Changing Economics of Blood Collection

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Objective

• Describe pressures Blood Centers are under in meeting their missions

• Highlight US Blood Center’s Role in Ensuring Plasma Product Availability
Leading Blood Centers into the Future

US Blood Center Landscape

- Mission Driven Community Blood Centers
- Highly regulated; high quality operations
- Price Pressures (40% CMS cuts proposed)
- Donor Eligibility Pressures
- Blood Utilization Pressures
- Mergers/Acquisitions
2010Q1 - 2014 Q4 US Blood Centers Quarterly RBC Distributions
BCA Red Cell Demand Tracking
Actual 2010-2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Demand</th>
<th>Change</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>2,259,292</td>
<td></td>
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<tr>
<td>2011</td>
<td>2,266,158</td>
<td>0.3%</td>
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<tr>
<td>2012</td>
<td>2,185,280</td>
<td>-3.57%</td>
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<tr>
<td>2013</td>
<td>2,052,749</td>
<td>-6.06%</td>
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<tr>
<td>2014</td>
<td>1,935,829</td>
<td>-5.7%</td>
<td></td>
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</tbody>
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2010 2011 2012 2013 2014
Who is BCA?

- A cooperative providing services to 51 independent community blood centers
  - Community Blood Centers representing approximately 40% of the Nation’s Blood Supply
- Contract with suppliers
- Member Blood Product sales to Hospitals
- Blood Product sales for Cell Therapy growing
- Plasma Product sales
National Relations

• AABB
  – Task Force Participation
    • Task Force on Recovered Plasma
    • Task Force on Domestic Disasters and Acts of Terrorism
    • Task Force on Pandemic Influenza and the Blood Supply

• ABC
  – Disaster Inventory Coordinator
  – Daily Inventory Reporting System

• NBF
  – Partner

• BEST
  – Associate Member
Blood Center Mission Statements

**Saving Lives** by providing Blood and BioMedical Services – Innovative Blood Resources

BloodCenter of Wisconsin advances patient care by **delivering life-saving solutions** grounded in unparalleled medical and scientific expertise.

**We save lives** – LifeServe

To partner with the community to **help save and sustain lives** by providing a safe supply of blood, blood components and related services. – Gulf Coast
The World Federation of Hemophilia improves and sustains care for people with inherited bleeding disorders around the world.
Key Question for Blood Centers

“If hospitals continue to decrease demand for blood, how do we need to change to continue our mission?”

Lower Costs  
Diversify  
↑ Efficiency  
Merge
Matching Donors to Needs

Tradional Collections
- Collect all WB possible
  - Recruit Apheresis Donors
  - Make RBC & Plasma
    - FFP
    - RP

New Demand-Based
- Monitor needs by product/Blood Type
- Match Donor to Collection
  - WB
  - PLT
  - 2RC
  - Plasma
BCA Plasma Volumes by Month
18 months
Meanwhile....

As RBC demand decreases, and WB collections decrease, and Blood Centers production of plasma decreases,

Demand for Plasma-derived products is increasing!
WORLDWIDE DEMAND FOR FACTOR VIII 1984 - 2014
Plasma-derived & Recombinant - Million International Units

Data courtesy of Marketing Research Bureau
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Secondary Question

“How can we meet plasma demand?”

Source Plasma
Source Plasma

• Core to mission (saving lives)
• Leverages strengths (apheresis collection)
  – Infrastructure in place
• High growth market
• Viable Margins
• Retain donors
  – Iron mitigation
  – Malaria deferral
Barriers to Source

• Separate FDA license needed
• Costly equipment/kits
• No volume efficiencies
• Competing for donors
  – Non-remunerated
  – Infrequent Donors
Source: Is a REALITY for BCA!

- Approx. (Evaluating)
  - AUG
  - BPA
  - DUL
  - EUR
  - GAI
  - JAC
  - MIN
  - SAR
  - SDI
  - SPR

- Planning (Committed)
  - APP
  - AUS
  - IND

- Licensing In-Process
  - CHT
  - DAY
  - DFW
  - EUR
  - HOU

- Licensed
  - SHV
  - JTN

- Collecting
  - SAC
  - DMO
  - ROC

**Blood Centers of America**

.... Leading Blood Centers into the Future
Source & RP Projections

Leading Blood Centers into the Future
Other Ways BCA Promotes Plasma Product Availability

• Member Education
  - Regular BOD Updates
  - Annual Plasma Summit (members only)

• PPTA & IPFA membership and participation

• Global Symposium – co-sponsorship IPFA
Leading Blood Centers into the Future
Conclusion

Blood Centers’ missions, capacity, expertise, economics, etc. coupled with ongoing demand and unmet needs necessitate increasing support of Plasma Product Availability.