



# “Beyond Essentials” Track: Block 1 Donor Center Issues




January 12, 2022, 3-4:00 EST (2-3:00 CST)		1.0 Contact Hour
<b>Strategies to Enhance Platelet Production In Vitro</b>		
	<b>Avital Mendelson, PhD, Assistant Member, Lindsley F. Kimball Research Institute, New York Blood Center</b>	
	<b>Objectives:</b>	
	<ol style="list-style-type: none"> <li>1. Discuss existing methods of ex-vivo platelet production using bioreactors and culture systems.</li> <li>2. List challenges to bringing ex-vivo platelet production to the clinic.</li> <li>3. Describe the role of mesenchymal stem cells in platelet formation and activation.</li> </ol>	
<b>Level of Instruction:</b> Intermediate		

January 19, 2022, 3-4:00 EST (2-3:00 CST)		1.0 Contact Hour
<b>Marketing to Blood Donors During a Global Pandemic</b>		
<b>Photo Not Available</b>	<b>Chelsea Warren, Social &amp; Digital Marketing Manager, New York Blood Center</b>	
	<b>Objectives:</b>	
	<ol style="list-style-type: none"> <li>1. Explain why marketing and branding is important for blood donation.</li> <li>2. Describe how digital and social media is a critical marketing strategy component.</li> <li>3. Describe challenges to donor recruitment associated with the pandemic, and list ways those challenges may be addressed.</li> </ol>	
<b>Level of Instruction:</b> Intermediate		

January 26, 2022, 3-4:00 EST (2-3:00 CST)		1.0 Contact Hour
<b>Donors with Red Cell Antibodies &amp; Other Rare Donors</b>		
	<b>Lynsi Rahorst, MHPE, MT(ASCP)SBB<sup>CM</sup>, Manager, Education &amp; Training IRL/Genomics Laboratories, New York Blood Center Enterprises</b>	
	<b>Objectives:</b>	
	<ol style="list-style-type: none"> <li>1. Discuss important considerations for donors with red cell antibodies, including antibody screening methods, labeling requirements, disposition of units and donor deferral policies.</li> <li>2. Identify steps that may be taken when a donor is found to have a rare phenotype.</li> <li>3. Describe the process and implications of freezing rare red cell units for future transfusion.</li> </ol>	
<b>Level of Instruction:</b> Intermediate		



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