Give Good: Your Donation Going Further.
(see page 10)
Dear donors and friends,

I’d like to start off by thanking you all for your ongoing support in the last year. I’d also like to welcome new donors to the Stanford Blood Center family. We’re so happy to have you partnering with us to save lives. Since the last time we’ve touched base in LifeLink, you’ve helped to impact more than 100,000 lives in our community and beyond.

We couldn’t be more proud to partner with you in fulfilling our mission. Stanford Blood Center continues to be at the forefront in transplant and transfusion medicine training. Our partnership with Stanford Hospital is one of the most unique fellowship programs in the country, with doctors in training spending six months at Stanford Blood Center learning about transfusion medicine. The program produces such strong candidates that our most recent fellow, Dr. Tho Pham, has been hired as Stanford Blood Center’s new Assistant Medical Director.

Renovations of the new Porter Research Laboratory have been completed, which will help us continue to unlock the mysteries inherent in blood. See Page 9 to learn more about the amazing research being conducted in our labs.

Stanford Blood Center continues to undergo changes to increase efficiency and innovation. We’ve implemented plasma-only automated donations, which allow us to better support patients such as liver transplant recipients and trauma victims. We’ve also added a new whole blood centrifuge to our component production lab, allowing for greater production of cryoprecipitate without interfering with the production of other blood products such as red blood cells and plasma.

We continue to bring in new members with industry and operational expertise to increase efficiency and innovation in achieving the best outcomes for patients. Bios of management team members are regularly shared on our blog. To learn more about some of the talented people behind the scenes, visit bloodcenterblog.stanford.edu and check out “The Cast” category.

While you’re enjoying fun-filled summer activities with your family and loved ones, please remember that you’re a needed partner in Stanford Blood Center’s mission to save lives. The need for blood never stops and summer is often a time when we’re challenged to meet the needs of our hospitals. Consider making a commitment to donate once this summer to help meet the demand for blood.

Stanford Blood Center wishes you and your families a safe and happy summer. We hope to see you soon!

Sincerely,

Harpreet Sandhu

Administrator, Stanford Blood Center
milestone donors

Congratulations to those who have made noteworthy donations

100 Donations
Lee Anderson
Richard Andrews
Tom Ashland
Barbara Atmore
Andrea Benitz
Madelaine Bennett
Stan Bielecki
Kathleen Boelter
Sarah Booth
Alan Breakstone
Margaret Carney
Gail Chang
Michael Chin
Steve C. Clark
Robert Cormia
Edward Daniels
Jeff Deaton
Kenneth Doering
Dennis Enstam
Grace Evans
Richard Ferry
Ed Gory
Susan Griswold
David Hanabusa
Yoichi Hariguchi
Kevin Hayashi
Ned Himmel
Glenda Hughes
Christina Ikner
Russell Jones
Anthony Katshen
James Keel
John Knapp
Tony Kramer
Lisa Lacasia
David Lempe
Alex Loughry
Herb Masters
Laurie Moore
Barbara Murray
Jerry Neece
Gregory Nethercutt
William “Steven” Norris
Lewis Ososky
Jonathan Penn
Steven Ross
Buffie Ruiz
William Shilston
Bob Stetson
Bill Taylor
Darrold Thomas
Walter Tompkins
Richard Wells Jr.
Russell Willner
Ed Wray
Bonnie Yoffe-Sharp

200 Donations
Donald Crisp
Karl Ehrlich
Denise Francis
Richard Gunther
Tim Kaveney
Jack Lehnert
Don Macoy
John Monroe
Robert Ruweler
Sue Sorensen
Chris Steinbroner
Anne Toschi
Leslie Waters

300 Donations
Dennis Barton
Hank Chezar
James Levison
Martin Mager
Margaret Morales
William T. Roberts
Mary Louise Snedden

400 Donations
Wes Brinsfield
Brian Hitchcock
Stan Jensen

500 Donations
James Bush
Don Durr
Ryohei “Tom” Tamaru

Glenda Hughes, 100 Donations
Tim Kaveney, 200 Donations
James Levison, 300 Donations

James Bush, 500 Donations
Stan Jensen, 400 Donations
patient updates
At Stanford Blood Center, part of our mission is to connect donors with patients and we enjoy sharing stories and messages of gratitude from blood recipients. Do you ever wonder how those patients are doing today? We're happy to be able to share updates from two amazing young recipients.

Brennah

Brennah was seven years old when she and her older sister, McKendra, were involved in a head-on collision with a semi-trailer. As a result of the accident, Brennah had massive internal abdominal damage and a broken spine. A Life Flight helicopter transported Brennah to Lucile Packard Children's Hospital for treatment, where she spent four and a half months recovering. There were 22 procedures involved in her treatment, including nine major surgeries and transfusions of plasma and red blood cells.

Brennah has written poems and drawn artwork for blood donors, and even been a guest speaker at our annual Precious Mettle breakfast.

Brennah’s mother Heather tells us, “Brennah is doing great. She has turned out to be a runner. She is in the cross country season right now and is running the 5k in about 20 minutes. This isn't earth shaking time in running, but it is to us when we think about her back injuries and all she overcame with her health! She has qualified to run at the State X-Country finals as a freshman and a sophomore. She is on track to qualify this year also.

We still do community blood drives and our next one is Tuesday, Oct 29th.

Because of blood donors, Brennah is singing in the choir and is in drama club. She's playing the flute, she's the junior drum major for the high school band, student body treasurer, she's running cross-country and track, involved in school and community service, loves speech contests, and is a 4.0 student...all because of the help of medicine and blood donors!”

Go Green - Stay Informed, Sustainably
Did you know that LifeLink is available in its entirety as a PDF on our website? If you have an email on file with us, you can receive a link to the latest issue as soon as it's ready for reading. This helps us reduce our carbon footprint, too.

If you’d like to get the next issue by email instead of post, add your email address to your online profile:
1. Go to bloodcenter.stanford.edu and click on the blue Donor Account Login button.
2. Enter your username and password to access your account.
3. Click on the My Profile button at the bottom, center of the page.
4. Scroll down to add or confirm your email address.

Please contact sbconlinehelp@lists.stanford.edu if you have an email on file but you are not receiving our emails.
Quinn Frederick Bossow was born on a Tuesday morning in 2009 with a massive cancerous tumor on his leg. On March 13, Quinn’s left leg was amputated just above the knee. At the time, Quinn’s mother Karen reached out to friends and family, imploring them to “consider donating blood to your nearest blood bank. Our little boy sure is going through a lot of it.”

Quinn’s recovery was nothing short of miraculous. After the amputation, Quinn grew stronger. He ate and slept well. He learned to roll over and crawl on his own quickly. He learned to walk with a prosthetic leg using a push toy.

Earlier this year, Quinn turned five, graduated from preschool and is excited to start kindergarten in August. Karen says, “We always thought that if he could stay cancer-free until he was five, we could start breathing. He did it. Even still, when I think about Quinn’s first week and a half in the hospital, I well up with tears, but our family mostly has a lot of joy to it. Since Quinn was profiled by the Blood Center, we added Grant, now almost three, to the family. Raising three kids is a crazy, stressful, wonderful, and overwhelming experience, but it makes Quinn just one of the pack.

Quinn continues to be an amazing kid. When he isn’t driving me crazy (which he does with some frequency), he is sweet, fun, and adorable. He has a smile that just lights up the room. He gets so excited about whatever his current obsession is – most recently building toys, snakes, puzzles, trains and rocketships. He is probably happiest when spending time at home with our family building and playing.\n
That said, he loves school. He is a model student - diligent, quiet, and incredibly hard working - in the classroom, while a fun, spirited, sometimes wild kid on the playground. He has made a few good friends (he is quite the ladies man) and seems to be really content having those close relationships.

Quinn keeps growing (thank goodness!) requiring a new prosthesis every year. He does incredibly well with his prosthesis, but it still breaks my heart when I see him falling behind, unable to run as fast as the other kids, and when he falls because the leg can’t keep up with him. The parts they make for kids just aren’t all that good, so we’re always telling him that eventually he will be super speedy and the technology will be there for him.

This year, we spoke to all of the classes at Quinn’s preschool about his prosthesis. I have the talk pretty polished now, reading a story (It’s Okay to Be Different), passing around a bunch of stuffed animal bears, then showing Quinn’s bear with a prosthesis, and finally showing the class Quinn’s prosthesis. With the older kids, we have even talked about blood donation!

I love when people contact me to tell me how they continue to donate blood because of knowing his story and I love being able to tell Quinn how sharing his story has helped save other people’s lives.”
updates to malaria guidance

In the absence of a licensed test to screen blood donors for malaria, the measure used to reduce transfusion-transmitted malaria in the United States has been the deferral of donors who have had a malaria infection or had a possible exposure risk to malaria. This makes accurate and detailed reporting of travel during the medical history interview a critical part of the screening process. To aid in this process, the FDA requires that we ask blood donors about their travel history during each donation visit to identify travel to malarial endemic areas or countries, and capture changes to travel history since their last donation.

This August, Stanford Blood Center will be implementing new FDA requirements regarding travel to malarial endemic areas or countries. Will these changes affect your donation eligibility? Read on.

New Definitions Provided by the FDA

Malaria Endemic Area – Regions that the Centers for Disease Control and Prevention (CDC) have listed as having a risk of malaria exposure and recommend taking chemo-prophylaxis (medication to prevent exposure, such as chloroquine or doxycycline) prior to travel.

Malaria Endemic Country – Countries containing any malaria-endemic areas.

Changes for Donors Who Travel to Malaria-Endemic Areas

Travel to Quintana Roo, a Mexican state that includes Cancun and Cozumel, will no longer result in a 1-year deferral for blood donors.

The duration of travel to a malaria-endemic area that could result in deferral is now defined as more than 24 hours to less than five years. Visits of less than 24 hours to a malaria-endemic area, such as layovers, stopping while on a cruise or passing through a malaria-endemic area while en route to a resort in a malaria-free area, will not be cause for deferral.

Changes for Donors Who Have Previously Resided in a Malaria-Endemic Country

A donor who has been a prior resident, defined as more than 5 consecutive years, of a malaria-endemic country or combination of malaria-endemic countries will continue to be deferred for three years starting from the date they left. After the 3-year deferral period, the donor may be eligible to donate provided that s/he meets all other eligibility criteria.

Prior residents of malaria-endemic countries must have resided in a non-endemic country(ies) for 3 consecutive years without travel to any malaria-endemic areas. Otherwise, the 3-year deferral period will start anew from the most recent date of departure from a malaria-endemic area.

Once 3 consecutive years in a non-endemic country(ies) without travel to any malaria-endemic areas has elapsed, travel to any malaria-endemic areas will result in a 1-year deferral.

Have questions about your eligibility? Give us a call at 650-723-7831.

Tracking Your Travel Abroad Just Got Easier

Stanford Blood Center wants to make the donation process as easy as possible for our globetrotting donors. Starting this summer, we’ll have an SBC Donor Passport available for your use. This handy booklet lets donors keep track of where and when they have traveled. Pick yours up at any of our centers or mobile drives starting August 14, 2014.
Coordinating a community blood drive isn’t easy. In addition to recruiting blood donors, there are also logistics such as scheduling and location to work out. So why does blood drive coordinator Brian Kiernan do it multiple times each year?

“There’s not a better way to have fun in your community,” he says. “My kids are grown, so they’re not in the schools anymore. A blood drive is a great way to get to know the people in your community. The day of the drive, I stay out there all day talking to people.”

Kiernan, a realtor with Coldwell Banker, first became acquainted with Stanford Blood Center when he saw the Bloodmobile parked outside his Los Gatos office. He decided to get in touch about coordinating a blood drive in Willow Glen.

“As a realtor, I have a lot of visibility in the community,” Kiernan says. “I wanted to show local people that I have a stake in the community and in helping future generations.”

Kiernan has been holding twice-yearly community blood drives with Stanford Blood Center since 2011. Over the years, the blood drive has grown significantly, from 12 units in its first go-round to 46 units this May.

One of the most remarkable aspects of Kiernan’s blood drives is its ability to turn out great numbers of O-negative donors. Type O-negative blood is always in high demand, because it’s the universal type, meaning it can be transfused to donors of any blood type. People with type O-negative make up less than seven percent of the population, but over 20 percent of donors at Kiernan’s community blood drives!

The timing of Kiernan’s blood drives also holds some significance. He schedules the first blood drive of the year right before Mother’s Day and the second near Thanksgiving as a start to the holiday season. It’s an important time for Kiernan, who in addition to holding a blood drive works with One Warm Coat and Toys for Tots to collect donations for those in need.

Starting later this year, Kiernan will be helping Stanford Blood Center even more. He’ll be coordinating two Los Gatos blood drives in addition to his Willow Glen staples.

“I asked Brian if he would be able to help us out with two more drives during our most difficult months and he didn’t hesitate to respond with ‘Just tell me when,’” says Monica Doleshel, a Stanford Blood Center account manager. “He’s one of the most dedicated blood drive coordinators I’ve had the pleasure of working with.”

Help Brian save lives this August. Visit bloodcenter.stanford.edu or call 888-723-7831 to make an appointment.
farewell to Dr. Susan Galel

Susan Galel, MD, a fixture at Stanford Blood Center for decades, recently retired as Stanford Associate Professor Emeritus on May 1. Dr. Galel had been with Stanford Blood Center since 1983, initially as a post-doctoral researcher working with Dr. Ed Engleman. In September 1987, she was hired by the Department of Pathology to provide medical oversight of Stanford Blood Center clinical operations.

As a result of her achievements in improving safety for donors and recipients, teaching the next generation’s leaders, and providing leadership for Stanford Blood Center, Dr. Galel received regional and national attention for her work in blood banking and transfusion medicine.

“Susan’s incredible impact will remain as part of Stanford Blood Center for years to come,” said administrator Harpreet Sandhu. “We sincerely appreciate her incredible contribution to Stanford Blood Center and transfusion medicine. She will be missed, but we congratulate her on her new position.”

Dr. Galel was named Senior Director of Scientific Affairs for Blood Screening at Roche Molecular Systems. In this capacity, she will be responsible for determining and supporting the donor screening needs of blood and plasma suppliers worldwide, a cause she has felt passionate about for many years.

Stanford Blood Center remains in good hands. David Oh, MD, is the current Medical Director of Clinical Services. He joined Stanford University School of Medicine as Clinical Associate Professor in the Department of Pathology in September 2013. Dr. Oh serves as Chairman of Blood Centers of California Medical Technical Advisory Committee and, prior to joining Stanford Blood Center, he was Chief Medical Officer of the San Diego Blood Bank. He is board certified by the American Board of Pathology in Clinical Pathology and Blood Banking/Transfusion Medicine. A graduate of the University of Wisconsin School of Medicine, Dr. Oh brings more than 11 years of experience in blood banking medical direction to Stanford Blood Center.

An Assistant Medical Director of Clinical Services has also joined the team. Tho Duc Pham, MD, is a familiar face for us already, having spent part of the past year at Stanford Blood Center completing a transfusion medicine/blood banking fellowship. Dr. Pham excelled as a transfusion medicine fellow in rotations at Stanford Blood Center, Stanford Hospital & Clinics, and Lucile Packard Children’s Hospital.

SBC welcomes Mothers’ Milk Bank

On April 1, 2014 Stanford Blood Center's Processing Laboratory welcomed Mothers’ Milk Bank as a new donor testing customer.

Mothers’ Milk Bank in San Jose is a charter member of the Human Milk Banking Association of North America and was established in 1974 as San Jose Mothers’ Milk Bank in response to the need to provide donor milk to premature infants failing to thrive. They provide prescription donor human milk to 93 hospitals and hundreds of families in 13 states.

In 2013, Mothers’ Milk Bank distributed over 570,000 ounces of donor milk to preterm infants and children unable to digest other sources of nutrition. Demand continues to rise for breast milk as physicians and families recognize that breast milk not only helps babies get the best nutrition, but also provides critical antibodies and antibacterial benefits to infants. This is especially critical for premature babies and critically ill children who desperately need breast milk that may not be available to them from their mother.

Mothers’ Milk Bank donors are screened in much the same way as blood donors to ensure the safety of the breast milk supply. With each donation, donors are asked a series of questions and required infectious diseases donor screening tests are performed before their milk can be processed and distributed. Stanford Blood Center is excited to be moving forward with this new testing opportunity.
More than a blood bank, Stanford Blood Center hosts sophisticated research labs on the frontlines of fighting the most serious diseases affecting us today. Here we provide an overview of the research being conducted in our labs.

**Viral Immunology Lab**

The overall goal of research in the viral immunology lab is the development of an antibody-based preventive vaccine for hepatitis C virus. This requires a comprehensive understanding of the antigenic regions on the virus envelope glycoproteins, E1 and E2, which are the natural targets of virus neutralizing antibodies. A key concern is that this virus mutates very rapidly leading to viral escape. There are basically three types of antigenic regions or epitopes on E1 and E2: epitopes that are associated with viral escape, epitopes that are non-neutralizing and epitopes that are highly conserved and not associated with escape or escape with compromised viral fitness. We’ve developed data showing that the first two types tend to be more immunogenic and fundamentally serve as decoys of the immune response. Information on these regions will guide approaches that will down-regulate the immune response to these regions. The third type, conserved epitopes that are not associated with viral escape or associated with compromised fitness, is the one that should be incorporated in a vaccine, but is less immunogenic. We have identified a number of these regions.

**Histocompatibility, Immunogenetics & Disease Profiling Lab**

The Histocompatibility, Immunogenetics & Disease Profiling Lab has been actively involved over the past year in developing and validating new clinical tests. These will replace decades-old testing methods that have been used for determining the compatibility between patients needing a solid organ (e.g., heart, lung, kidney, pancreas, etc.) or bone marrow/stem cell transplant and their donor. The lab has developed several new methods for flow cytometry crossmatching to tell whether a patient can get an organ from a particular donor, i.e., whether the donor is “compatible.” New tests for determining how vigorously the patient will respond to try to reject the donor organ are also under development. In a separate arena, the lab has been focusing on developing state-of-the-art, next generation or high throughput sequencing (HTS) to more completely type the genes that cause organ rejection or engraftment failure and reduce the time required to get these lifesaving results, since time is of the essence. In parallel, new HTS methods for the (much) faster detection of viruses important in the post-transplant period have been developed which will improve diagnoses and assist physicians in the selection of the appropriate drugs to both eliminate the virus and protect the transplanted organ.

**Cellular Immunology Lab**

The cellular immunology lab is focused on understanding the role that white blood cells play in causing disease and also exploring potential ways these cells can be used to treat disease. In the past year we have shown that a type of white blood cell causes chronic inflammation of the intestine that can lead to colorectal cancer, and we have found a treatment that can reverse this process in experimental animals. Separately, we have discovered a new way to treat cancer that utilizes both antibodies and another type of white blood cell. In experimental mice this new approach appears to be capable of treating a variety of tumors, and in the coming years we hope that it will be tested in patients.
Stanford Blood Center rolled out a new campaign last winter. It’s called “Give Good” and allows donors the opportunity to support a local organization at the same time they’re supporting patients in our community.

Last winter, we were pleased to partner with Humane Society Silicon Valley (HSSV). For each donor who came in between December 18 and January 12, Stanford Blood Center provided a life-saving vaccine for a dog or cat at the Humane Society. Thanks to blood donors, we were able to provide more than 3,000 vaccines for pets in need.

“We are overwhelmed with gratitude,” said Stephanie Ladeira, Vice-President of Development at HSSV. “We shelter thousands of special and deserving animals every single year, and each enjoys their own ‘happy ending.’ Please know that you make it possible for us to give them what they need until we can find them a wonderful new home.”

Thank you for participating in our 2013 Give Good Campaign.

We’ll be partnering with another great community organization this December for our second Give Good campaign. Stay tuned for details!

new program for birthday celebrations

On May 1, we officially kicked off a new program at our center locations that helps life-saving blood donors celebrate life to the fullest. Our goal is to recognize those who make blood donation a part of their special occasion, which in turn helps us maintain a sufficient blood supply.

Birthday Center Drives

Bringing a group of friends to give blood in celebration of a birthday was an idea that began several years ago by blood donors themselves. The concept has now been brought to life as a program that is now an official part of our operation.

How It Works

A few weeks before your birthday, we will send an email inviting you to celebrate by donating with friends and family members on a day during your birthday month. We’ll help you schedule the party for a time and center location convenient for your group. On the day of your donation, we will have a special birthday welcome sign to greet the party. Post-donation, we'll treat you all to an ice cream cake in the canteen.

A Prime Example

Tom Bramwell was the first donor to sign up for the birthday center drive program. A fixture at our Apple blood drives since he moved to the Bay Area in 2000, he was excited to celebrate his birthday with a group of friends at our Mountain View location. Tom (pictured above, third from right) has been an advocate for blood donation since age 16 when his father needed blood for an upcoming liver transplant. “Blood donation is a moral obligation to pay back what people did for my family.” Tom’s group birthday drive is a wonderful example of giving back to the community, and we are grateful to him for taking part in our new program.

We hope you’ll make us a part of your next birthday celebration! To schedule a drive, please contact Carolyn Tong at carolyn.tong@stanford.edu.
donation frequency programs

Four Seasons Club

Are you on track to earn your Four Seasons T-shirt this year? It’s simple. All donors who give blood at least four times in a calendar year will have the option to order a collectible T-shirt.

Upon reaching your fourth donation (or second if you’re a DRBC donor), we’ll send you an email with instructions on how to order your collectible shirt. Be sure we have your email address on file by logging on to your donor account. Check under My Profile to verify. You will also be able to review your total number of donations so far this year to make sure you’re on track.

This year, we debut our sleek new short-sleeved model: great for warm weather and appropriate for donation day. We encourage folks to wear their shirts when they donate as a fun way to get involved and inspire others to reach the same milestone.

Ten Times in 2014

We also have a special gift available for those who give blood at least ten times in a calendar year. The item will change each year and for 2014, we’re offering a travel picnic blanket. If you haven’t yet met one of these milestones this year, schedule an appointment in the coming weeks. During your appointment, you can schedule your next donation (or more!) before the close of the year.

Questions? Please call our Marketing Communications team at 650-736-7786 or send a note to sbconlinehelp@lists.stanford.edu.

donor promotions!

New Promotion » Summer Cinemania
All Center Locations
Mon 8/25 – Sat 9/6 (closed Mon 9/1 for Labor Day)
Hold on to summer just a little while longer! Donate during Summer Cinemania and you’ll receive an AMC Theatres movie ticket as a thank you.

New Promotion » Holiday Hero Days
All Center Locations
Thu 8/28 – Tues 9/2 (closed Mon 9/1 for Labor Day)
Long weekends can mean blood shortages any time of the year. We lose a day of blood collection due to the holiday closure, but still need to provide blood products for patients with surgeries and scheduled therapies. To celebrate the donors who swoop in when patients need them most, we’ve set up Holiday Hero Days. This summer, our Holiday Heroes will receive one Baskin Robbins Pint-for-a-Pint coupon for a visit to one of our centers during the days listed above. No cape required!

Ongoing Promotion » Hobee’s Coupons
All Center Locations
Our friends at Hobee’s are offering donors generous thank you gifts! When you next visit one of our Centers, just ask for the coupons at registration - Hobee’s complimentary dinner entree with purchase of another dinner entree.

Ongoing Promotion » Monday Movie Madness
Palo Alto & Menlo Park Centers
Every Monday from 7:30 a.m. to 3:00 p.m. at Palo Alto, at Menlo Park (platelet appointments only) from 12:30 p.m. to 6:30 p.m.
We need your help on Mondays. To thank you for coming in when we need you most, we’ll give you one AMC Theatres movie ticket! On Mondays, donate at our Palo Alto center or give platelets at our Menlo Park center.
Please note: Menlo Park donors will receive their movie ticket in the mail following donation.

Ongoing Promotion » Sports Basement
10% off Coupons
All Center Locations
This popular sporting-goods source continues to thank you for saving lives! Ask for a 10% off coupon when you check in to donate.