## Program Schedule (Subject to change)

<table>
<thead>
<tr>
<th>Begin/End Time</th>
<th>Event/Session</th>
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<tbody>
<tr>
<td>8:15 AM – 8:30 AM</td>
<td>Check-in; coffee</td>
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| 8:30 AM – 9:30 AM | **Therapeutic Apheresis Procedures**  
Salima Shaikh, MD, Assistant Medical Director, Blood Centers of the Pacific  
Indications for a therapeutic apheresis procedure will be presented including the different types of procedures used to treat various clinical conditions.  
**Objectives:**  
1. Identify the indications for therapeutic procedures based on patient history and medical information.  
2. List two types of therapeutic apheresis procedures. |
| 9:30 AM – 10:30 AM | **Donor Resources-Donor Messaging**  
Vanessa Merina, Communications Director, Stanford Blood Center  
Discuss how donor messaging has changed, including the use of different media. This presentation will review current messaging issues and how messages are shared.  
**Objectives:**  
1. Select the appropriate message to send to donors based on specific needs.  
2. Relate ABO type specific needs without excluding other blood types.  
3. Explain to donors the need to donate specific components based on patient needs |
| 10:30 AM – 10:45 AM | Morning Break |
| 10:45 AM – 11:45 AM | **How to prepare for an external and internal audit?**  
Laurel Anderson,CSSBB(ASQ), MT(ASCP)  
This presentation will describe how, as an organization, one can prepare for an audit and meet auditor expectations.  
**Objectives:**  
1. Identify tools and best practices to help an organization prepare for a successful audit.  
2. Describe areas where an auditor might focus.  
3. Define what would constitute further investigation of the organization |
| 11:45 AM – 12:15 PM | Lunch (provided) |
| 12:15 PM – 12:45 PM | **Patient Testimonial**  
Natasha Deegan  
A real patient will present how motivated donor staff and effective recruitment messaging can impact patient outcome  
**Objectives:**  
1. Associate daily recruitment tasks and messages to real patient outcomes.  
2. Recognize the role of motivation in effective donor recruitment. |
| 12:45 PM – 1:45 PM | **Donor Resources-Leveraging Technology and Integrating Marketing for successful Donor Recruitment**  
William Hackley, Marketing and Business Strategy Manager, Blood Centers of the Pacific  
Technological advances have afforded connectivity of donors in methods far superior to simple phone call solicitation. This presentation will review best practices in the use of technology to recruit donors.  
**Objectives:**  
1. Recognize how technology assists donor recruitment professionals in securing donor appointments.  
2. Outline a plan of action to address donor who are recruited by non-traditional methods |
Transfusion Safety Officer
Marissa Li, MD, Medical Director, United Blood Services, California; Assistant Medical Director – LifeStream Blood Center; Corporate Medical Director - Blood Systems, Inc.
This presentation will review a day in the life of a TSO to illustrate the TSO’s scope of responsibility and benefit to the organization.

Objectives:
1. Describe the administrative perspective on the benefits of a TSO.
2. Discuss the scope of responsibilities of a TSO and how their success is measured.

Register online at www.cbbsweb.org. If you have not paid your 2015 dues, you will be unable to receive member pricing. Pay your dues and then register for the seminar.
If you prefer, you may request an offline registration form from the CBBS Central Office (916) 560-8536; email mbobrow@cbbsweb.org. There is a $10.00 fee for offline registration.

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<tr>
<th>Registration Fees</th>
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<tr>
<td>Discounted early-registration submitted ONLINE*</td>
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<tr>
<td>$ 80.00..CBBS Individual Member</td>
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<td>Add $10.00 if registering offline</td>
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<td>Discounted advance registration submitted ONLINE</td>
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<td>ON-SITE full-price registration</td>
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*Registration form and payment must be RECEIVED in the Central Office on or before March 16, 2015 to receive the early rate. On and after March 17, 2015, on-site registration fees apply. You may register online using the onsite pricing but your badge will be handwritten and your preferred menu choice may not be available. Onsite registrations are subject to space availability.

Refunds: A registrant shall receive a refund of 75% of their registration fees if written notice is received by the Central Office more than 14 days prior to the seminar. No refund shall be offered if notice is received within 7 days of the start of the seminar.