



Oklahoma Hospital Association Annual Meeting

Rural Hospital Session

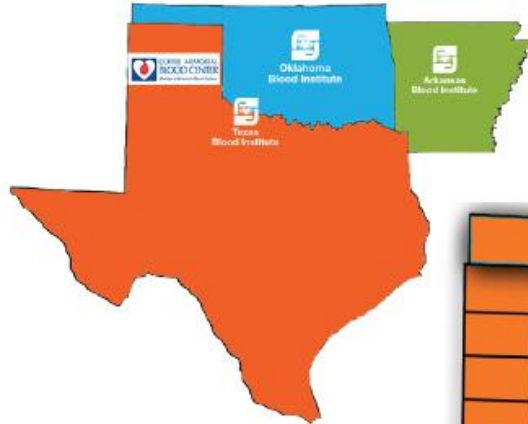
November 2, 2016



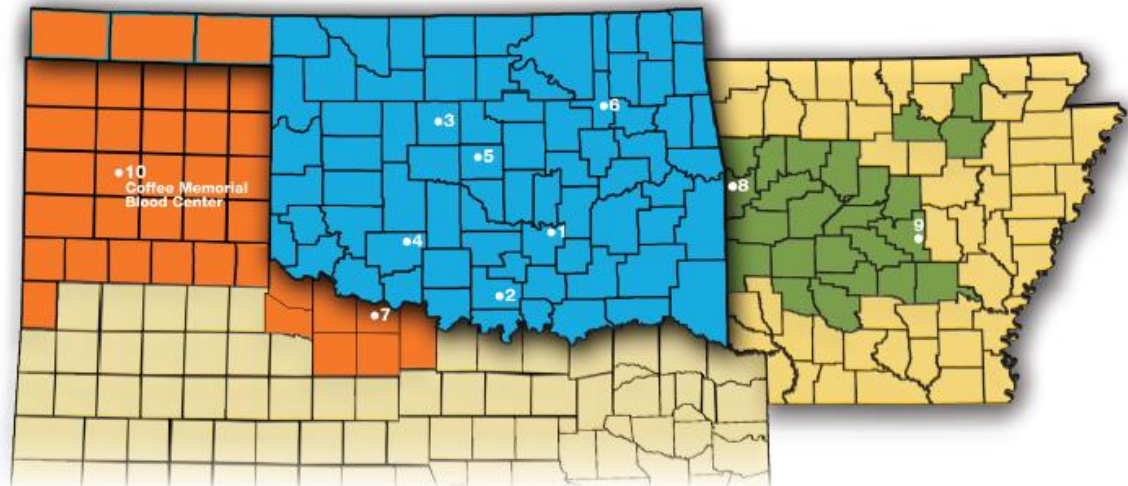
FEEL GOOD. GIVE BLOOD.

FEEL GOOD. GIVE BLOOD.

Organization At A Glance



Service Area (Counties where blood donors give with our blood centers)



Donor Center Locations

- | | |
|---|----------------------------------|
| 1. Ada Donor Center | 6. Tulsa Donor Center |
| 2. Ardmore Donor Center | 7. Wichita Falls Donor Center |
| 3. Enid Donor Center | 8. Fort Smith Donor Center |
| 4. Lawton Donor Center | 9. Little Rock Donor Center |
| 5. Oklahoma City-Area Donor Centers:
Edmond, Norman, OKC Central,
OKC North | 10. Coffee Memorial Blood Center |

Organizational History

- ❖ Created in 1977 by Oklahoma Co. Med. Soc. + Lawton, Ada, Enid, responding to for-profit's shortages & paid donors
- ❖ **Non-profit blood center** managed by local Board of Directors
- ❖ Collections have grown 14-fold over 4 decades
- ❖ Annually collects, tests, manufactures and distributes ~ 300,000 red blood cells and platelets
- ❖ Top 10 largest blood provider & national leader in recruitment, testing, public health, clinical apheresis, & research
- ❖ Surviving consolidation & drops in usage and price

OBI: A Natural Resource Company



- “Energy” product vs. anemia / fatigue
- Exploration (recruitment) & drilling
- Midstream pipelines (tubing) & storage
- Essential substance: shortages stink...

OBI: A Natural Resource Company



- Employ 800+ (good pharma/biotech)
- \$100M annual revenues
- Self-insured (HealthSmart)
- Investing in new biotech & early access
- **Safety, Supply, Service, Stewardship**

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SAFETY: Clinical & Regulatory Excellence

- ❖ **Only AABB accredited Immunohematology Reference Laboratory in Oklahoma – 56 worldwide;** Additional Accreditation as Transfusion Svc.
- ❖ **Extensive experience** - Conduct over 4,000 consultations annually, providing more than 10,000 rare units to member hospitals.
- ❖ **Healthy inventory of liquid rare units available** – over 25,000 rare donors in database; **proactive HEA (molecular) screening** of minority donors allows for growth of rare unit inventory and prompt response to patient needs.
- ❖ **24/7/365 IRL service** for hospitals & patients
- ❖ **Licensed by FDA** - No fines/consent decrees
Certified: CLIA & Foundation for Accreditation of Cellular Therapy (FACT)



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Medical Expertise



CEO (*Dr. John Armitage*) – board certified in Clinical Pathology; national leader in donor recruitment; current President, Blood Centers of America (BCA)

Chief Medical Officer (*Dr. James Smith*) – board certified in Transfusion Medicine and Clinical Pathology; recognized as national expert in clinical apheresis & research

Medical Director (*Dr. Susan Weiss*) – board certified in Transfusion Medicine and Clinical & Anatomic Pathology

Associate Medical Director (*Dr. Debra Smith*) – board certified in Transfusion Medicine and Clinical Pathology

Associate Medical Director (*Dr. Michael Stevenson*) – board certified in Radiology, Clinical Pathology and Transfusion Medicine; also MPH

Physicians Assistant (*Patti Latschar*) – 20+ years' experience as Medical Technologist/blood bank supervisor

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SUPPLY: Product Distributions FY 2016 (4/1/15 – 3/31/16)

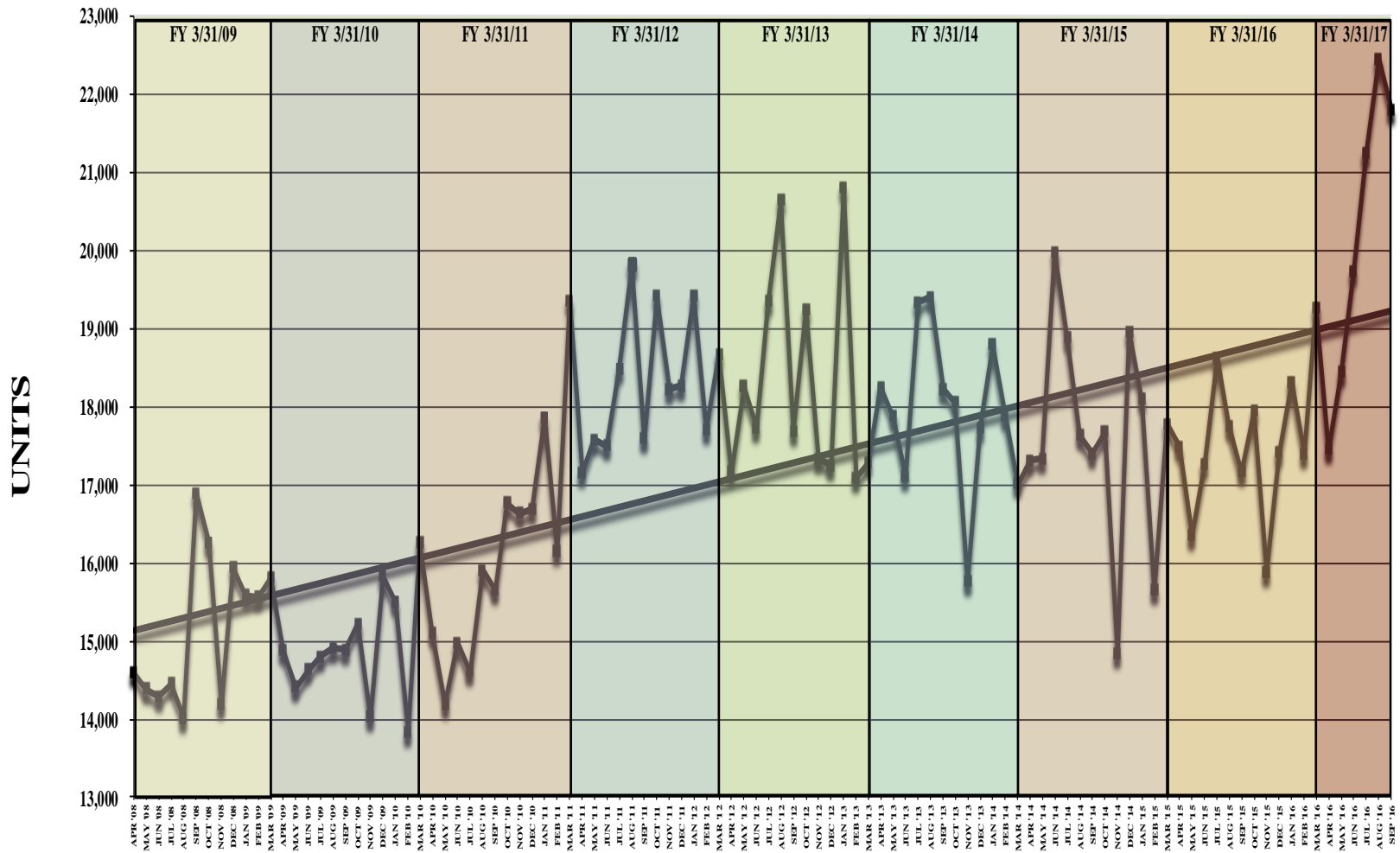
Center	Units of Red Cells Distributed	Units of Platelets Distributed
Ada/Ardmore	9,295	632
Enid	5,121	304
Lawton	14,477	1,392
Tulsa	31,041	6,096
OKC	78,653	17,023
Other*	912	17
TOTAL	139,499	25,464



*Oklahoma hospitals served out of Fort Smith center

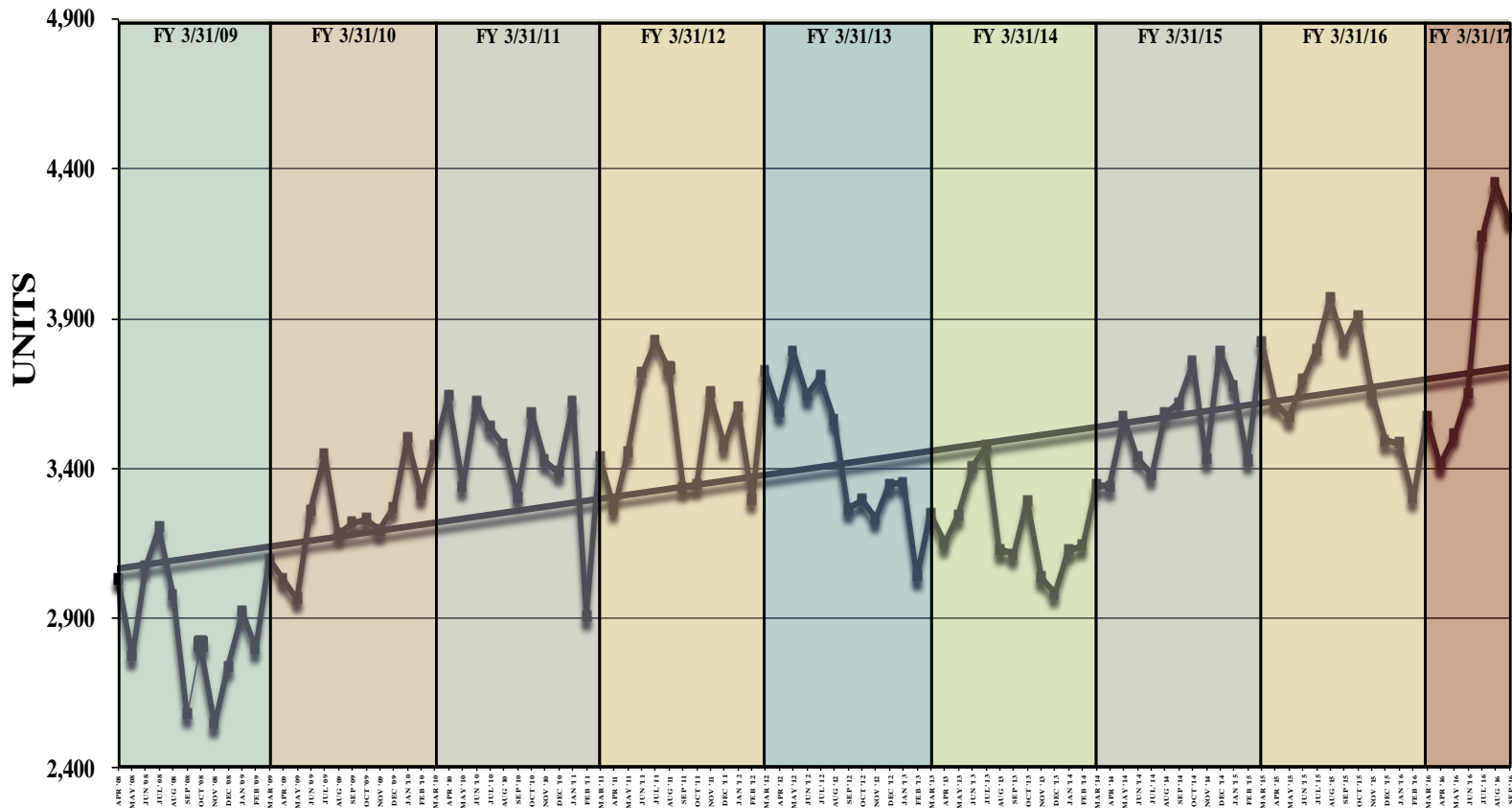
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RED CELL SHIPMENTS FYE '09 - FYE '16 & YTD FYE '17



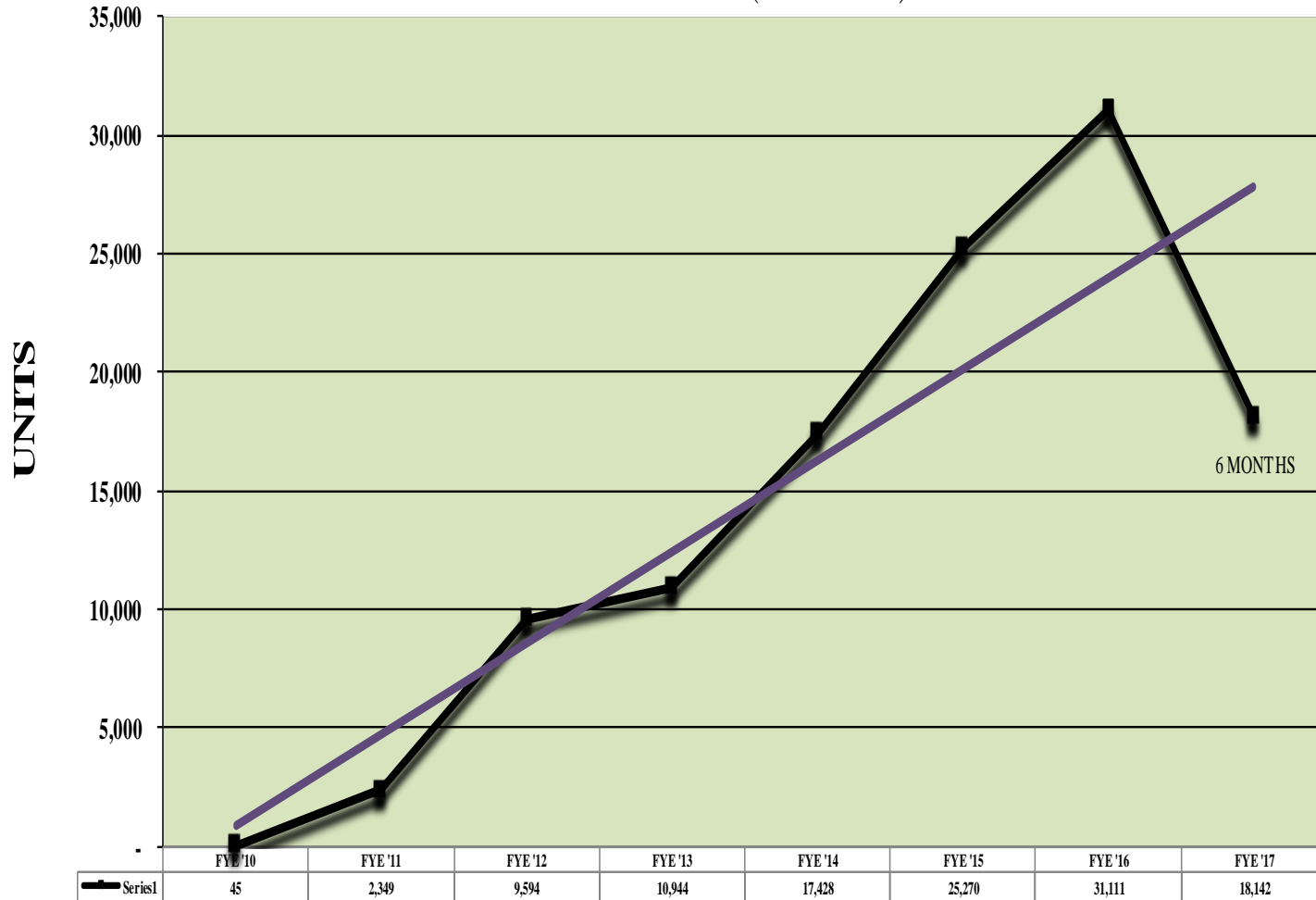
PLAP SHIPMENTS

FYE '09 - FYE '16 & YTD FYE '17



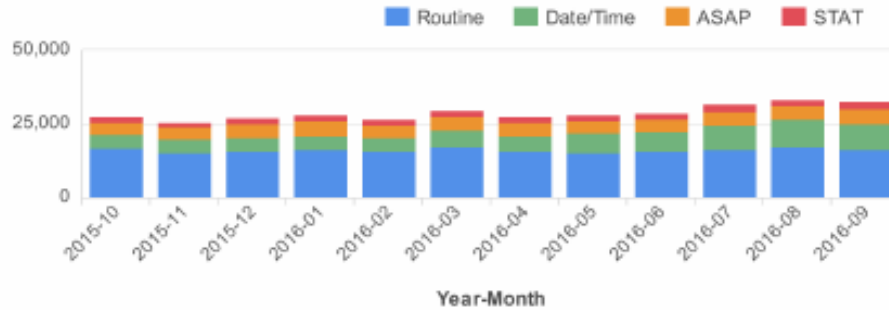
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BUFFY COAT SHIPMENTS FYE '10 & YTD FYE '17 (6 MONTHS)



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Units Shipped by Priority



Did you know in the last 12 months your team shipped

349,678
Total Units

29,140
Units / Month

24,935
STAT Units

2,078
STAT Units / Month

Your Fill Rates by Ship Type vs. the BloodHub Average Fill Rate

STAT Fill Rate %	ASAP Fill Rate %	Routine Fill Rate %	Date/Time Fill Rate %
98.68%	99.70%	99.03%	98.35%
BH Avg. 97.70%	BH Avg. 97.85%	BH Avg. 96.59%	BH Avg. 97.22%

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SERVICE: Order Fulfillment

OBI Couriers

- paid staff available 24/7
- unpack, transfer, store
- remove boxes
- assist hospital staff as needed

Free Returns

Free Delivery & Specimen Pickup



No volunteer drivers are used to execute this vital task during floods, ice storms, blizzards, wild fires, tornados, earthquakes...)

Online ordering through BloodHub

Transfusion Services

Routine

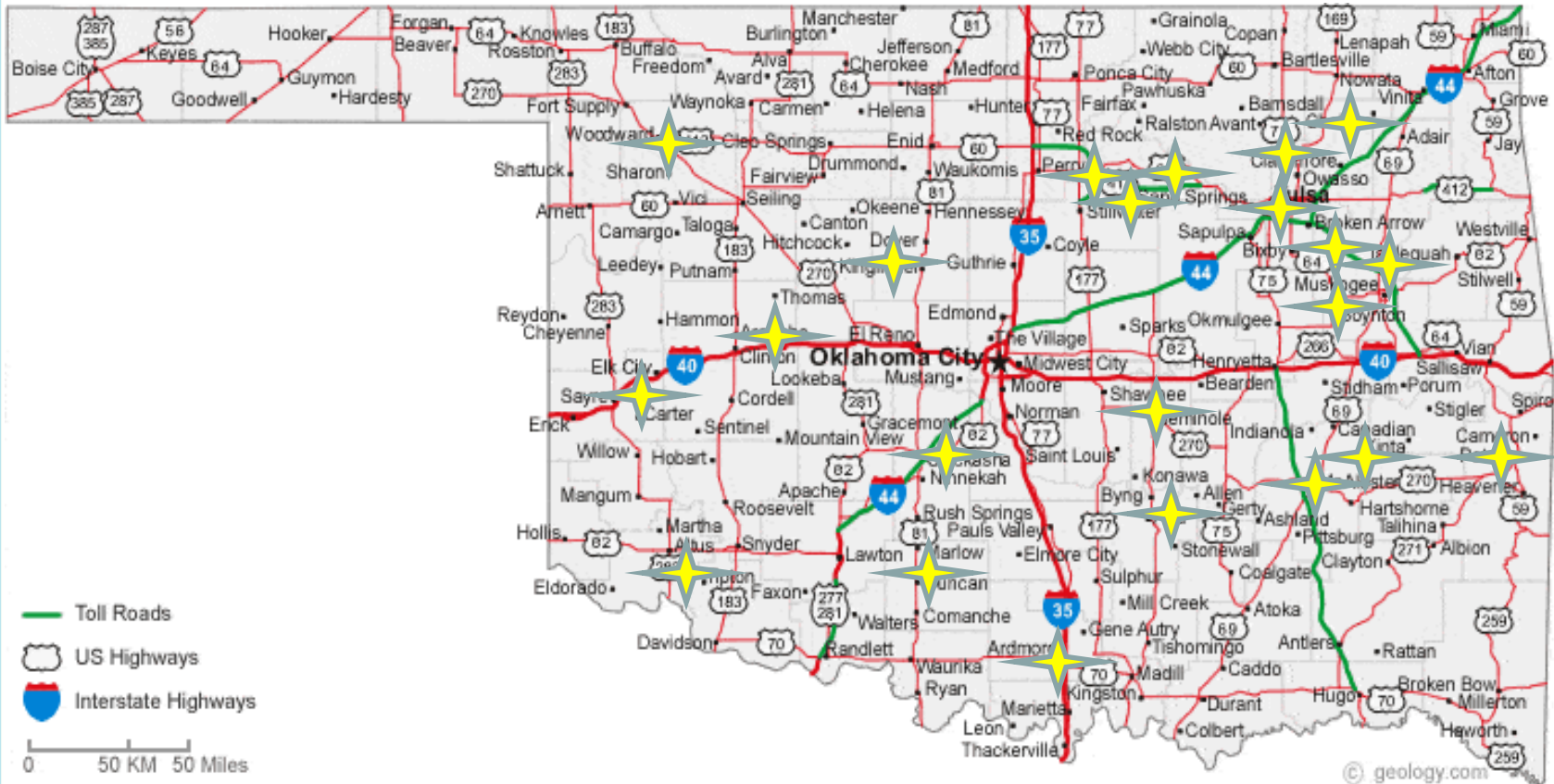
Bristow Med Ctr
Clay County
Latimer County
Pawhuska
Anadarko

Carnegie Tri-County
Drumright
Lindsay
Prague
Stroud

Urgent back-up (multiple instances) provided a bridge to keep the OR and ER up & running while regulatory issues were resolved

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Access to Emergency Care



Air Ambulance bases stocked with red cell units by OBI

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Air Ambulance Bases Served by OBI

Ada	Stillwater (2)	Pryor
Altus	Woodward	Ardmore
Chickasha	Weatherford	Seminole
Claremore	Poteau	Keefeton
Cushing	Tahlequah	Tulsa
Duncan	Elk City	Muskogee
McAlester (2)	Kingfisher*	

* starting November 11

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Donor / Patient Initiatives

Gain Sharing:

Assistance finding:

O negs, A negs, B negs

Recruitment w. OBI blinded

Track new inbounds

😊 HIPPA / HITECH

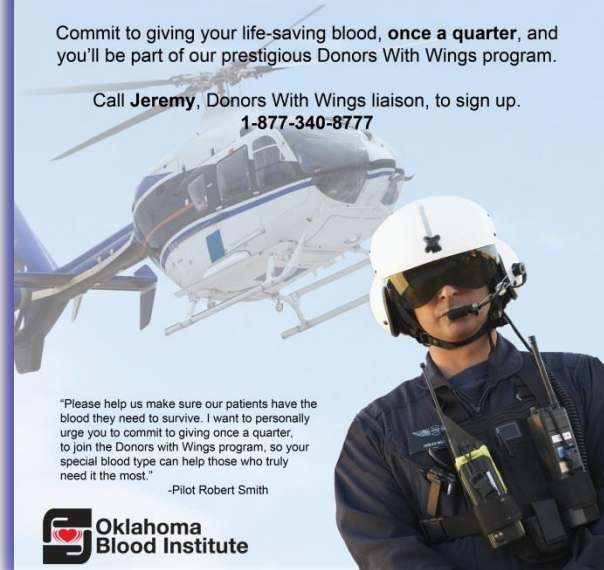
**GOT O-NEGATIVE BLOOD?
EARN YOUR WINGS.**



With lives on the line, state air ambulances **must** carry O-negative blood. Since it can be used by anyone, it's the only option to keep accident victims alive en-route to trauma centers.

Commit to giving your life-saving blood, **once a quarter**, and you'll be part of our prestigious Donors With Wings program.

Call **Jeremy**, Donors With Wings liaison, to sign up.
1-877-340-8777



"Please help us make sure our patients have the blood they need to survive. I want to personally urge you to commit to giving once a quarter, to join the Donors with Wings program, so your special blood type can help those who truly need it the most."
-Pilot Robert Smith

 **Oklahoma
Blood Institute**

 **Oklahoma Blood Institute
Texas Blood Institute
Arkansas Blood Institute**

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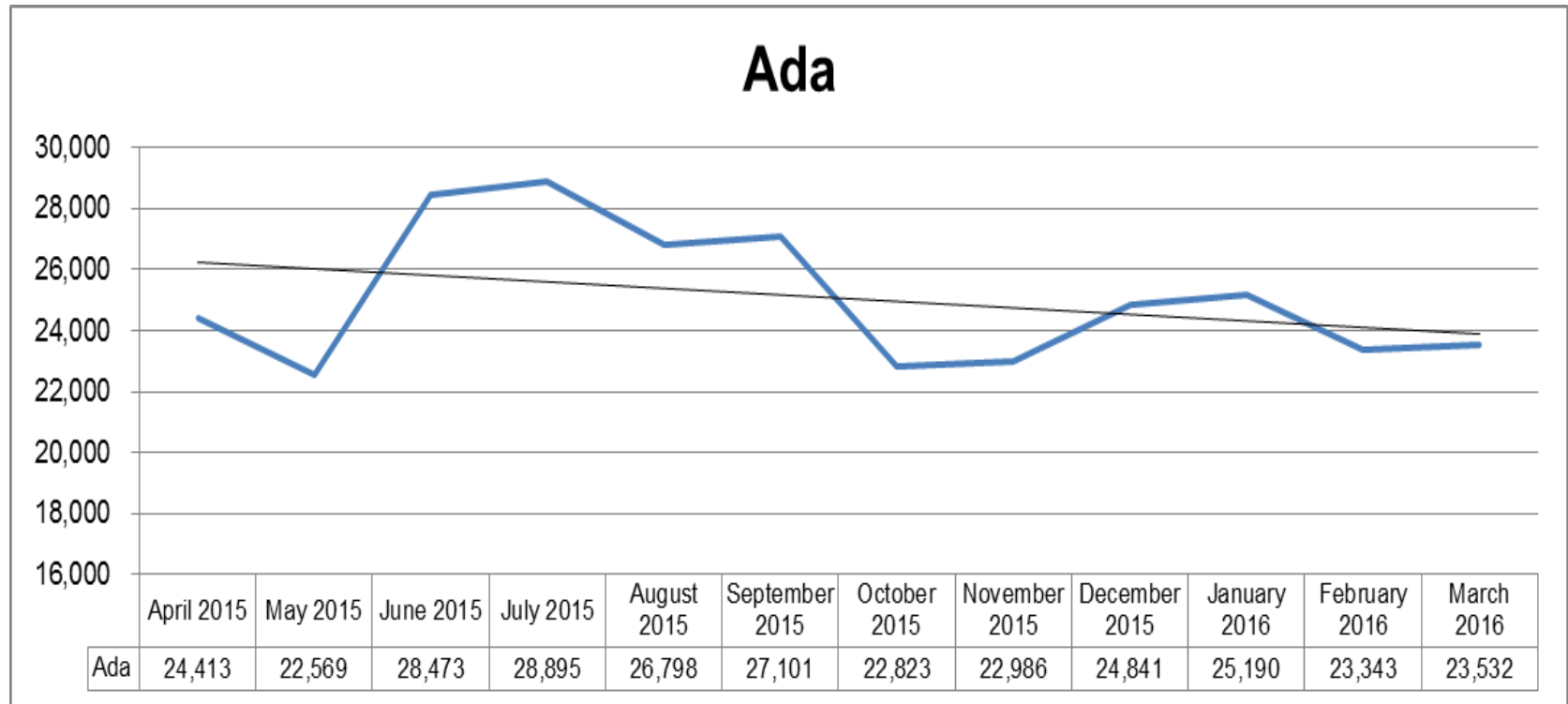
Total Miles Driven for Hospital Partners FY 2016

2,346,697!!!

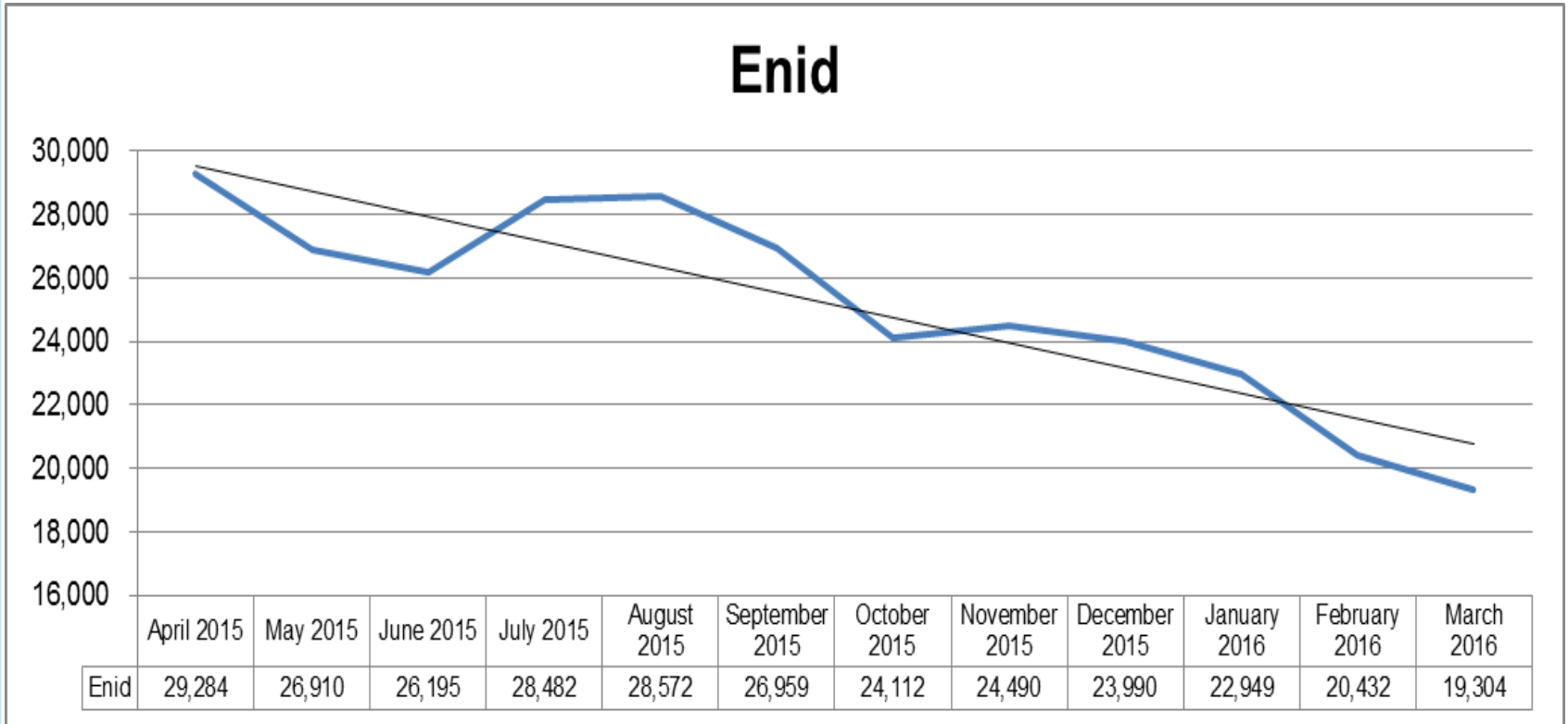


Center	Miles
Ada	300,964
Enid	301,679
Lawton	445,505
Tulsa	488,411
OKC	810,138
TOTAL	2,346,697

STEWARDSHIP: Courier Miles FY 2016

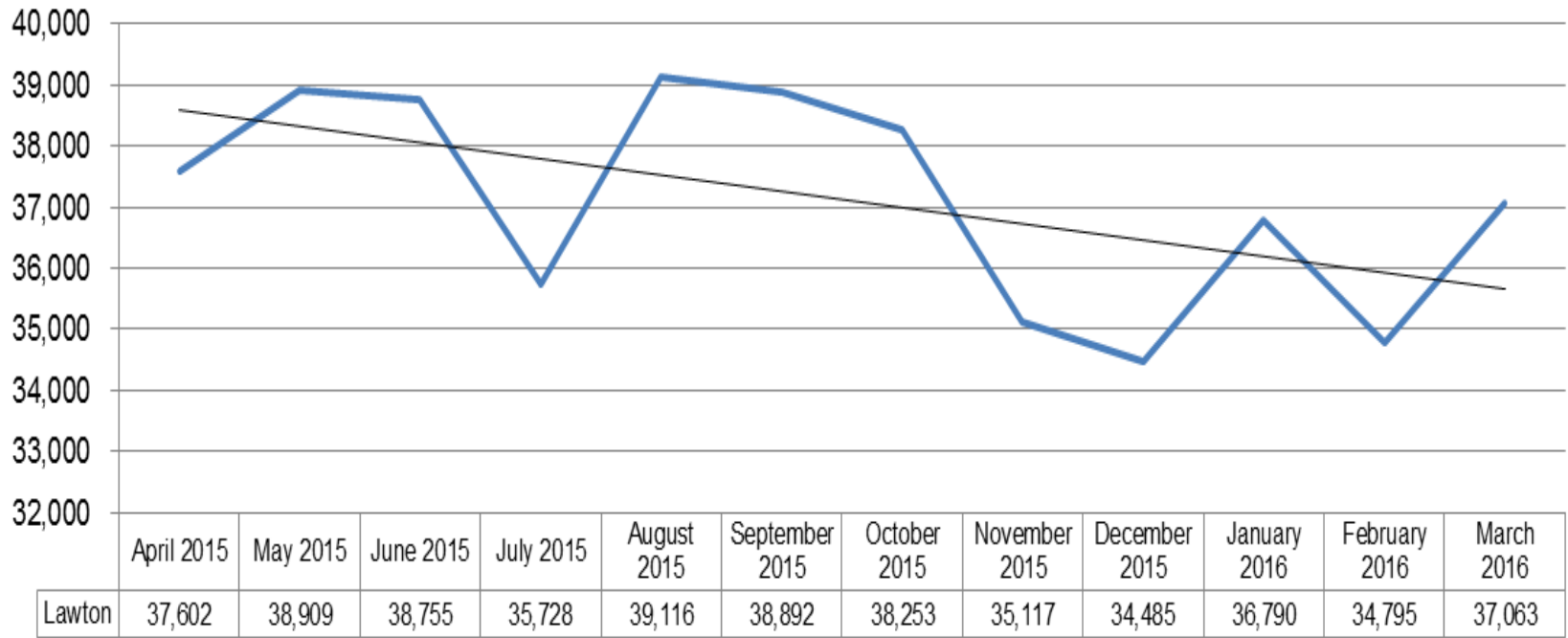


Courier Miles FY 2016

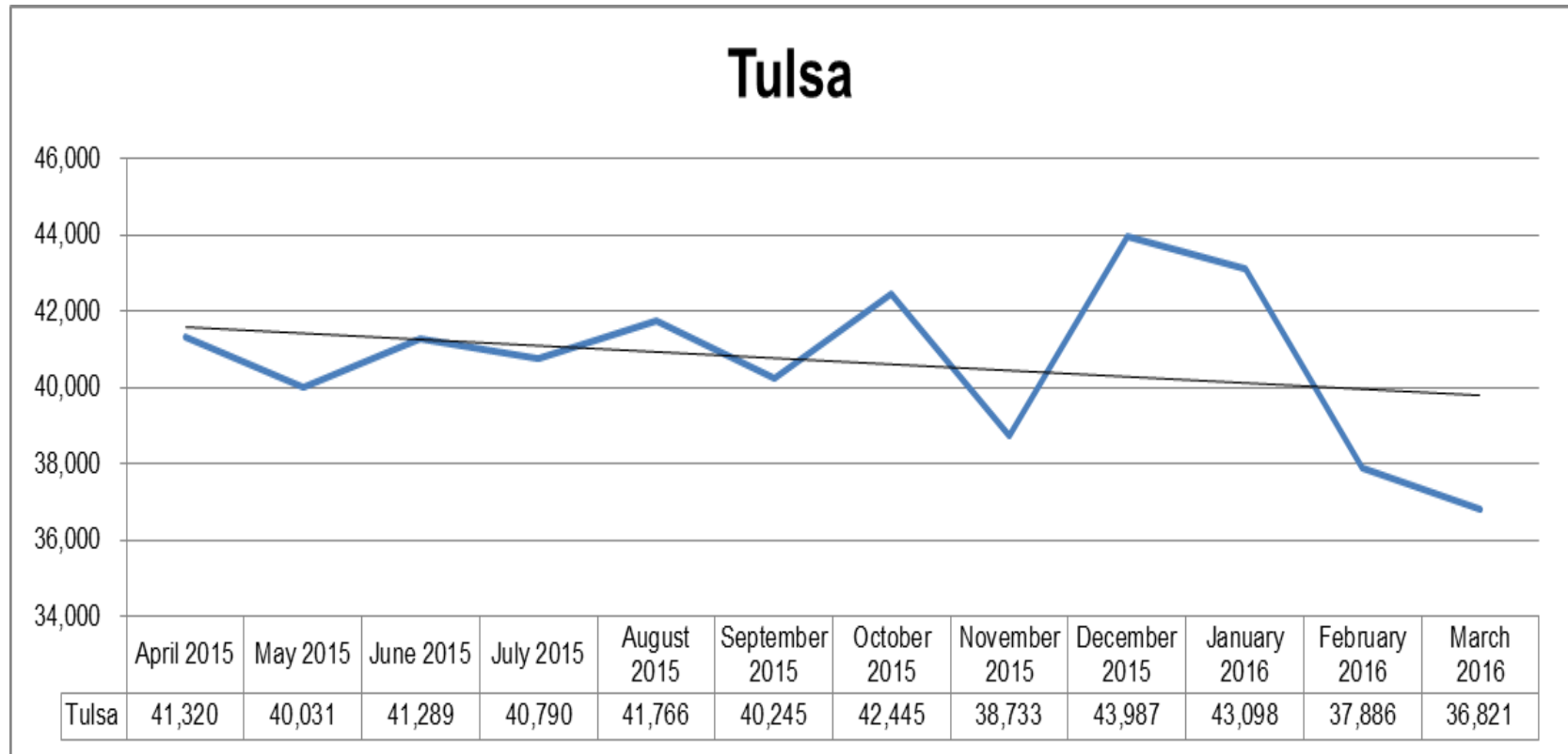


Courier Miles FY 2016

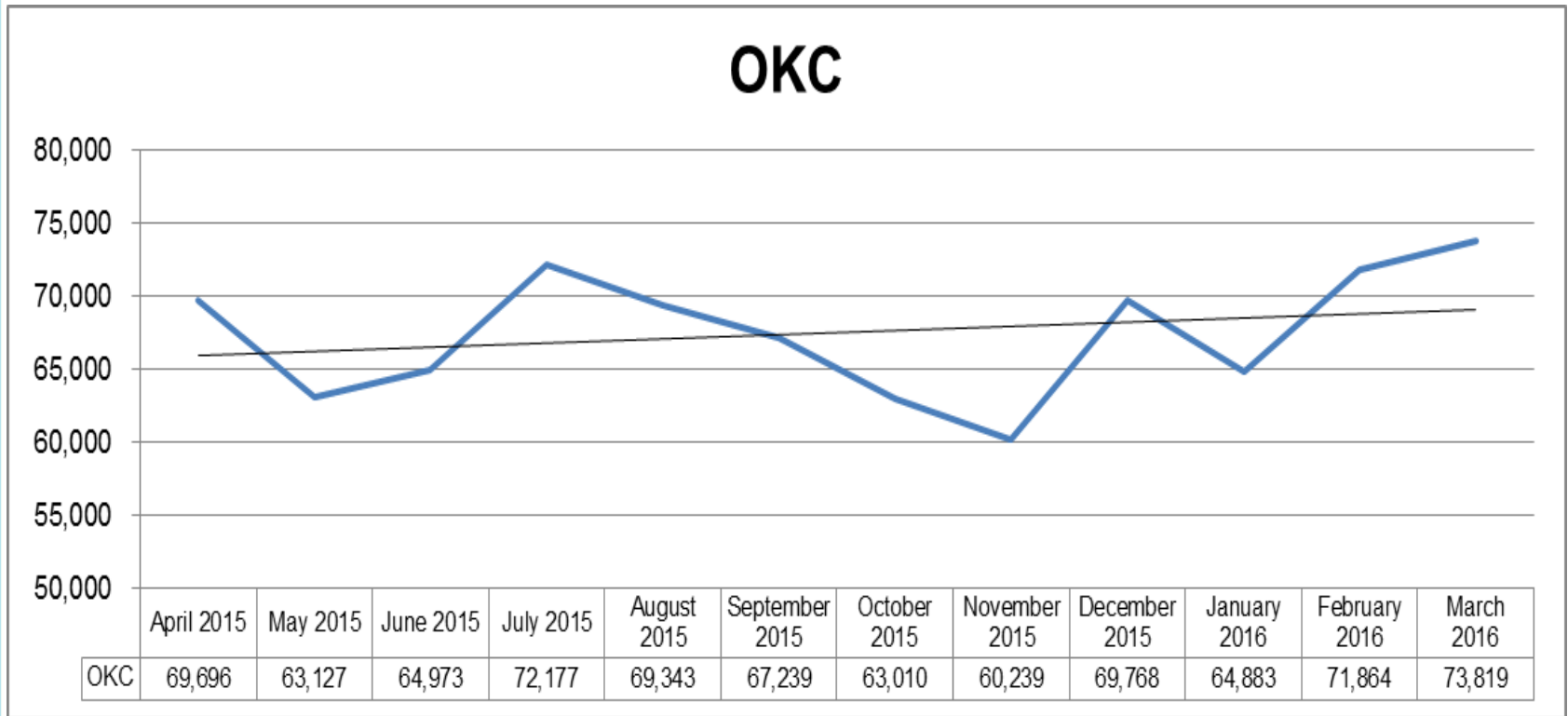
Lawton



Courier Miles FY 2016



Courier Miles FY 2016



Customer Service

We consider our hospital customers “partners in healthcare” and engage with them as teammates, working for the best outcome for the individual patient.



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POSITIVELY



Making the exceptional our routine!

When dealing with emergency situations, having a local blood provider that provides service 24 hours a day is really important. A great example of this occurred over 1.5 days a few months ago at INTEGRIS Baptist Regional in Miami.

During child birth, a young mother developed post-partum hemorrhaging. A STAT order was placed at 20:30 for 4 units of B+ red blood cells. That order was followed by a second STAT order just a couple of minutes later for 3 B+ platelets.

OBI received a third order a few hours later when the doctor decided to perform a procedure that necessitated the need for frozen plasma. Three more orders were eventually placed to help treat this patient. In a period of less than 36 hours, OBI Tulsa made six STAT runs covering over 1100 miles to assist INTEGRIS Baptist Regional with this patient.

OBI Tulsa was proud to assist your facility during this serious situation. We take a lot of pride in providing this level of service to your hospital, and we appreciate the opportunity to partner with you as you provide the best possible care for your patients.

**When lives are on the line,
local service matters!**



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Do you have a Blood Management Strategy?



How can OBI help?

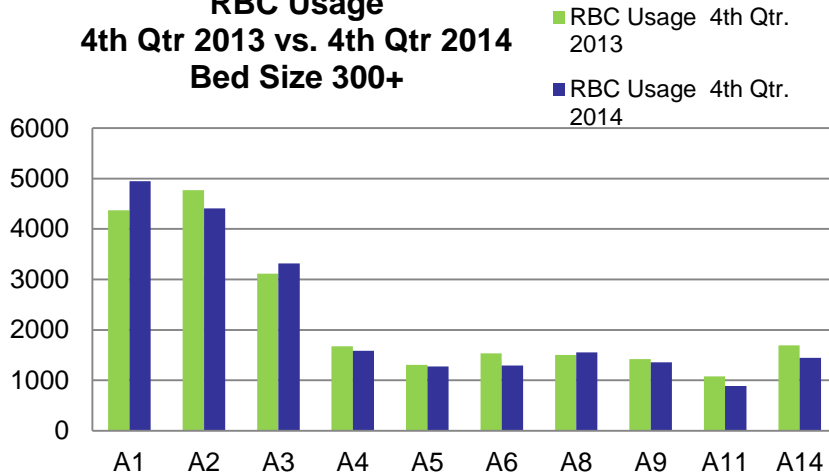
- ❖ Ensure adequate inventory levels are established and maintained for transfusion support
- ❖ Encourage Blood Management Programs and help identify opportunities for process improvements
- ❖ Improve utilization through data review and benchmarking
- ❖ Provide Awareness, Education and Best Practice Guidelines

Utilization Reports

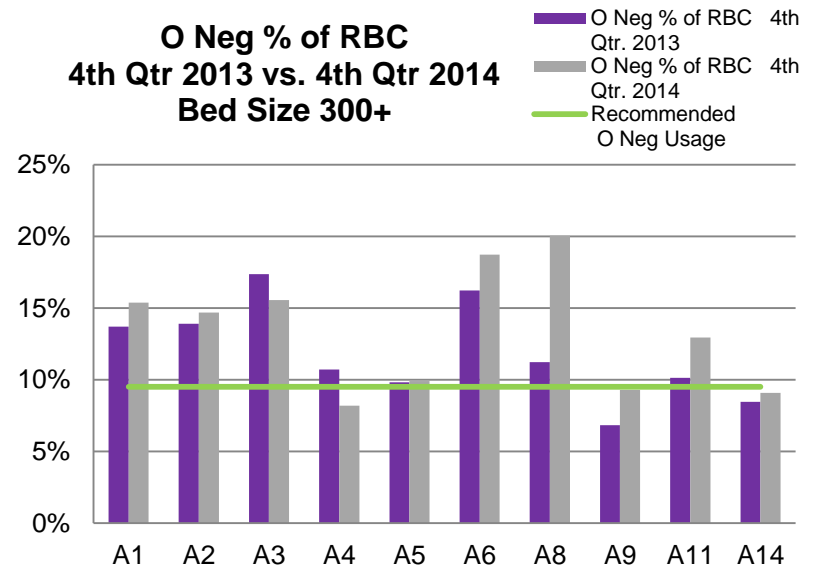
- ❖ Sent to Member Hospitals Quarterly
 - Shows O-negative and RBC usage vs. similar-sized hospitals
 - Also focuses on other areas where cost/time savings opportunities may exist, for example:
 - Irradiation
 - STAT deliveries and returns
 - Autologous and directed usage
 - CMV negative usage
- ❖ Annual Survey
 - ~ 10 questions, distribute link to complete online via free survey tool
 - Compares transfusion practices
 - Responses kept anonymous among participants
 - 61% response rate

Utilization Report Examples

RBC Usage
4th Qtr 2013 vs. 4th Qtr 2014
Bed Size 300+



O Neg % of RBC
4th Qtr 2013 vs. 4th Qtr 2014
Bed Size 300+

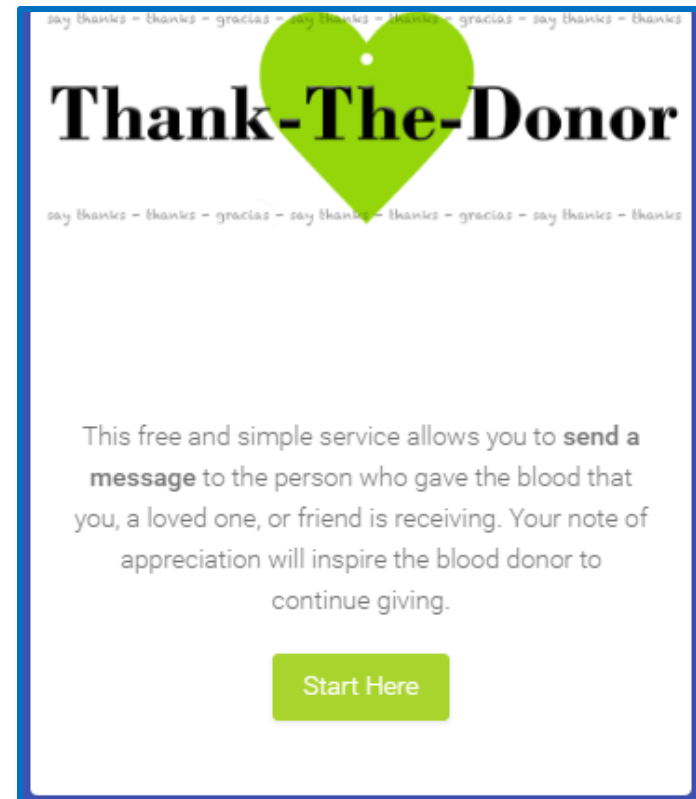


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~ Coming Soon ~

An easy way for
patients & families
Thank the Donor!!

...And your blood
bank staff

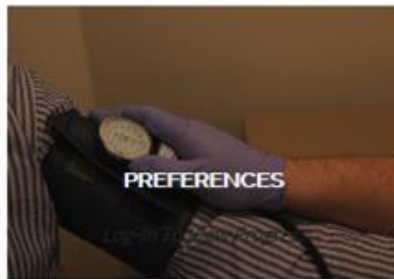


The screenshot shows a web page titled "Thank-The-Donor" with a green heart icon. The page text reads: "This free and simple service allows you to send a message to the person who gave the blood that you, a loved one, or friend is receiving. Your note of appreciation will inspire the blood donor to continue giving." Below the text is a green button labeled "Start Here".

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SHOW ALL | BIOPROFILE | RESEARCH



A dynamic, living biorepository for research

