A Landmark Year of Growth

Our 2019 Annual Report documents a year of significant growth for Mississippi Valley Regional Blood Center. We added 24 new facilities to our roster of service hospitals, which now totals 115 hospitals in Illinois, Iowa, Missouri, and Wisconsin. Through this expansion, we filled a gap in our service region by adding multiple communities in central Illinois and we expanded to the north and south with new service hospitals in Wisconsin and the St. Louis region.

To support our growth, we opened facilities in Peoria, Illinois and Madison, Wisconsin and purchased a building in Earth City, Missouri, now remodeled for our Donor Services, Donor Relations, Reference Laboratory, and Inventory Management and Distribution teams. Our capital investments encompassed communities we have served for many years through the renovation of Donor Centers in Danville and Macomb, Illinois; and Ottumwa, Iowa.

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In early 2019, a tragic event within our service region gave greater focus to our work. On Jan. 5, firefighters were called to a manufacturing facility in Clinton, Iowa when the fire burst into an explosion. Tragically, one of the Clinton firefighters, Eric Hosette, died in the explosion, while another, Adam Cain, was severely injured. Soon after, our teams were called on to help channel community support for patients in need.

We worked with community groups in Clinton, Charlotte, Preston, and the surrounding region on a series of blood drives that were quickly organized in response to the tragedy. As one donor told KWQC TV6 News, “It’s been very comforting seeing the different communities coming together, showing compassion and that they care about others.” (View the KWQC TV6 News story here: www.kwqc.com/video?vid=504457032).

We are honored to work with generous volunteer donors who support the local blood supply. Our employees’ commitment to our shared values – the Five Cs: Character, Competency, Communication, Collaboration, and Commitment – is the foundation of all we’ve achieved in 2019. We are fortunate to do this work with staff, donors, and volunteers who share the same values and commitment to our mission and to each other.

Sincerely,

Mike Parejko
President and Chief Executive Officer

Chad Everitt
Chair, MVRBC Board of Directors

Our Corporate Values
- CHARACTER demonstrated by high moral and ethical standards
- COMPETENCY leading to highly capable teams
- COMMUNICATION delivered with clarity
- COLLABORATION through teamwork
- COMMITMENT and accountability

EARTH CITY, MISSOURI BUILDING PROVIDES NEW HOME BASE FOR ST. LOUIS OPERATIONS

MVRBC consolidated St. Louis-based operations into a single facility through the purchase and remodel of a two-story building in Earth City, Missouri. Located just west of St. Louis near St. Charles and the Missouri River, the facility accommodates our growing Donor Services, Donor Services Training, Donor Relations, Reference Lab, and Inventory Management and Distribution teams in the St. Louis region.

From this location, we now serve 27 hospitals in the St. Louis region. We are now developing space inside the Earth City location for a new Component Lab and a Processing Lab. Once open in 2020, these labs will help increase the productivity of our St. Louis-based collection operations and will create greater efficiency in MVRBC’s overall component production.
Amidst a flurry of new construction in 2019, we wanted to make sure our existing facilities weren’t left behind. We were pleased to remodel our facilities in Danville and Macomb, Illinois, and Ottumwa, Iowa, to better serve donors and staff working in communities we have served for many years.

NEW FACILITIES IN PEORIA, MADISON SUPPORT GROWTH

Adding 24 service hospitals in a single year means adding infrastructure to support our expansion into new communities. In 2019, MVRBC opened Inventory Management and Distribution Centers in Peoria, Illinois and Madison, Wisconsin. The Wisconsin facility also includes a reference lab to support hospitals in southern Wisconsin. In Peoria, we also opened a new Donor Center, offices for our Donor Relations team, and a base for mobile operations.
INTRODUCING “EARLY Q” — ONLINE PRE-DONATION SCREENING

A new online tool for pre-donation screening is helping donors save time in their effort to help save lives. Donors can complete their Donor History Questionnaire in a private setting online on the same day as their donation. Upon completing the questionnaire, the system sends the donor an email with a QR code, which allows the donor to move quickly through screening and complete their donation process faster than ever before.

For detailed information and an instructional video, see www.bloodcenter.org/EarlyQ.

RUNNERS AND WALKERS SUPPORT CORPUSCLE SHUFFLE 5K

More than 200 runners and walkers signed up for the 2nd Annual “Corpuscle Shuffle,” held in June. The 5K and 1-mile run / walk raises funds for MVRBC’s LifeSavings grants, a program that allows the Blood Center to provide funding for schools that host mobile blood drives.

Participants were greeted with clear skies and warm temps for the race and post-race party at 5ive Cities Brewing. LifeSavings grants can be used to defray expenses for the blood drive, for educational purposes within the school district, for scholarships, or to support approved charitable initiatives.

Link to wrap-up video: https://youtu.be/1EhsUodSqFE
WORKING WITH REGISTERED STUDENT ORGANIZATIONS (RSO GO)

Students from our Registered Student Organization (RSO) at the University of Illinois Urbana-Champaign helped raise awareness for blood donation at the U of I’s Quad Day in September 2019. It’s all a part of our work with RSOs on college campuses. In the 2019 fall semester, we launched our “RSO Go Blood Drive Challenge” between RSOs at Illinois State University and University of Illinois, which provided 936 donations in a single semester.

At the beginning of each school year, our Donor Relations teams regularly participate in campus information fairs. While in high school, many students serve on blood drive committees or participate as donors in their high school blood drive. However, this doesn’t automatically translate into support at the college level. Having our banner and information booth at the U of I Quad Day provided a great opportunity to make an impression on students and launch the RSO Go Blood Drive Challenge.

Making Connections

BLOOD CENTER ESTABLISHES ASSOCIATE BOARDS WITH FOCUS ON RECRUITING YOUNGER DONORS

With an eye to recruiting new and younger donors, MVRBC has established Associate Boards in the Quad Cities, Urbana, and St. Louis. The Associate Boards include individuals age 20 - 49 who are focused on building networks and awareness of the Blood Center and the importance of our mission.

Many of our Associate Board members have been personally impacted by a blood transfusion, and several have already organized blood drives to support the blood supply. This includes Avalon Brooks, Vice Chair of our Associate Board in the Quad Cities (pictured left), who has hosted community blood drives at 392 Caffe in downtown Davenport. We will continue to develop our Associate Boards by working with young leaders across our service region.
America’s Blood Centers’ Board of Directors elected MVRBC CEO Mike Parejko as President of the ABC Board in its Annual Meeting, held in April 2019. The new slate of officers includes Rob Purvis (New York Blood Center) as Vice President and Delisa English (The Blood Connection) as Secretary/Treasurer.

Parejko says his leadership of the ABC Board reflects positively on MVRBC. “It’s a great honor to represent all of the independent community blood centers through my service on the ABC Board. But it’s only because of the great people we have in place at MVRBC that I will be able to represent our Blood Center, and all members of ABC, on a national, and even international, stage.”

Stanley Cup Surprise

It was quite the surprise when staff at the Glen Carbon Centennial Library blood drive were given the opportunity to have their picture taken with the Stanley Cup! The 2019 Stanley Cup winning St. Louis Blues allowed Glen Carbon Centennial Library to display the Cup as part of its rotational travel around the area. Go Blues!
LOVE FOR LORELEI BLOOD DRIVE

Prior to receiving her liver transplant in July 2017, Lorelei required bi-weekly blood transfusions to keep her healthy. Her family saw first-hand the difference blood donation can make, and now hosts the “Love for Lorelei” Blood Drive twice a year!

To learn more about Lorelei, visit: www.bloodcenter.org/about/testimonials/lorelei/

BRANCH ANALYTICS PROJECT RESULTS IN 20% INCREASE IN PLATELET DONOR BASE

Platelet donations expire just five days after collection. Additionally, more than 45% of platelet donors are 60 years of age or older. Given the brief shelf-life of the product and our need to recruit new and younger platelet donors, our platelet scheduling team is continually looking for ways to add to our active platelet donor base.

In 2019, the Blood Center partnered with Branch Analytics to identify and recruit high value whole blood donors to platelet donation. Through this process, we targeted and recruited existing whole blood donors whose profile indicates a high likelihood for conversion to platelet donation. After just six months, we saw a 20% increase in our active platelet donor base and our scheduling team has made 568 appointments for donation by new platelet donors.
Facility Remodels
Ottumwa, Iowa

New IMD Center
Madison, Wisconsin

New Facilities
Peoria, Illinois

Facility Remodels
Danville, Illinois
Macomb, Illinois

New Facility
Earth City, Missouri

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Service Region

Service Hospitals

Abraham Lincoln Memorial Hospital - Lincoln, Illinois
Anderson Hospital - Maryville, Illinois
Boylston Memorial Hospital - Carrollton, Illinois
Capital Region Medical Center - Jefferson City, Missouri
Carle Foundation Hospital - Champaign-Urbana, Illinois
Carlina Area Hospital - Carlville, Illinois
CID Medical Center - Sterling, Illinois
Clay County Hospital - Flora, Illinois
Columbus Community Hospital - Columbus, WI
Compass Memorial Healthcare - Marengo, Iowa
Decatur Memorial Hospital - Decatur, Illinois
Fort Madison Community Hospital - Fort Madison, Iowa
Gateway Regional Medical Center - Granite City, Illinois
Genesis Medical Center - Aledo, Illinois
Genesis Medical Center - DelWitt, Iowa
Genesis Medical Center, East - Davenport, Iowa
Genesis Medical Center, Illini campus - Silvis, Illinois
Genesis Medical Center, West Central Park - Davenport, Iowa
Graham Hospital - Canton, Illinois
Grant Regional Health Center - Lancaster, Wisconsin
Great River Health Systems - Burlington, Iowa
Hammond Henry Hospital - Geneseo, Illinois
Henry County Health Center - Mount Pleasant, Iowa
Hillsboro Area Hospital - Hillsboro, Illinois
Hospedian Regional Health Center - Hospedean, Illinois
Hopedale Medical Complex - Hopedale, Illinois
HSHS Good Shepherd Hospital - Shelbyville, Illinois
HSHS Holy Family Hospital - Greenville, Illinois
HSHS St. Anthony's Memorial Hospital - Effingham, Illinois
HSHS St. Elizabeth's Hospital - O'Fallon, Illinois
HSHS St. Francis Hospital - Litchfield, Illinois
HSHS St. John's Hospital - Springfield, Illinois
HSHS St. Joseph's Hospital - Highland, Illinois
HSHS St. Joseph's Hospital - Breese, Illinois
HSHS St. Mary's Hospital - Decatur, Illinois
Illini Community Hospital - Pittsfield, Illinois
Illinois Valley Hospital - Peru, Illinois
Iowa City VA Health Care System - Iowa City, Iowa
Jackson County Regional Health Center - Mason City, Iowa
Jefferson County Health Center - Fairfieledow, Iowa
Jones Regional Medical Center - Anamosa, Iowa
Keokuk County Health Center - Sigourney, Iowa
Knoxville Hospital & Clinics - Knoxville, Iowa
Lucas County Health Center - Chariton, Iowa
Mahaska Health Partnership - Oskaloosa, Iowa
McDonough District Hospital - Macomb, Illinois
Memorial Hospital of Johnson County - Darlington, Wisconsin
Memorial Medical Center - Springfield, Illinois
Mercy Cedar Rapids - Cedar Rapids, Iowa
MercyOne Clinton - Clinton, Iowa
MercyOne Dubuque - Dubuque, Iowa
MercyOne Dyersville - Dyersville, Iowa
Mercy Hospital Jefferson - Crystal City, Missouri
Mercy Hospital Lincoln - Troy, Missouri
Mercy Hospital South - St. Louis, Missouri
Mercy Hospital St. Louis** - St. Louis, Missouri

Mercy Hospital Washington** - Washington, Missouri
Mercy Iowa City - Iowa City, Iowa
Midwest Medical Center - Galena, Illinois
Monroe Clinic Hospital - Monroe, Wisconsin
Monroe County Hospital & Clinics - Albia, Iowa
Morrison Community Hospital - Morrison, Illinois
OSF HealthCare Heart of Mary Medical Center - Champaign-Urbana, Illinois
OSF HealthCare Holy Family Medical Center - Monmouth, Illinois
OSF HealthCare Sacred Heart Medical Center - Danville, Illinois
OSF HealthCare Saint Anthony's Health Center - Alton, Illinois
OSF HealthCare Saint Elizabeth Medical Center - Ottawa, Illinois
OSF HealthCare Saint Francis Medical Center - Peoria, Illinois
OSF HealthCare Saint Joseph Medical Center - Bloomington, Illinois
OSF HealthCare Saint Luke Medical Center - Kewanee, Illinois
OSF HealthCare Saint Mary Medical Center - Galesburg, Illinois
OSF HealthCare Saint Paul Medical Center - Mendota, Illinois
Ottumwa Regional Health Center - Ottumwa, Iowa
Pana Community Hospital - Pana, Illinois
Passavant Area Hospital - Jacksonville, Illinois
Perry Memorial Hospital - Princeton, Illinois
Sarah Bush Lincoln Health Center - Charleston-Mattoon, Illinois
Select Specialty Hospital - Davenport, Iowa
Southwest Health Center - Pekin, Illinois
SSM Health Cardinal Glennon Children's Medical Center - St. Louis, Missouri
SSM Health DePaul Hospital - Bridgeport, Missouri
SSM Health Good Samaritan Hospital - Mt. Vernon, Illinois
SSM Health St. Clare Hospital - Baraboo, Wisconsin
SSM Health St. Clare Hospital - Fenton, Missouri
SSM Health St. Joseph Hospital - Lake St. Louis, Missouri
SSM Health St. Joseph Hospital - St. Charles, Missouri
SSM Health St. Louis University Hospital - St. Louis, Missouri
SSM Health St. Mary's Hospital - Madison, Wisconsin
SSM Health St. Mary's Hospital - Mexico, Missouri
SSM Health St. Mary's Hospital - Richmond Heights, Missouri
SSM Health St. Mary's Hospital - Centralia, Illinois
SSM Health St. Mary's Hospital - Jefferson City, Missouri
SSM Rehab - Richmond Heights, Missouri
St. Luke's Des Peres Hospital - St. Louis, Missouri
Stoughton Hospital - Stoughton, Wisconsin
Taylorsville Memorial Hospital - Taylorsville, Illinois
Touchette Regional Hospital - Centreville, Illinois
UnityPoint Health - Finley Hospital - Dubuque, Iowa
UnityPoint Health - St. Luke's Hospital - Cedar Rapids, Iowa
UnityPoint Health Bettendorf - Bettendorf, Iowa
UnityPoint Health Keokuk - Keokuk, Iowa
UnityPoint Health Moline - Moline, Illinois
UnityPoint Health Muscatine - Muscatine, Iowa
UnityPoint Health Rock Island - Rock Island, Illinois
University of Iowa Hospitals & Clinics - Iowa City, Iowa
Upland Hills Health - Dodgeville, Wisconsin
Van Buren County Hospital - Keosauqua, Iowa
Washington County Hospital and Clinics - Washington, Iowa
“After receiving 32 units of blood (over three times the amount of blood in my body) to save my life, I am now a strong advocate of blood donation. Personally experiencing the generosity of others in the greatest form, which I am forever grateful, inspired me to join the team at Mississippi Valley Regional Blood Center. I am very passionate about educating the community and encouraging others to contribute to our life saving mission.”

JAMILA BOONE
Blood Recipient & Employee