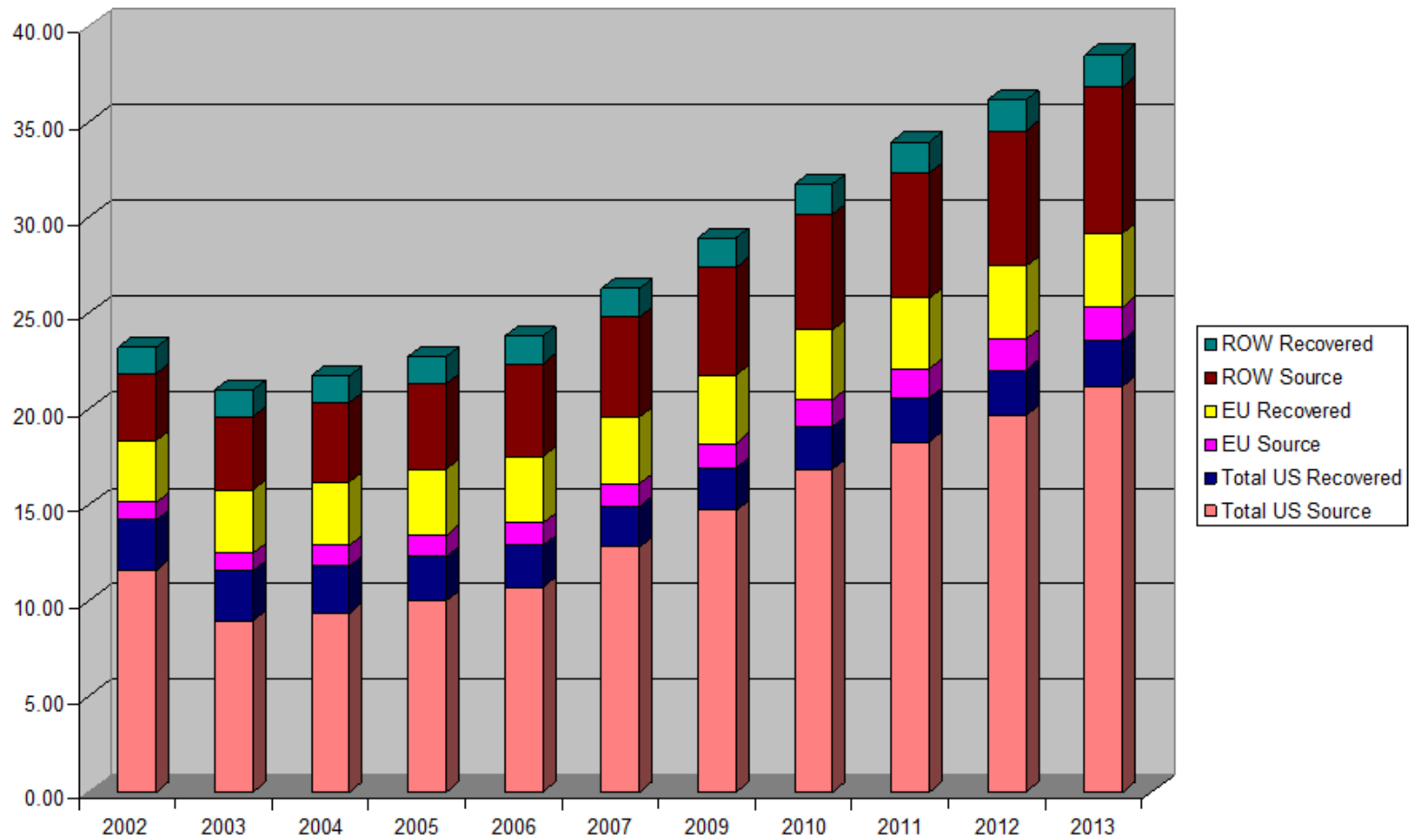


# Disruption of Core Business

- Significant and steady decline in demand
  - Mergers, acquisitions and partnerships
  - Reduction of draw
  - Collection center closures
  - Personnel layoffs
- No growth
  - Redistribution of market share
- Diversification is a must



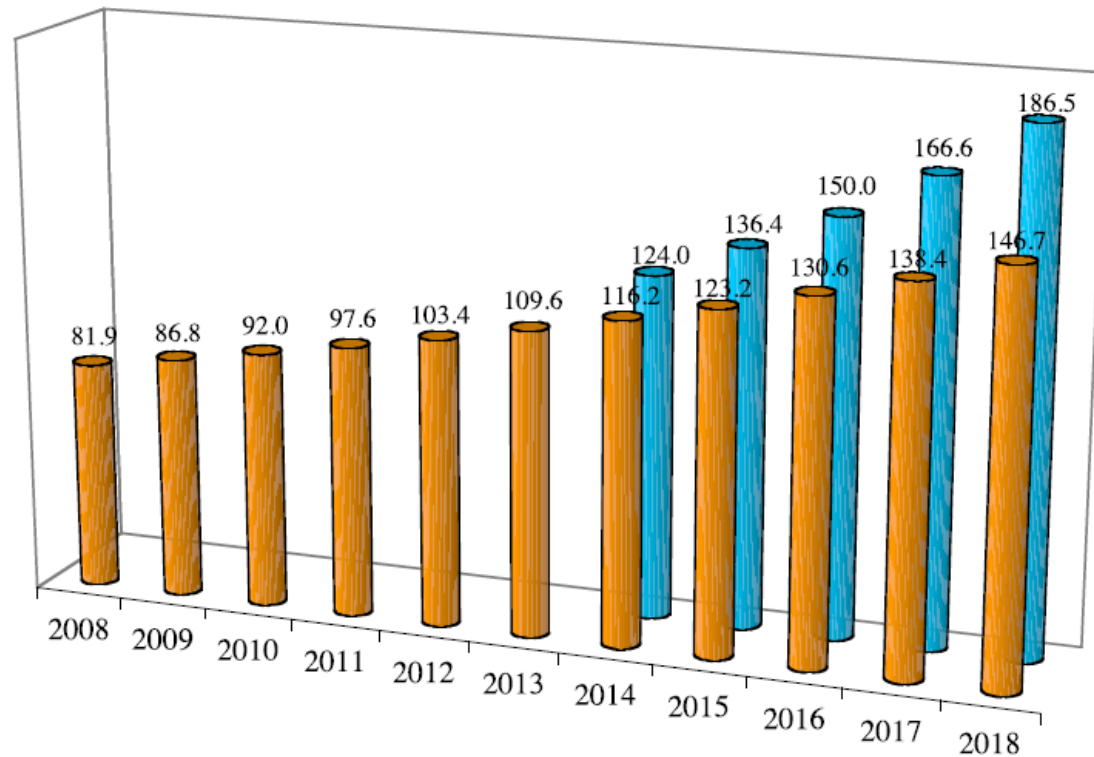
### World Wide Plasma Collected (Liters MM)



Source: Citigroup Baxter Company Focus 7 July 2008



**GLOBAL DEMAND FOR POLYVALENT  
INTRAVENOUS/SUBCUTANEOUS IMMUNE GLOBULIN (IVIG/SCIG)  
WITH/WITHOUT ALZHEIMER'S DISEASE TREATMENT APPROVAL IN  
2015 - 2008 TO 2018  
(Metric Tons)**



■ IVIG not approved for Alzheimer's Disease

■ IVIG approved for Alzheimer's Disease

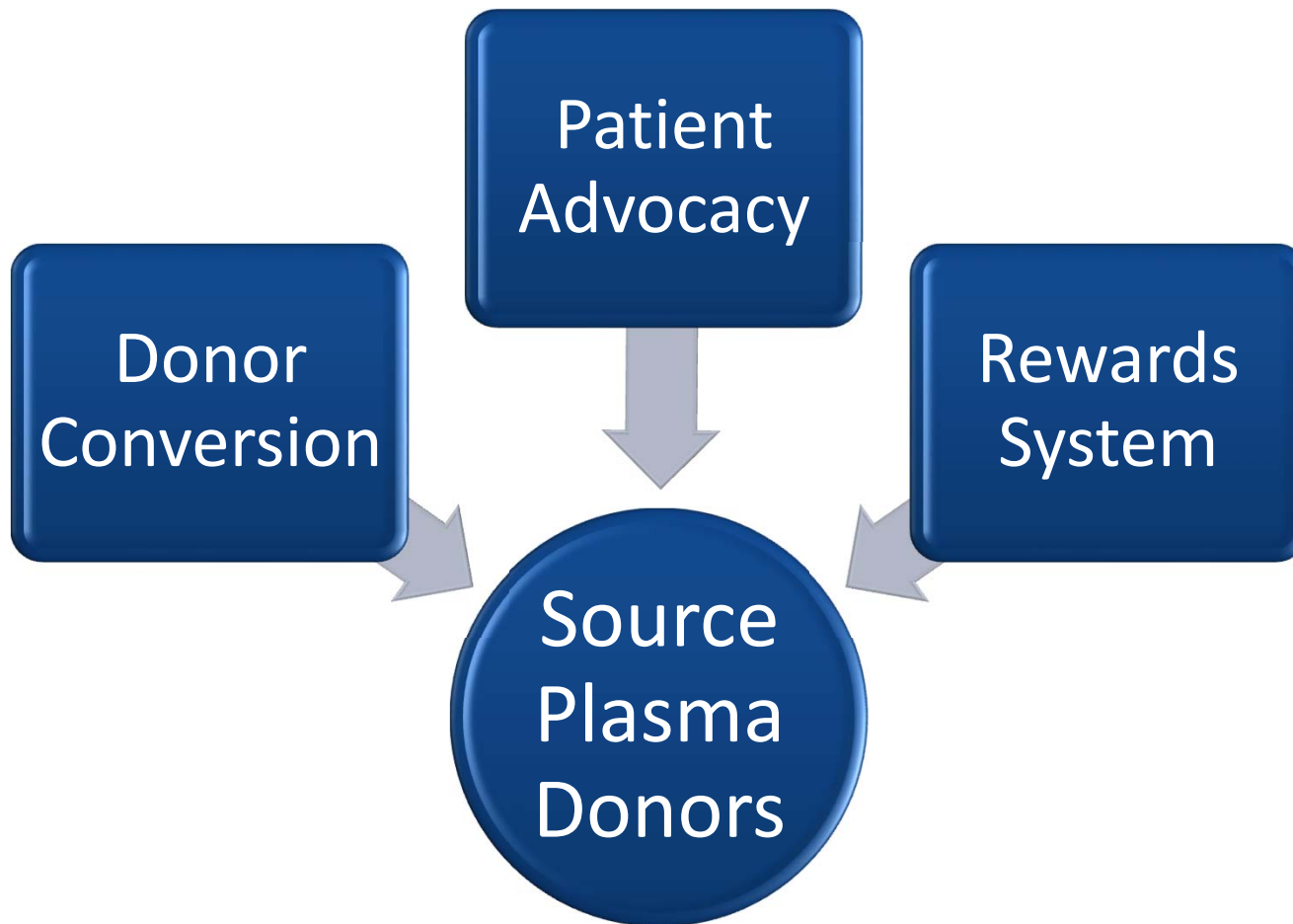




**SOURCE of *hope, strength and life.***



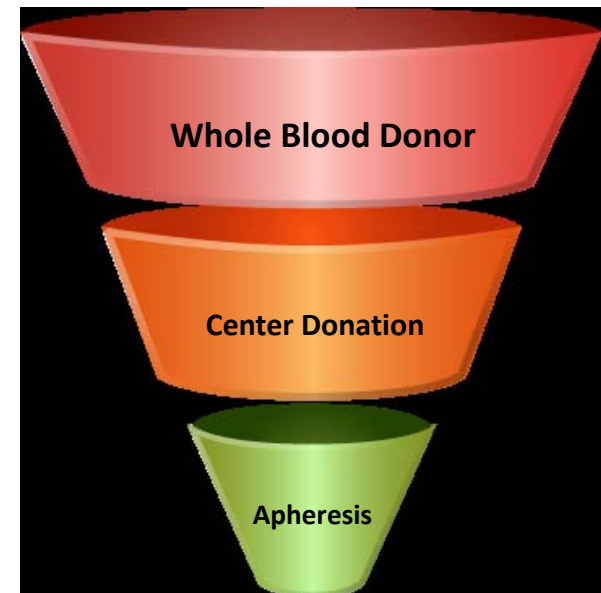
# Recruitment Strategy





# Conversion

- Converting donors into source plasma program based on ABO and eligibility
  - Whole blood donors
  - Travel deferred donors
  - HLA positive donors
  - Non-optimal platelet donors



# Creating Mutual Benefit

- Board of Directors
- Event Partnerships
- Stakeholder support



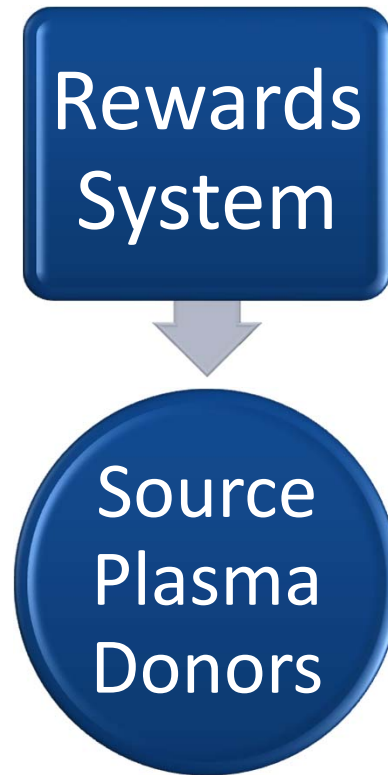
**NATIONAL HEMOPHILIA FOUNDATION**  
*for all bleeding and clotting disorders*



**Kawasaki Disease Foundation**  
CARING FOR PRECIOUS HEARTS

# Non-Profit Outreach

- Monetary scholarship
- Awarded annually
- Group not individual
- Meets FDA guidelines
- All automated donations



# BloodSource Granite Bay



- ~2,800 sq ft facility
- Four staff
- Physician Substitute
- Eight donor beds
- Haemonetics PCS2

## BloodSource opens source plasma donor center in Granite Bay

Sep 4, 2014, 5:00am PDT



**Kathy Robertson**

Senior Staff Writer-  
*Sacramento Business Journal*


Email | Twitter | LinkedIn | Google+

BloodSource opened a source plasma donor center in Granite Bay on Tuesday in an effort by the nonprofit community blood bank to respond to worldwide demand for plasma-based medicines.

The new center is located at 8425 Sierra College Blvd, Suite D.

Unlike plasma donations for direct transfusions into patients, source plasma donations are specifically collected to develop lifesaving medicines and therapies for patients with neurological disorders, immune deficiencies, bleeding disorders and other conditions.



 View Photos

*Courtesy of BloodSource*

Don Terrill was the first plasma donor to donate at BloodSource Granite Bay on Tuesday. He has given more than a hundred pints of whole blood throughout the years.

**WELLS  
FARGO**

*Get a discount of  
0.50% on a small business  
loan or line of credit*

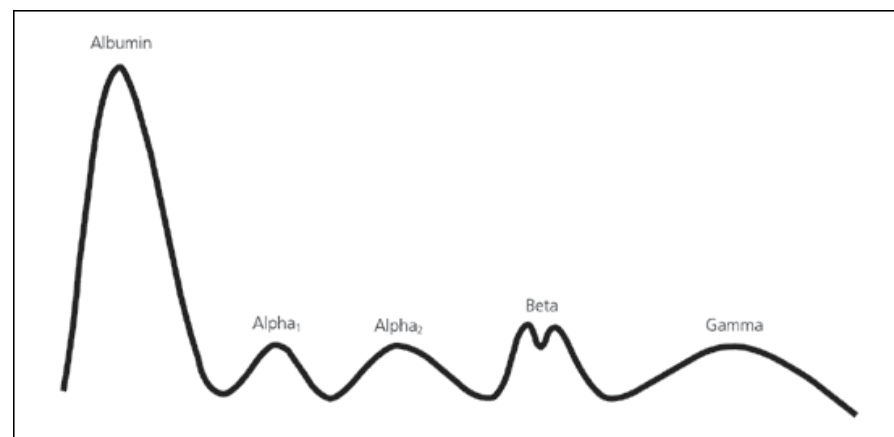
*Qualifying customers only. Ends September 30, 2014.*

# Social Media



# Donor Qualifications

- Initially (no more than 7 days prior to 1<sup>st</sup> donation):
  - Physical
  - SPE (Serum Protein Electrophoresis)



# Donor Qualifications

- Every visit:
  - Positive identification via photograph or process of equal assurance
  - Pulse
  - Total Protein ( $\geq 6.0$  g/dL of serum)





# Repeat Donor Qualifications

- Every 4 months:
  - SPE (Reviewed within 21 days of sample draw)
  - Syphilis testing


**Note:** If donor does not have SPE sample collected within 6 months of prior sample, they must be processed as a new donor
- Annually:
  - Physical



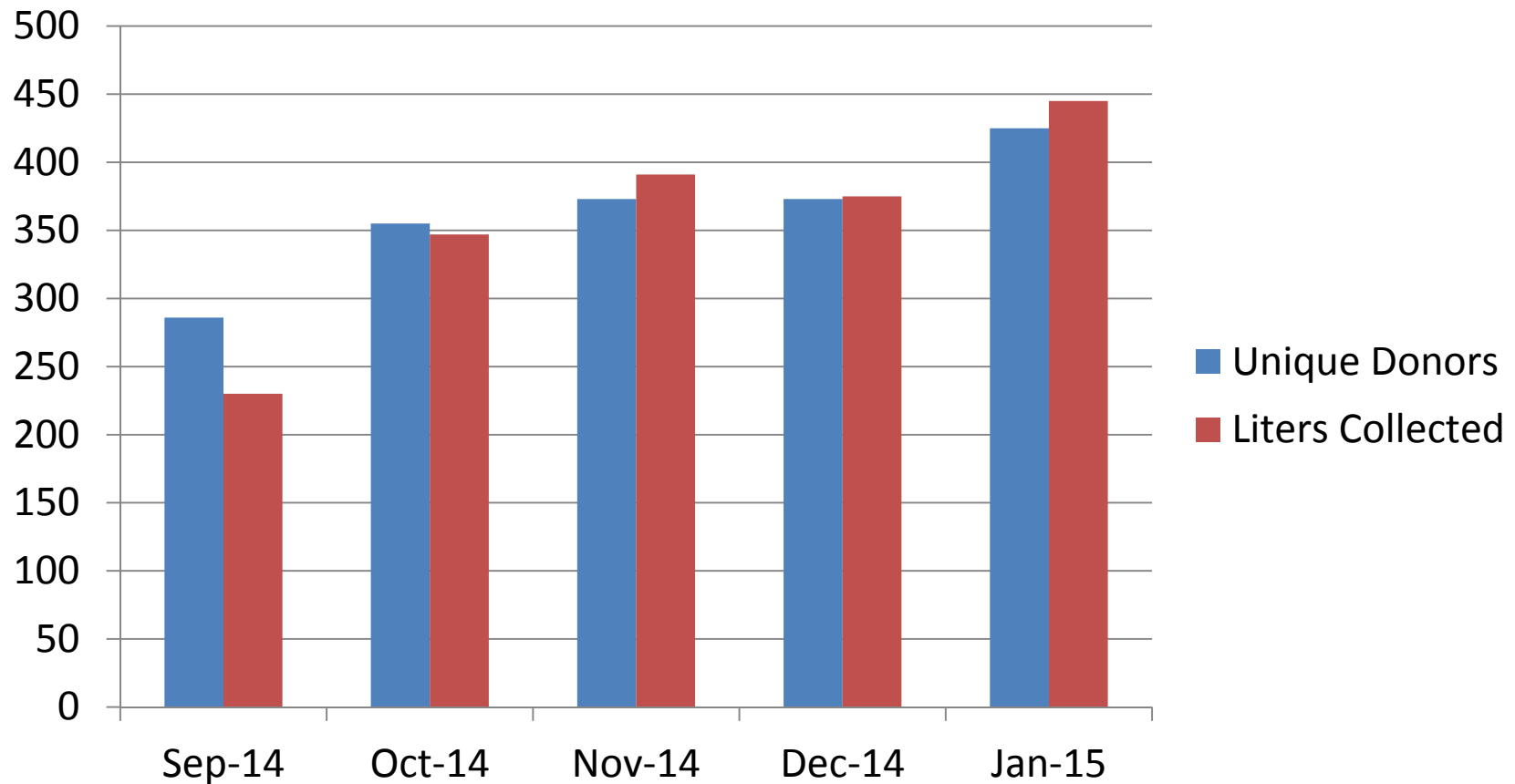
# Collection Limits

Donor Weight	SP Collection Limit	RBC Loss/Rolling Year	Plasma Loss/Rolling Year*
110 - 149 lbs	690 mL	1540 mL	52 L
150 - 175 lbs	825 mL	1540 mL	52 L
≥ 175 lbs	880 mL	1540 mL	62.4 L

**Note:** Maximum plasma loss approved via BloodSource variance in 11/2007 for donors in a Frequent Plasma Program

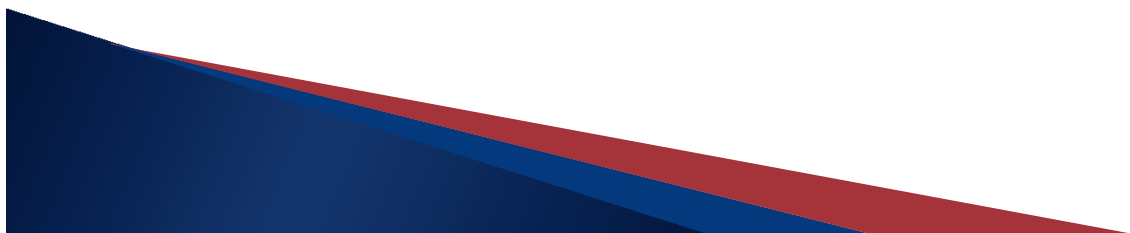
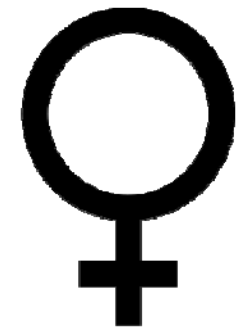


# Post Implementation Data



# Donor Base Demographics

- Over **1200** unique donors in first five months
- Females make up **61%** of the donor base
- Average donor age is **43**
- Repeat rate = **2.4**

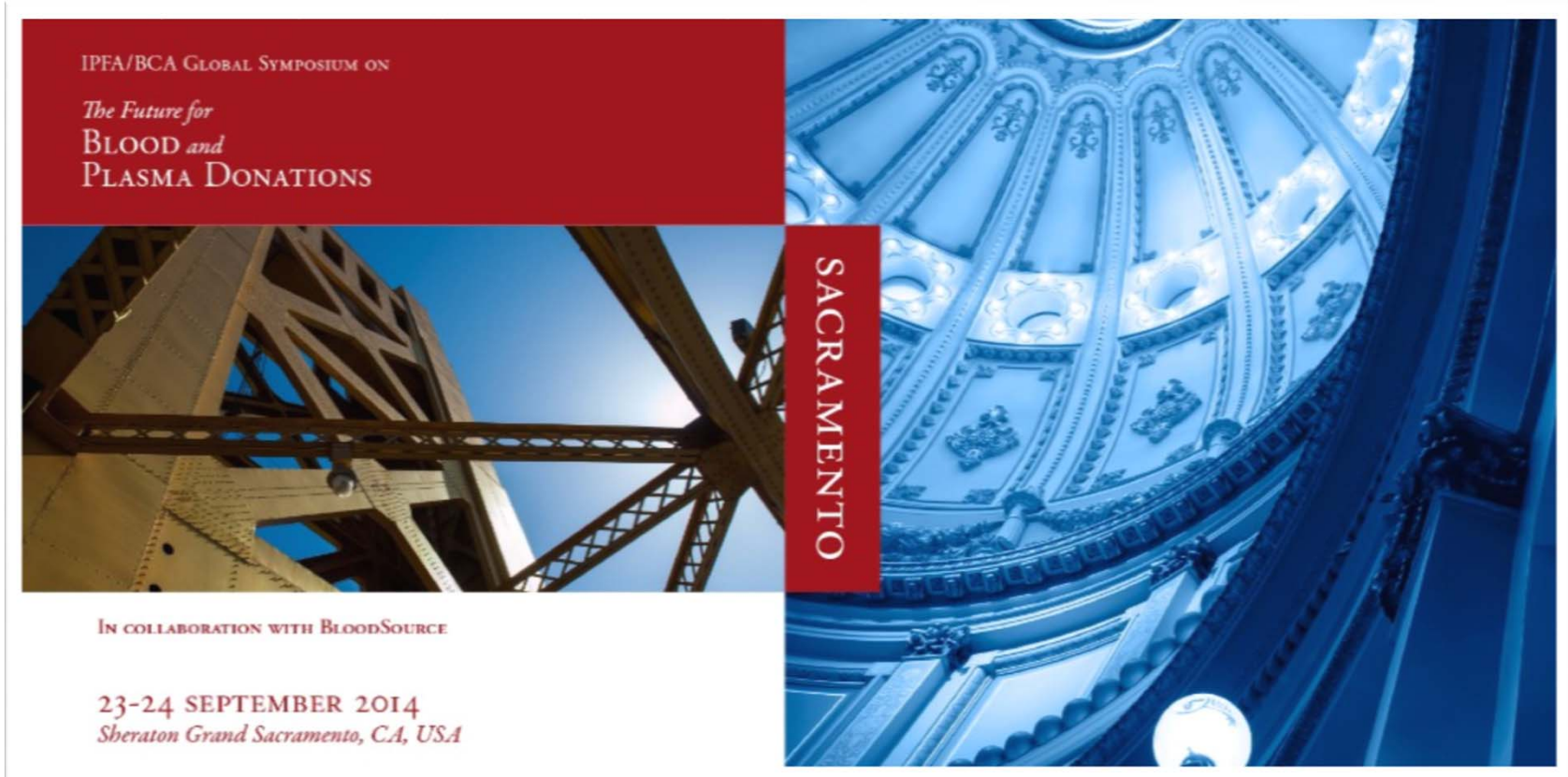


# Expected Growth

- Expanding quickly to meet need
  - Currently two centers collecting source
    - BloodSource Granite Bay – dedicated to the collection of source plasma
    - One existing BloodSource donor center
  - Four additional centers by August
    - All existing BloodSource donor centers



# Impacting the World



IPFA/BCA GLOBAL SYMPOSIUM ON  
*The Future for*  
BLOOD and  
PLASMA DONATIONS

SACRAMENTO

IN COLLABORATION WITH BLOODSOURCE

23-24 SEPTEMBER 2014  
*Sheraton Grand Sacramento, CA, USA*

The poster features a collage of images: a red top section with white text, a blue-tinted image of a large, ornate dome interior, a photograph of a bridge's steel structure against a blue sky, and a white bottom section with red text. A vertical red bar with the word 'SACRAMENTO' in white is positioned over the dome image.

# Promise of Plasma



## Tyler Yates

- Georgetown School of Medicine graduate
- Longest living person with a very rare immune deficiency disease
- Relies on plasma-derived therapies

# Thank You

Erin Myers

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