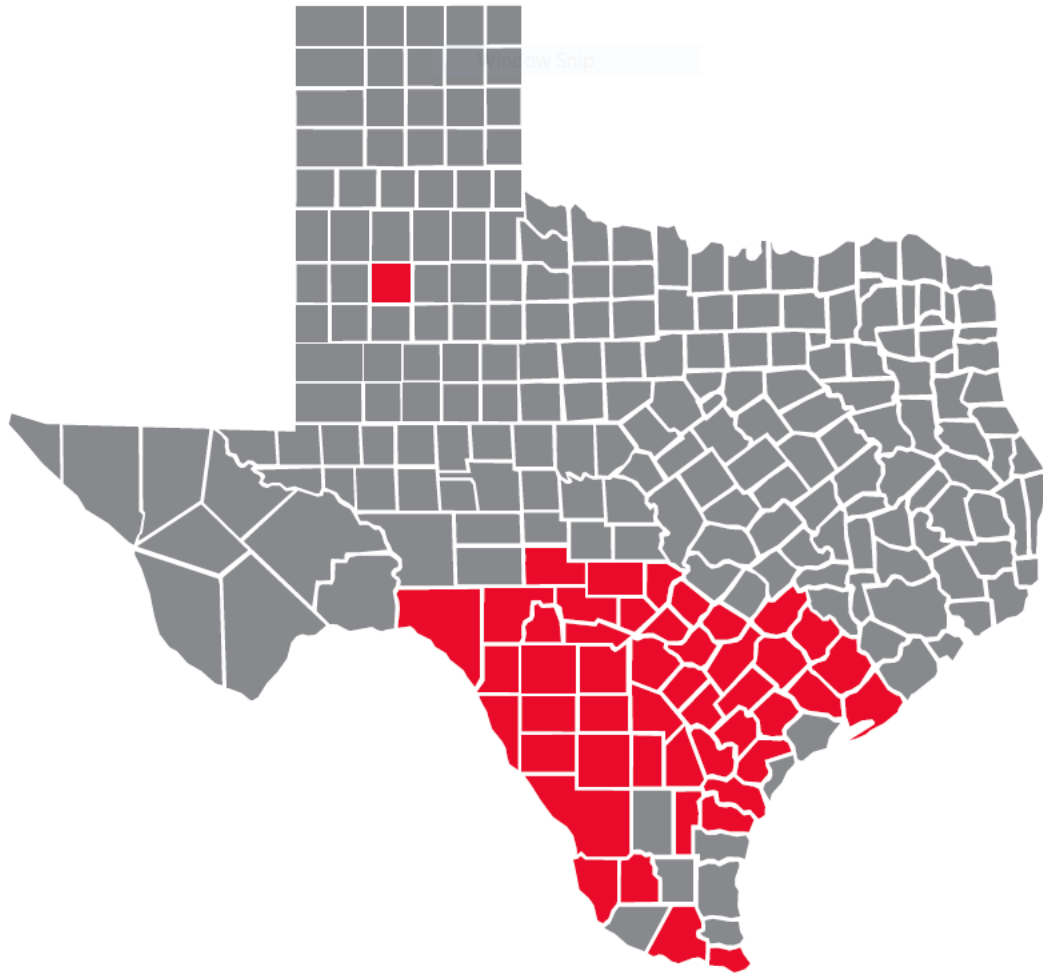




DONOR RECRUITMENT AND LOGISTICS

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South Texas Blood & Tissue

South Texas Blood & Tissue



- Blood collection facility
 - Collect
 - Manufacture
 - Distribute blood to hospitals in South Texas Texas
- Starting collecting and distributing LTO+WB in 2018



STB&T LTO+WB

- O positive whole blood
- Titer < 1:256 (Annual test)
- 35 days (CPDA-1)



Recruitment

- Eligible HIA donors are called by STB&T
 - Education on the program and the need
- Special merchandise and annual events with HIA partners

The screenshot shows the top navigation bar with links for 'WHERE TO DONATE', 'WAYS TO DONATE', 'South Texas Blood & Tissue' logo, 'BLOG', 'EVENTS', 'MEDIA', and 'CONTACT US'. Below the navigation is a blue banner with the text 'The Future of Health Begins with YOU. Join the All of Us Research Program. »'. The main content area features the 'HEROES IN ARMS' title and the South Texas Blood & Tissue logo. A central text block reads: 'Save lives during emergencies. Are you O-positive? Your next blood donation may help save someone at the scene of an accident. Ready to join Heroes in Arms? I'm interested'. To the right is a circular logo for 'HEROES IN ARMS' with the text 'SOUTH TEXAS BLOOD & TISSUE' and 'TRANSFORMING TRAUMA CARE'.



<https://biobridgeglobal.org/donors/blood-donation/heroes-in-arms/>

Annual HIA Donor Event



Year	HIA Show Rate
2018	80.4%
2019	82.3%
2020	84.5%
2021	88.0%
2022	72.6%
2023	85.7%
	82.25%

Year	Non-HIA donor frequency	HIA donor frequency
2018	1.57	1.95
2019	1.63	2.16
2020	1.61	2.23
2021	1.77	2.19
2022	1.84	2.38
	1.68	2.18

HIA Recruitment Statistics





- Active HIA Donors :>2,800
- 84% of donors testing as low titer
- Goal: Collect 25 HIA donors/per day
- LTO+WB distributed since 2018: **35,399**

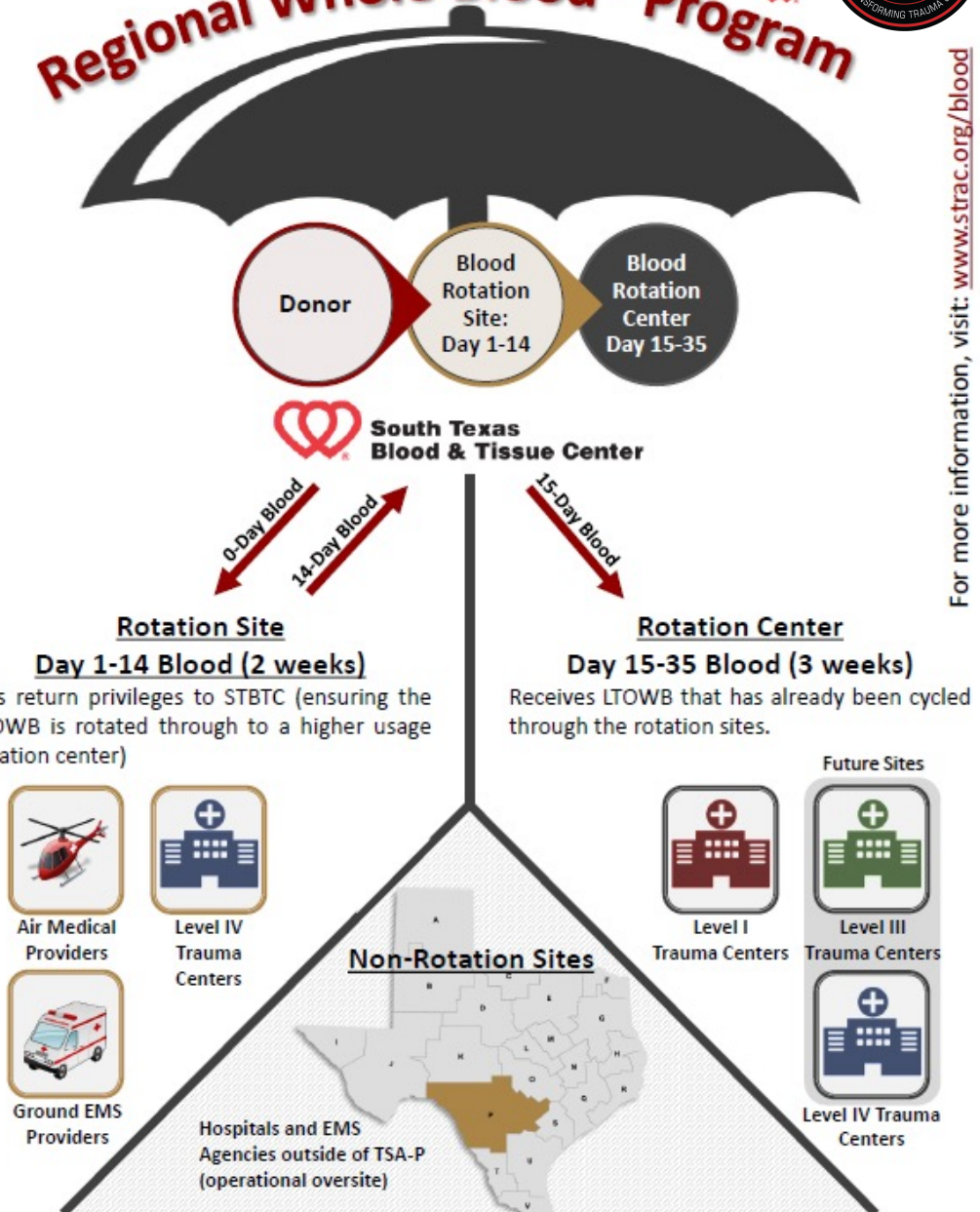




Regional Whole Blood* Program

*Whole Blood (WB) = Low Titer O+ Whole Blood

For more information, visit: www.strac.org/blood



HIA LOGISTICS

Year	Expiration rates for HIA units
2018	18.2%
2019	2.8%
2020	2.3%
2021	0.5%
2022	1.4%
2023	0.8%
	2.4%





Thank you!

