

STANFORD
BLOOD CENTER



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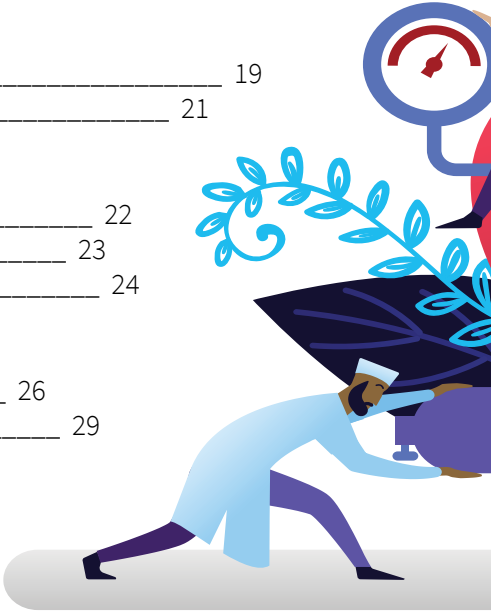
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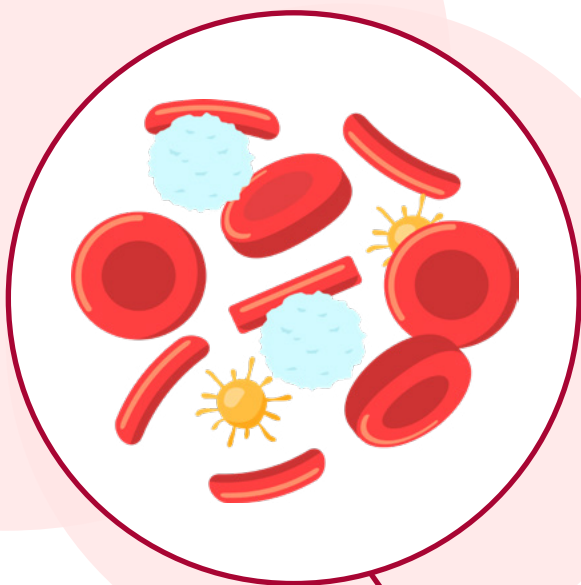
Menlo Park Donor Center: 445 Burgess Drive #100, Menlo Park, CA 94025

Mountain View Donor Center: 515 South Dr #20, Mountain View, CA 94040

South Bay Donor Center: 295 E Hamilton Ave, Campbell, CA 95008

STANFORD BLOOD CENTER





Dear Donors, Volunteers and Friends,

Happy New Year and welcome to the first edition of *PULSE*, a reimagined version of our bi-annual newsletter, formerly *LifeLink*. This new model, like the previous, will deliver news and highlights from around the organization, but in a cleaner, more readable format that consists of one print magazine and three digital updates per year to be more environmentally-friendly. We want our donors and volunteers, as the heart of SBC, to be better able to keep a “finger on the pulse” of our organization.



To that effect, I'd like to kick off this issue by looking at all that your generosity and dedication have helped us achieve in the past year. In fiscal year 2019 (September 1, 2018 - August 31, 2019), SBC had 47,000 blood donor visits and was able to support 80,000 transfusions for local patients. With your partnership, we were also able to carry out 425 solid organ transplants and 250 bone marrow transplants, as well as to provide more than 25,000 products for research initiatives that could have profound effects on the patients of tomorrow. This past year also marked the one-year anniversary of our Campbell location, now the most visited of all three centers, and the addition of Dr. Alin Girnita, Medical Director of our Histocompatibility and Immunogenetics Laboratory (You'll have a chance to meet Dr. Girnita later in this issue.).

Coming out of such a strong year, we have a lot to look forward to, and we feel well-positioned to take on the challenges coming our way. Our focus for this year is to maximize our donations every way we can, especially given the increased patient capacity at the new Stanford Hospital and an increased demand for blood products. To achieve our goals, we are focused on “next-gen”: maximizing research products through next-generation lab processes, maximizing the donations given by those donors who are already part of the SBC family through next-generation collections processes, and building the next generation of donors. Throughout this issue, you'll learn about how we are implementing these tactics and how you can continue to advocate for patients' wellbeing.

We are truly thankful for your partnership and dedication to SBC, and we hope you enjoy this first edition of *PULSE*.

With gratitude,

Harpreet Sandhu, Executive Director/CEO

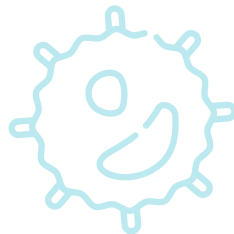
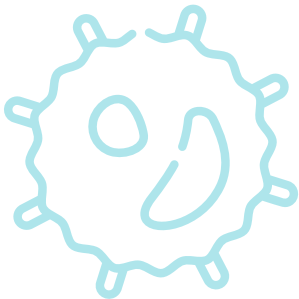
Immobilized CMNC

White blood cells (WBCs), specifically leukocytes, are one type of cell the body makes to help fight infections. There are several kinds of these cells, the two most common being lymphocytes and neutrophils. WBCs are used for a wide array of research studies to help conditions and diseases like anemia, leukemia, bone marrow deficiency, lupus and narcolepsy.

In October 2019, SBC began offering WBCs for research on Spectra Optia technology using the continuous mononuclear cells (CMNC) collection program. SBC had implemented this collection previously but decided to put it on pause because of how long the donation took for donors on that machine.

Supporting the research community with high-quality products and services is part of our mission, however, so when an increasing need for WBCs in the research community presented itself, SBC looked into creating programs to allow us to continue the CMNC collections. To do so, SBC had to shorten the donation process, which we were ultimately able to do by finding a way to program our machines to collect only the exact volume and cells needed for each researcher. This approach has been extremely successful at cutting down the donation time for donors.

By adding CMNC collections to SBC's research program, we continue our support, growth, innovation and flexibility to provide researchers today with the tools they need for tomorrow's cures.



Research Platelets

Recently, a researcher we have been working with for years reached out to SBC and asked us if there was a way to routinely collect research platelets on the Trima instrument to their specific program settings (meaning the right concentration of the right amount of cells). Platelets collected for this project are used to research platelet biology, platelet function in different storage conditions, and new technologies that enhance transfusion safety and improve platelet function.

Three settings were needed to collect single, double and triple platelet volumes. This request spearheaded operational changes relating to research collections, and several SBC departments worked in unison to get these changes implemented. Our first collection was in late February 2019. Since beginning these specific platelet collections, SBC has provided 27 platelet products.*

This success would not have been possible without the partnership of a dedicated group of donors who were deferred from donating transfusable products. Thanks to the enthusiasm of these donors, SBC is now routinely collecting these specific platelets when requested. With this added flexibility to collect for multiple program settings on the Trima instrument, SBC will be able to support several research studies now and in the future.

**Count as of November 2019*



New Donor Portal

In case you haven't yet seen it, we recently launched a newly designed donor portal (sbcdonor.org)! The updated interface is cleaner and more modern, providing many new advantages for donors, including:

- a simple process for making appointments and finding blood drives near your location;
- easy access to your medical data, including your blood type as well as hemoglobin and cholesterol levels;
- the ability to customize your profile; and
- a better mobile user experience.

Check it out at sbcdonor.org! Note that you will need to create a new account your first time logging in on the new system. If you have any questions, contact SBC Donor Relations at 650-736-7786 or sbcsupport@stanford.edu.

Latest Milestone Donors*

100 Donations

Eileen Abarquez
Joseph Abrams
Allen Alfred
Catherine Anderson
Raj Apte
Carolyn Balkenhol
Craig Barker
Barbara Barnum
Jennifer Barts
Cheryl Basinger
Susan Benjamin
David Blaikie
James Bockholt
Sargon Bourang
Judith Bragg
Eric Brazelton
David Broenen
Karen Bruntz
Robert Brush
David Buhr

Karen Burley
Craig Champion
Joyce Che
Warren Cory
William Danigelis
Matt Deangelis
Dale Debruin
Werner Field
Charles Garwin
Cheow Goh
Peter Gregg
Leanna Habana
Peter Hammond
Craig Harris
Roy Hashimoto
Steven Haug
Dennis Heher
Kirk Heinrichs
Linda Heiple
Michael Hoffman
Thomas Jellison

Jerri Johnson
Pentti Kanerva
Roy Klebe
Steven Lipman
Lang Mach
David Marasco
David Marks
Anthony Mazzi
William Menkin
Keith Nordman



A Perrotta
 Susan Pines
 Robert Poling
 Karl Raff
 Frank Rahn
 Philip Reese
 Albert Rich
 William Roden
 Ray Segura
 Barry Shepard
 Sandra Sigurdson
 George Stevens
 Daniel Swanson
 Dennis Symanski
 Kenneth Valenzuela
 Judith Vant
 Richard Wade
 Andrew Wadsworth
 Shun Wong

200 Donations

Brenda Bateman
 Kathleen Boelter
 Paul Brandon
 Edward Daniels
 Constance Gowen
 Janet Hanly
 Russell Jones
 Kevin Moeller
 William Norris
 Cary Pincus
 Jonathan Roth

Cathy Switzer
 Donald Vancreveld
 Edward Wray
 Robert Young

300 Donations

Chris Steinbroner
 John Ahn
 Robert Indig
 Robert Mills
 Lance Hammond
 Nancy Mori
 Anne Faust
 Jeremy Wagner

400 Donations

Ronald Mancini

500 Donations

Wesley Brinsfield

600 Donations

David Polnaszek
 Thomas Welch



Paul Brandon



Janet Hanly



Catherine Anderson



Craig Barker



Thomas Welch



Cheow Goh



First-Time Donor Experience

1st

Over the past year, the need for transfusable products has grown, and it will continue to grow as the new Stanford hospital accepts more patients. To meet that need, SBC is aiming to significantly increase our donor base by the end of 2020. In order to do that, we need to ensure that from the first moment a potential donor learns about SBC, their experience is as positive, meaningful and convenient as possible. Below are a few ways we plan to help recruit and retain new donors this year.

Step 1: First Impression

The first step in someone becoming a new donor is them interacting with or hearing about SBC, whether that's in person, over the radio or through a screen. We need to get our information in front of them; and during that critical introduction, we want to impress upon them the importance of donation and the impact they will directly have on their communities by donating at SBC. We will do this by:

- developing creative ads and linking them to Google search terms that we know (based on publicly available data) our donors search often;
- finding engaging community events where we can come out, introduce SBC and share our information;
- making sure our website is as clear and compelling as possible; and
- pitching stories about wonderful SBC donors and the patients we serve to local media.



Step 2: Making an Appointment and Donating

Once someone is interested in donating, the next logical step is for them to make an appointment. It is critical that our appointment process is so convenient and clear that even those who've never visited our website feel it is simple. This year, we are improving this process with our newly redesigned donor portal, which provides a more user-friendly experience on our website (read more in the "New Donor Portal" article).

Then when the new donor shows up to their first appointment, we want them to feel comfortable and appreciated. As soon as someone comes in to register for the first time, they will be given our brand new first-time donor kits, which include fun stickers, a cord organizer and a magnet that will not only make them feel welcomed, but also stay with them to remind them to donate again later on.



Step 3: Following the First Donation

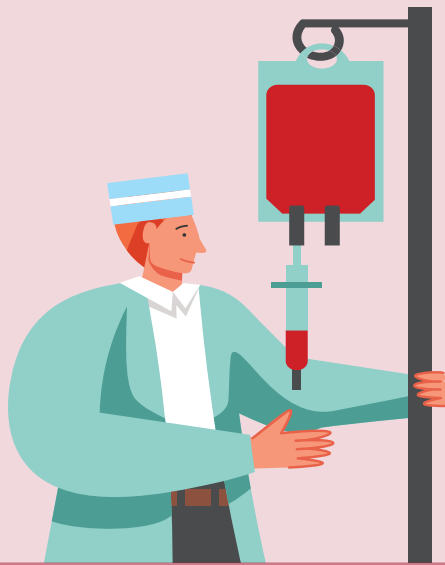
The donation experience doesn't end with a center or drive visit — it includes follow-up to help solidify new donors as part of the SBC family. For this effort, shortly after donors give blood for the first time, they will be mailed our newly redesigned first-time donor letters and donor ID cards, which are now specific to each donor's blood type. In that first letter, they will also be encouraged to visit our Donor Loyalty Store, which has been revamped to include items of more interest to donors as well as more attainable items for lower point values so that even new donors can get a reward (read more in the “Rewards and Promotions” article). In addition, as previously mentioned, items given out in our first-time donor kit, namely the branded fridge magnet and cord organizer, will serve as a constant passive reminder about donation.



Two friends donating together at Blood Drive Olympics.

David Polnaszek and his granddaughter Ava Gawal, both blood donors. (Read more on David's story on page 13.)





Step 4: Giving Blood for Life!

While each individual donation is valuable, SBC would ideally like every donor to “give blood for life” so that we can continue supporting the patients of tomorrow. Following the initial donation experience, it’s important that we remind new donors about the continued need for blood and that we incentivize return visits.

There are two main types of incentives that drive donors: the knowledge that they are making a difference, and promotional items or rewards. To tap into that desire to help, we will continue to do much of what we did for the first impression process, namely creating informative media releases and ads. In terms of promotions, we plan to encourage repeat visits by:

- ensuring that the items in our Donor Loyalty Store stay desirable and attainable;
- offering promotions that don’t just appeal to first-time donors but also to those who have been with us at least once before (don’t worry — Grateful Life Tour isn’t going anywhere!);
- working with new sponsors who have exciting things to offer; and
- always looking for new ways to make our donors feel truly appreciated for any donations they give at SBC.

As we move into this new year, we are excited about all the potential we have to welcome new donors so that we can continue helping local patients in need. To find ways you can partner with us on this initiative, see the “Advocacy” article in this issue!

David Polnaszek:

Raising the

Next Generation of Donors



In June 2019, David Polnaszek hit a special milestone with SBC when he made his 600th blood donation at our Menlo Park donor center. The 74-year-old Portola Valley resident has been doing his part to help save many lives long before iPhones and even color television were around — a conscious decision that was inspired by his hero.

“Donating blood is very personal to me because it’s something my father did. He was in the military for 30 years and he was recognized for his outstanding blood donation while in the service. So when I donate, I think back to my dad,” David said.

It’s that personal connection that keeps David coming back. He began donating blood more than 50 years ago when he was a freshman at the University of Washington. He continued to donate during his time in the military, and he has been donating blood and platelets since the mid-80s here at SBC — a place David is proud to call home.

Not only has community service been strongly instilled in David throughout his life; but also he has passed that value along to his children and even their children. You see, on the same day David celebrated his 600th blood donation, his 16-year-old granddaughter, Ava Gawal, made her very first blood donation.

Ava said, “We’ve been talking about it for at least two years, and I knew that he’d been donating for a long time and how important it was to him, so I wanted to give it a try. I was definitely nervous, but...I’m really glad I did it.”

David added, “It warms my heart that Ava donated, and I just hope it’s something that carries on throughout her life, [as] this has been something very important to me throughout my own life. Hopefully, it will be a big family tradition and all four grandchildren will donate together.”

For David Polnaszek, blood donation is truly a family affair!

“D

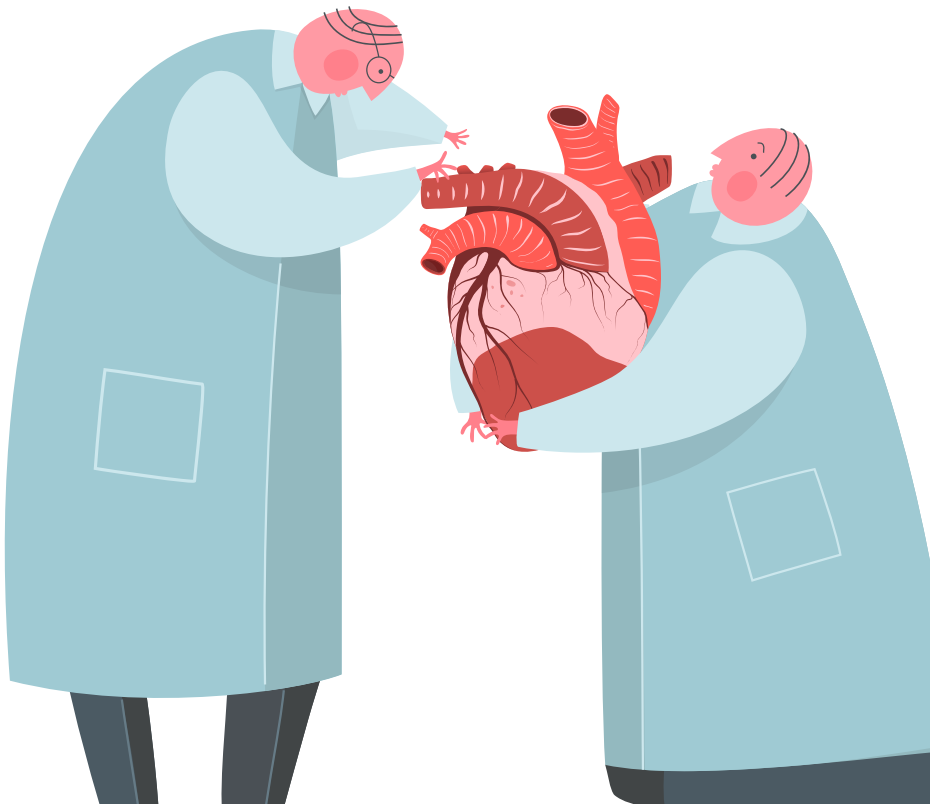
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blood is very personal to me because it's something my father did. He was in the military for 30 years and he was recognized for his outstanding blood donation while in the service. So when I donate, I think back to my dad.

”



“We owe a great debt of gratitude to the children’s hospital. Nick’s heart is as good and strong as anybody’s. Surgical expertise, technology and blood donations made all of this possible.”





Open Your Heart to Donation:

How Blood Donors Supported a 15-Year-Old's Life-Saving Open Heart Surgery

On October 4, 2014, Nick Farrell* was riding high celebrating a momentous occasion: his 15th birthday. One week later, on October 11, he was grappling with a very different life-altering event: a critical surgery to fix the large hole in his heart. Approximately one month prior to his surgery, Nick was diagnosed with a significant atrial septal defect, meaning doctors found a hole in the wall that separated his heart's two upper chambers. Typically, atrial septal defects are easily identified with a stethoscope, because as blood builds up pressure trying to squeeze through the small hole to flow into the other chamber, it makes a distinct hissing sound. However, in Nick's case, the hole was so large that blood flowed from one chamber to another with practically no resistance, making the defect largely undetectable.

By the time doctors were able to identify his condition, the many years of strain on his heart had caused it to change shape, and Nick needed a critical surgery.

Following his diagnosis, Nick was scheduled for a minimally invasive procedure that would attempt to patch the hole with an Amplatzer Occluder implant. However, the surgery proved unsuccessful. Nick had only one option left: immediate open heart surgery, a far more invasive and higher-stakes procedure.

Due to the recently failed implantation and the scant recovery time between the two surgeries, Nick needed additional blood during the operation. Throughout the procedure, a machine circulated donated blood to his organs while his heart was stopped, and the Lucile Packard Children's Hospital Stanford doctors worked quickly to patch the hole with a small part of his own pericardium.

Finally, after hours of anxiously waiting outside the operating room, Elaine, Nick's mom, breathed her first sigh of relief in over a month: The open heart surgery was a success. Now, five years later, Nick's scar is barely noticeable and his heart has resumed a normal shape, size and functionality.

"We owe a great debt of gratitude to the children's hospital. Nick's heart is as good and strong as anybody's. Surgical expertise, technology and blood donations made all of this possible," said Elaine.

**Some names and identifying details have been changed to protect individuals' privacy.*

Closer to Home: When Blood Donation Gets Personal

When Rachel Ren* was a junior, she was thrilled at the opportunity to give blood at her high school's SBC mobile drive. On the day of the drive, Rachel registered herself to donate, only to find out that she was deferred. Rachel and her family had just moved to the Cupertino area from China that year, and due to FDA regulations, she would be unable to donate for three years. Disappointed but determined to lend a hand to patients in any way she could, she decided to become an SBC volunteer.

For the next two years, Rachel worked on one to two mobile drives every month. As a canteen volunteer, she socialized with donors after their donation, checked to make sure they didn't have any reactions and made sure there were always enough cookies to go around. "I heard a lot of great stories from the donors..., but I really enjoyed talking to them because they all cared a lot about their community," she said.

Near the end of her second year of volunteering, however, Rachel had to stop abruptly due to a serious illness. After being referred to Stanford Health Care, Rachel was diagnosed with lupus, an autoimmune disease, and was immediately hospitalized. During her month-long stay in the hospital — a stay that required her to miss graduation — Rachel received two blood transfusions.

While most people would be upset to be in a situation like hers, Rachel felt privileged. "I never did volunteer work because I was expecting a blood transfusion, but when I got the transfusion I was really happy because it's not something everyone gets to experience, and it made me realize how meaningful what I had been participating in those two years really was." She said that in particular the memory of all of her wonderful conversations with donors in the canteen and the knowledge of how much they really cared about patients and their wellbeing gave her a lot of peace during a trying time.

Since her stay in the hospital, Rachel has been doing well on stabilizing medications. Though she is currently thriving as a computer science major at UC Berkeley, she still looks back gratefully on her experience with SBC.

**Some names and identifying details have been changed to protect individuals' privacy.*

“

I heard a lot of great stories from the donors..., but I really enjoyed talking to them because they all cared a lot about their **community**.

”



Rewards and Promotions

Donor Loyalty Store

Our Donor Loyalty Store has changed along with our donor portal to provide a more user-friendly experience and lower point items. New items include private eye camera covers for your laptop and very soon will also include sticker packs. Visit stanfordbloodcenter.org/donor-store and follow us on social media to learn about when new items will launch.

Donate Your Points Back

Through the Donor Loyalty Store, donors with 100 points or more can choose to “donate” their points to one of our community partners. The number of points donated to that partner is converted into a dollar amount, then presented to the partner at the beginning of the next fiscal year. This year’s partners are Lucile Packard Children’s Hospital Stanford, The Health Trust, and the Leukemia & Lymphoma Society. Learn more at stanfordbloodcenter.org/donor-store.

Four Seasons Club

Donate four times this year and receive this collectible Four Seasons t-shirt (see below). Choose your player and start promoting blood donation!

Ten Times Gift

Over the years, our platelet donors have talked about how donating platelets can get very cold. We heard you! Donate ten times this year and you’ll receive this Ten Times Sherpa blanket to keep you cozy throughout the donation process.



Promotions

This year, look out for some of your favorite promotions, including:

- **Sharks Drive.** Donate at the SAP Center in San Jose on March 28 for a chance to win a pair of Sharks hockey tickets. Check out our website to find out more information.
- **Grateful Life Tour.** Everyone's favorite promotion comes back to rock your world. Donate over the summer and get the 16th edition shirt.
- **Ugly "Sweater" Celebration.** When the holidays come around, it's time to donate and receive your free collectible long-sleeve holiday t-shirt, perfect for California winters.

We also have the following ongoing promotions at all center locations:

- **Monday Movie Madness.** Donate on a Monday and get a free Cinemark Theatres movie ticket — now redeemable online ahead of showtime so you can pick your seats in advance! See stanfordbloodcenter.org/how-to-redeem-movie-tickets-online to learn more about online redemption.
- **Hobee's Coupons.** Ask for your coupon when you donate to receive a complimentary dinner entrée with purchase of another dinner entrée.
- **NEW: Papachay Peruvian Coffee Coupons.** Ask for this new coupon when you donate to receive a buy-one, get-one free deal on a cup of coffee of any size.
- **Sports Basement Coupons.** Ask for your coupon when you donate to receive 20% off your next Sports Basement purchase.

For updates on current and upcoming promotions, visit stanfordbloodcenter.org/promotions.



2019 Sponsors

New Partner Program!

SBC has a new partnership program this year that allows organizations to partner in the way that best suits them. The levels include sponsor, champion, contributor, supporter and philanthropist. Learn more about our partnership program at stanfordbloodcenter.org/partner-with-sbc.

Thank You, 2019 Sponsors!

Sponsor Partners

- Jersey Mike's Subs — provided 9,000 coupons for SBC donors

Champion Partners

- Woodside Fire
- Kateeva
- Nvidia
- and many, many more!

Contributor Partners

- Community outreach partners
 - BMT Reunion
 - Campbell Softball League
 - Campbell Chamber of Commerce
 - Menlo Park Chamber of Commerce
 - Palo Alto Chamber of Commerce
 - Almaden Valley Women's Club
- Donate Your Points Back partners
 - Leukemia & Lymphoma Society
 - Lucile Packard Children's Hospital Stanford
 - The Health Trust
- Give Good 2019 partner
 - Humane Society of Silicon Valley

Supporter Partners

- Hobee's — provided 4,000 coupons for SBC donors
- Sports Basement — provided 4,000 coupons for SBC donors and donated over \$2,200 back to SBC through the Basementeers program

Give Good 2020

Each year during the winter season, blood donations drop due to illness and holiday travel, and our need for donors is heightened. In order to maintain our blood supply, SBC partners with a local organization with a charitable mission as part of our Give Good initiative.

During the entire month of January, for every blood donation made, SBC made a financial contribution to our 2020 Give Good partner, The Tech Interactive. The Tech is a San Jose science and technology center that provides hands-on learning opportunities in hopes of inspiring the STEAM (science, technology, engineering, the arts and mathematics) leaders of tomorrow.

SBC's Exhibit at The Tech Interactive!

As part of our partnership this year, SBC hosted its own interactive exhibit at The Tech for three weekends of the campaign. The “World of Blood” exhibit featured posters, activities and games to educate all ages on blood and blood donation.

One of the most popular games was “Save the Patient” cornhole, for which players raced to toss yellow bean bags (representing plasma) or red bean bags (representing whole blood) to their patient’s board. Another popular game challenged kids to use various pegs and pipes to create a course on a pegboard that would be able to transfer a marble from the starting point (donation) to finish (transfusion at the hospital), as depicted on the pegboard. And the “Make Your Own Slime in a Blood Bag” exhibit was a huge hit as well!



The Tech Interactive

*Photo courtesy of
The Tech Interactive*

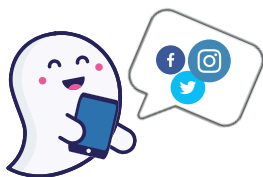
Advocacy

As a volunteer and/or donor, no one knows better than you the importance of giving blood. Your generosity and experience is an inspiration for others. We'd like to encourage you to take your commitment a step further and join us in our goal to increase first-time donors in 2020. For every person you bring in, you'll be providing enough blood to save three more patients!

So, how can you help encourage loved ones and others in your life to donate? Here are a few suggestions:

- **Extend the invitation.** One of the top reasons people say they have never donated is simply because they've never thought about it. Next time you plan to donate, ask a family member, friend or colleague if they'd like to join!
- **Promote donation on social media.** If you follow SBC on Facebook, Instagram, YouTube or Twitter, you can share our content with your own followers. We are especially appreciative of those who share our patient stories, which showcase the human impact of donation, and our calls for donors during times of critical need. You can also check out our social media toolkit at stanfordbloodcenter.org/social-media-toolkit.
- **Start your own drive.** For those donors who want to go above and beyond in advocacy, you can work with our recruitment team to potentially schedule a local blood drive in your community, at your school, at your place of worship or at your work. For more information, look at the "Host a Drive" section on the next page.
- **Talk about your experience.** If you are less comfortable outright asking others to donate blood, that's okay! As previously mentioned, as a blood donor, you are already an inspiration to a lot of people. Simply sharing your experiences with others is guaranteed to encourage them to think more about the possibility of becoming blood donors.

We truly appreciate the impact you are making on patients and we hope that you'll join us in recruiting the next generation of donors so that together we can impact even more patients!



Get Involved

Looking for more ways to give back to patients, or just spend more time with the SBC community? Check out these additional opportunities to get involved.

Attend Café Sci

Café Scientifique (Café Sci) is an international network of informal groups that brings scientific debate into local communities. SBC joined the Café Sci community in fall 2007 with the goal of fostering medical and scientific learning and raising awareness within our community about SBC.

We hold these lectures at our 3373 Hillview Avenue location in Palo Alto, where leaders in the medical and scientific field more broadly present on their topic of expertise. These presentations are free, open to the public and require no background knowledge to attend. Plus, we offer snacks!

Past topics have included ocean ecosystems; the intersection of dementia, depression and diabetes; and gene therapy for sickle cell disease. Most presentations are available on our YouTube channel following the event. For more information, visit stanfordbloodcenter.org/cafe-sci.

Share Your Story

Have you or has someone you're close to been personally affected by blood donation? The blogs written by SBC that inspire new donors come from people like you who are willing to share their stories.

We know that discussing personal trials, especially health struggles, can be difficult. When you send us information about your connection to blood donation, someone from the Marketing and Communications department will reach out to find out what you are comfortable sharing and to what audience, and then work with you to create a story that accurately reflects your experience.

If you are interested in sharing your story, please visit stanfordbloodcenter.org/share-your-story.

Host a Drive

One of the top reasons people give for not donating blood is inconvenience. That's why our mobile drives are so important. By bringing our bloodmobile and/or collections staff out into the community, we are able to reach many people who would not otherwise donate. In fact, SBC currently collects about half of all

of our yearly whole blood products from mobiles!

Mobile drives can be hosted at businesses, places of worship, clubs and even at individuals' homes! We can set up in your facilities or in one of our SBC bloodmobiles if there is enough parking onsite. There's no better way to join your community together than donating in a familiar place with people you care about. Plus, your impact on patients will be great: If you bring in just 35 donors, you'll have had a direct hand in collecting enough blood to save over 100 lives!

If you are interested in hosting a blood drive, please email SBC-bloodrides@stanford.edu. If the drive seems like it is a great opportunity for both parties (most drives require at least 35 donors), our team will work with you on all the planning and logistics.

Volunteer

Anyone who has given blood has spent at least 15 minutes in the canteen, sipping on POG juice and munching on delicious Pacific Cookie Company cookies (back by popular demand!) — and likely talking to our lovely volunteers! In order to keep the snacks coming and the canteen tidy, and to make sure no donors have any reactions, SBC relies on the generosity of volunteers. While most work in the canteen, volunteers can also work at other various jobs, like helping at community outreach events.

Benefits of volunteering with SBC include:

- meaningful interactions with our dedicated donors,
- flexible hours,
- fun environment, and
- time spent with your SBC family!

Ready to get involved? Visit stanfordbloodcenter.org/get-involved/volunteer.



Meet Our Medical Directors

Medical leadership at SBC is dedicated to making sure our collections and lab processes for handling and testing blood are top notch; that we are meeting industry standards and legal regulations; that we are using existing technologies to our advantage; and that we are providing our partner hospitals and transplant patients with the best products. In short, they have a great deal to do with making sure your precious gift of blood is collected, tested and provided to patients in the best way possible! Get to know these folks a bit more, below.

Overarching Leadership



Dr. Edgar Engleman

Dr. Ed Engleman is Professor of Pathology and Medicine at Stanford University School of Medicine and the Co-Director of the Immunology and Immunotherapy Program of the Stanford Cancer Institute. He has supervised more than 150 research trainees, authored 300 scientific articles and has been an editor of multiple scientific journals.

About 25 years ago, he and his collaborators at Stanford had the idea to use powerful white blood cells called dendritic cells to help vaccinate patients against their own tumors. His technology provided the basis for the Provenge prostate cancer vaccine, the first immunotherapy for cancer to be approved (in 2010) by the FDA. This vaccine led the way for a new era in which immunotherapies are increasingly becoming a standard component of cancer treatment.



Dr. Steven Foug

Dr. Steven Foug is Professor of Pathology at the Stanford University School of Medicine. A focus of his current research is defining the protective antibody response to hepatitis C virus (HCV) that is necessary in an effective HCV vaccine. He has published numerous articles on the generation, functional and biochemical characterization of human monoclonal antibodies to the HCV envelope proteins with an emphasis on neutralizing antibodies not associated with viral escape.

Blood Products & Services Leadership



Dr. Suchi Pandey

Dr. Suchi Pandey, Chief Medical Officer, is board certified in Anatomic & Clinical Pathology and in Transfusion Medicine. Before joining the SBC team, Dr. Pandey spent eight years as the Medical Director/Chief Medical Officer at Blood Centers of the Pacific in San Francisco and two years as Assistant Medical Director in the UCSF Transfusion Service. Dr. Pandey is actively involved in the transfusion medicine community and currently serves on the board of the California Blood Bank Society. She is a co-chair of the Blood Center of California's Medical Advisory Committee. She also serves on educational committees for ABC (America's Blood Centers) and AABB.



Dr. Tho Pham

Dr. Tho Pham, Chief Medical Officer, is board certified in Anatomic & Clinical Pathology. Before joining SBC, Dr. Pham was a pathology resident and then Transfusion Medicine fellow at Stanford University School of Medicine. Dr. Pham is actively involved in a variety of research projects, both scientifically and operationally. From a scientific standpoint, he is interested in studying antibody responses to carbohydrate antigens. Operationally, he has been involved in implementing data-driven inventory practices. Dr. Pham is also a co-chair on the California Blood Bank Society (CBBS) Scientific Committee.

Histocompatibility & Immunogenetics Laboratory Leadership



Dr. Marcelo Fernandez-Viña

Dr. Marcelo Fernández-Viña is a professor for the Department of Pathology at Stanford University Medical School and Director of the Histocompatibility & Immunogenetics Laboratory. He has over 220 peer-reviewed publications and 59 book chapters. He served as an expert consultant and advisor for the NMDP. He was President of the American Society for Histocompatibility and Immunogenetics, has served as a member of the Board of Directors

United Network for Organ Sharing and HHS Advisory Council on Blood Stem Cell Transplantation (ACBSCT). He is Councilor and current President of the International Histocompatibility Workshop and is a member of the WHO Nomenclature Committee for Factors of the HLA System. He has vast expertise in histocompatibility and tissue matching as well as in genetic mapping of susceptibility to autoimmune disorders.



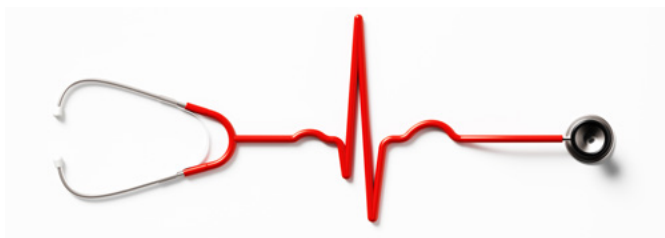
Dr. Alin Girnita

Dr. Alin Girnita is a clinical professor in Stanford University's pathology department and, as of last November, SBC's newest Histocompatibility & Immunogenetics Laboratory Director. Previously Dr. Girnita served as Director of Transplant Immunology Division at the University of Cincinnati and as Associate Director of Histocompatibility Laboratory at University of Pittsburgh Medical Center. Having worked at two of the busiest transplant centers in the world, he has also had the opportunity to monitor complex transplants. His published work includes over 40 scientific articles, 12 book chapters and over 250 peer-reviewed abstracts in the field of transplantation.



Dr. Bing Melody Zhang

Dr. Bing Melody Zhang is Clinical Assistant Professor in the Department of Pathology at Stanford University School of Medicine and serves as Assistant Medical Director for the HLA Lab. She is also an attending physician practicing at the Stanford Molecular Pathology service. During the time of her research and clinical training, she won multiple national and departmental awards, including Mary Rodes Gibson Memorial Award in Hemostasis & Thrombosis (American Society of Hematology) and the AMP Young Investigator Award (Association for Molecular Pathology). Her current clinical and research interests include development and implementation of molecular diagnostic tests to support hematopoietic stem cell and solid organ transplantations, optimization of HLA-related disease association testings, and tests for better transfusion/blood bank support.



Why I Love Working at SBC

I have the blessing of being associated with SBC as both a staff team member and a blood donor. This dual role has given me the opportunity to see not only the urgent need there is for life-saving blood products, but also how SBC is able to supply those very products because of its team of donors. So, I want to give a huge shout-out to our donors — young and old, first timers and repeaters (some of you, gallons of repeats). You're everyday, invaluable, life-saving heroes!

— Cathie Drake, Administrative Assistant



I love working at Stanford Blood Center because it allows me to play a part in a life-saving sequence of events. It is an honor to welcome donors who come far and wide to give up what is most precious: time and blood.

— Phillip Martin, Account Manager

One of my favorite things to do as Resource Nurse is to talk to donors about their eligibility. This personal interaction allows me to explain why a donor may or may not be eligible to donate as well as allow them the opportunity to ask questions. It gives me great satisfaction to be able to provide a personal touch and explain deferrals with empathy and with kindness.

— Wendy Pituley, Resource Nurse





I love being part of Team SBC because this is work with a purpose. Everything that I do directly supports our generous donors, who are ultimately helping countless patients. I, too, am a blood donor, and it makes me feel like a hero that I'm able to help someone else. Now I'm on the other side as an internal team member, and I'm helping others recognize that they are heroes also!

— *Rebecca Lapeña, Marketing and Communications Coordinator*

I love that I get to come to work every day and have that direct interaction with donors. Getting to talk to them, especially about blood donation, and build these one-on-one relationships with them, really makes me feel how important my job is.

— *Bethany Owen, Apheresis Coordinator*



I love my job because it's rewarding serving a community that selflessly shares its gift of life with people who need it the most. Blood donors are unsung heroes who give a little part of themselves so others may continue to hope and be healed. And there's no greater joy than knowing I am making a difference in someone else's life — better yet — in saving their life.

— *David Llana, Collections Communications Champion*



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