



ImpactLife



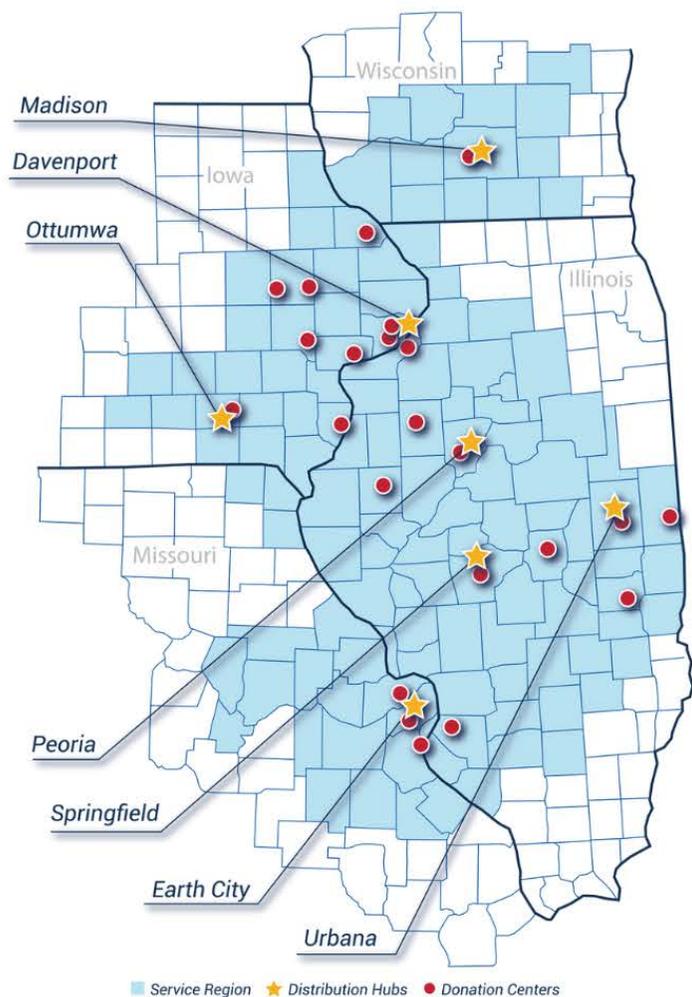
**30 YEARS
OF SAVING LIVES**

1974 - 2024

ABOUT

ImpactLife has experienced steady growth as it has adjusted to changes within the industry over the last four decades. ImpactLife is a 501(c)(3) nonprofit blood center, established in 1974 to bring the concept of shared blood services to life in the Quad Cities region. By uniting the Rock Island County, Illinois and Scott County, Iowa blood banks our founders helped the community work together toward a common goal: a safe, plentiful supply of blood for patients in local hospitals.

ImpactLife is the exclusive provider of blood products and services to more than 120 hospitals in Illinois, Iowa, Missouri and Wisconsin. We rely on the generosity of volunteer blood donors and community partners who host mobile blood drives to provide a critical resource for hospitals throughout a four-state service region.



THE NEXT 50 YEARS

As ImpactLife looks to the future, we will move forward as we always have: remembering that patient care and hospital service form the foundation of all we do, and working together with volunteer donors to provide a lifesaving resource for communities in need. On the following pages, you'll find a timeline of our history along with a brief summary that highlights the milestones and moments that have shaped our journey.



MIKE PAREJKO

Chief Executive Officer
ImpactLife, 2014 - current

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TIMELINE

In the United States, blood banking originated in the 1940s as a way to support the World War II effort. By the 1970s, there was a major shift in blood banking culture toward controlled regulations and regionalization with the National Blood Policy of 1974.



1970s

Shifts toward controlled, process-oriented regulations following Good Manufacturing Practices from FDA and separating products by blood type.

1975

Initiates mobile operations with the John Deere Foundry sponsoring the first drive and opens first headquarters facility in Davenport, IA.

1986-87

Expands service to Muscatine, Iowa followed by Burlington, Iowa in 1987, signaling the start of the blood center's growth and evolution as a regional blood provider.

2012

Implements "Donate, Feel Great," aimed at enhancing the donation experience at high school blood drives through specialized educational materials.

2014

Opens a new laboratory, distribution hub, and administration center in Springfield and celebrates 40 years of connecting volunteer blood donors with patients in need.

2020

Activates disaster plan due to the COVID-19 Pandemic, with blood centers collecting Convalescent Plasma.

2022

Welcomes Dr. Daniela Hermelin as Chief Medical Officer, joins the Blood Emergency Readiness Corps and opens a donor center in Fairview Heights, Illinois.

2024

Celebrates 50 years of growth, from a small community nonprofit to a team of 800+ across four states, embodying an enduring commitment to saving lives and making a meaningful impact on the communities they serve.

Forms Mississippi Valley Regional Blood Center, through a merger of two county blood banks to provide a safe, plentiful supply of blood for patients in local hospitals.

1974

Addresses the AIDS crisis with introducing new donor screening measures and HIV testing. Begins to collect platelets and plasma with the introduction of apheresis technology.

1980s

Follows an unprecedented pace of change, growth and consolidation in blood industry by tripling whole blood collections and increasing service hospitals from 12 to 74.

1990s

Responds to the Boston Marathon bombing to provide additional units of blood, helping stabilize the local supply.

2013

Experiences significant growth with the addition of 24 new service hospitals and the opening of facilities in Peoria, Illinois; Madison, Wisconsin; and Earth City, Missouri.

2019

Unites under one new name: ImpactLife. This evolution allowed us to bring the organization together under a unified identity that truly embraces our mission.

2021

Opens donor center in Arnold, Missouri and introduces Mixed Reality headsets in the blood donation processes.

2023

On a national level, the first blood centers were founded in the 1940s, primarily in response to the need for component technology and storage to support the War effort. The first regulations were introduced through the National Institutes of Health, and in 1947 the American Association of Blood Banks (AABB) was founded just as many local communities were developing their own community blood centers.

The 1970's saw a major shift in blood banking culture toward tightly controlled, process-oriented regulations, and away from biologic, hospital-based control. The U.S. Food and Drug Administration (FDA) regulations for current Good Manufacturing Practices were promulgated, along with a separation of blood products into those derived from volunteer and paid donors. A total of 17,000 post-transfusion cases of hepatitis were reported, and the first hepatitis test was introduced.

In 1974, the National Blood Policy was developed to assure a safe and adequate blood supply. The policy encouraged "regionalization" of the blood supply, utilizing the community blood center as a model. It also phased out the paid donor system and established a private-sector group, called the American Blood Commission, to oversee activities in blood collection. This Commission held a unique position as a private voluntary association charged with implementing public policy.

At ImpactLife, significant policy changes include elimination of the Family Plan and replacement fees for blood. Mobile operations were also initiated, with the John Deere Foundry sponsoring the first drive in 1975. ImpactLife moved to a headquarters facility on Locust Street in Davenport in 1976, providing the new organization with sufficient space to accommodate growth in the coming years.

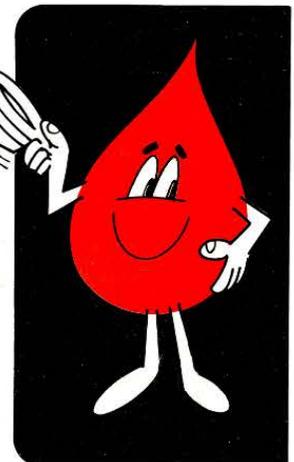
The 1980s brought new challenges for blood centers nationwide as the industry addressed the AIDS crisis. New donor screening measures and testing for the Human Immunodeficiency Virus were instituted. Meanwhile, media reports on cases of HIV transmission by blood transfusion contributed to public fears and misconceptions about the possibility of contracting HIV by giving blood.

HISTORY

1970 - 1980

CHARLIE CORPUSCLE
says;

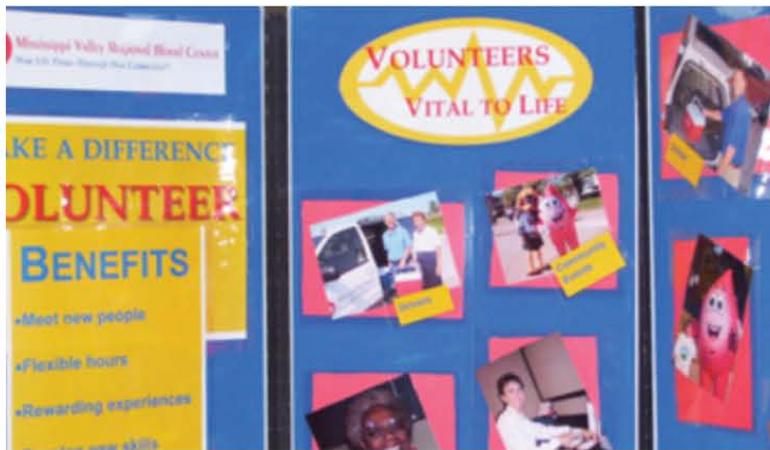
**"MAKE
GIVING
PART OF
YOUR
LIVING
AT
YOUR
LOCAL
BLOOD
BANK"**



Mississippi Valley Regional Blood Center

Fear of AIDS caused a reduction in donations and started a downward trend in blood usage. The FDA increasingly began to set policy, and the American Blood Commission lost its authority and influence amidst the AIDS crisis. Additionally, lawsuits began to expose weaknesses in protection from strict liability, and the blood banking industry found itself in a firestorm of criticism, accusations of negligence, and profiteering at the expense of patients.

During this decade, ImpactLife began blood collection automation, with the introduction of apheresis technology to collect platelets and plasma, but temporarily discontinued the practice in **1982** because of cost constraints. In **1983**, ImpactLife had an incident in which bacterial contamination was found in units of blood. This led to a full investigation by the FDA and significant changes in quality control processes.



In **1991**, MVRBC launched its volunteer program, which has since grown to over 350 volunteers supporting various roles, including product distribution, donor registration, and office tasks. In **1992**, the organization faced significant competitive pressure from the American Red Cross, Heart of America Region, based in Peoria, IL. In **1993**, MVRBC established its Quality Assurance department and hired its first Quality Advocate to ensure high standards and compliance.

From **1994 to 1996**, MVRBC focused on expanding its impact and collaborations. In 1994, the African American Advisory Council was formed to educate the community about sickle cell anemia and the importance of blood donation in its treatment. In 1995, the organization partnered with Southeast Iowa Blood Center (SEIBC) to create the Midwest Regional Blood Alliance (MRBA) to bid on the University of Iowa Hospital contract, after Central Iowa Blood Center withdrew from the process. By 1996, MVRBC and SEIBC began planning a merger to strengthen their collective efforts.

HISTORY

1980 - 1996



In 1997, President and CEO Dick Navota retired, and Vice President Pat Englander assumed leadership of the organization. To address increasing technology costs, MVRBC launched a fund development program in **1998**, ensuring financial stability for future advancements. That same year, the organization took a proactive role in supporting hospitals with hepatitis C donor testing, following federal guidelines to assist with patient notifications.



In 1999, David R. Green became President and CEO, succeeding Pat Englander. This milestone year marked MVRBC's 25th anniversary and introduced significant advancements, including nucleic acid amplification testing (NAT) and new deferrals for variant Creutzfeldt-Jakob Disease (nvCJD). The organization gained national recognition through features on ABC World News Tonight and the front page of USA Today for its leadership in universal leukoreduction and its contributions during a severe nationwide blood shortage caused by winter storms.



In the early 2000s, ImpactLife implemented web-based blood donation scheduling and acquired an automated dialing system. Challenges such as red cell shortages due to aging populations were addressed, and a debate on universal leukocyte reduction ensued.

HISTORY

1997 - 2000

HISTORY

2001 - 2011

The terrorist attacks of **September 11, 2001** lead to a spike in donations nationwide. ImpactLife joined independent community blood centers across the country in asking blood donors to postpone their donation by making an appointment in the weeks and months that followed 9/11. While some areas of their country experienced a glut of donations during this period, that situation was substantially avoided in their service region.

In 2002, ImpactLife navigated FDA changes that led to accepting Hemochromatosis patients as donors and played a crucial role during the West Nile Virus outbreak, swiftly adapting with NAT testing. **2004** marked a headquarters move and Six Sigma® initiatives with leadership roles at national levels.

ImpactLife faced challenges in **2008** due to severe flooding but demonstrated resilience. Innovations like the LifeTec Elite system were launched, and a successful fundraising campaign resulted in a new bloodmobile. The introduction of a new Donor ID card enhanced efficiency in the donor registration process.

In 2009, ImpactLife completed its Contingency of Operations Plan (COOP), ensuring preparedness for major disasters and providing crucial resources for staff and volunteers. The introduction of the online scheduling and donor loyalty program, IMPACT, replaced Team Lifeflow, offering an enhanced experience for donors. Additionally, ImpactLife extended its support by offering the Blood Utilization Program system-wide to hospitals at no charge. The identification of a new strain of Influenza (2009 Novel H1N1 Influenza A) underscored our commitment to monitoring and addressing emerging health challenges.

In 2010, a significant alliance formed by merging Central Illinois Community Blood Center (CICBC) and Mississippi Valley Regional Blood Center (now ImpactLife) expanded our reach, serving 73 hospitals across four states. This collaboration, without immediate changes to business names, aimed to impact a population exceeding 4.1 million residents with combined annual collections exceeding 165,000 units.

In 2011, plans to merge with Community Blood Services of Illinois (CBSI) were announced, further strengthening our commitment to ensuring ample blood supplies for area patients.



HISTORY

2012 - 2017

In **2012**, Dr. Louis Katz transitioned to Executive Vice President of America's Blood Centers, while ImpactLife welcomed Dr. Yasuko Erickson as the new Medical Director from the University of Iowa Hospital and Clinics. We adopted Title 21 software for efficient management of controlled documents and administrative forms. Additionally, the launch of BloodHub introduced a new online ordering system and blood supply management solution. ImpactLife also implemented "Donate, Feel Great," an initiative aimed at enhancing the donation experience at high school blood drives through specialized educational materials, a dedicated website, and informative videos.

In the immediate aftermath of the **April 15, 2013** bombing of the Boston Marathon, blood supplies at Boston-area hospitals ran low as injured victims were rushed to nearby hospitals for emergency treatment. This led to a temporary shortage in Boston, but ImpactLife joined other blood centers across the country in providing additional units of blood to help stabilize the local supply. On the day of the bombing, ImpactLife's product management and distribution staff shipped 120 units of blood to Boston. For donors and groups that host mobile blood drives, this is a reminder that blood donation can be the difference between life and death in a time of crisis and that maintaining a stable supply of blood is an important part of disaster preparedness.

In **2014**, ImpactLife opened a new laboratory, distribution hub and administration center to support its Springfield-based operations. This year also marked 40 years of connecting volunteer blood donor with patients in need.

Even in a period of significant and rapid change, one priority remains constant: our commitment to providing a safe and reliable blood supply for the patients, hospitals, and communities we serve.

In recent years, our industry has responded to a decline in the overall rate of blood utilization. While type-specific shortages are still an issue at certain times of year, we have been impacted by a decrease in overall demand for blood components. We joined colleagues across the country in looking for signs that product utilization trends will stabilize and are poised to respond quickly when (not if) such a rebound occurs.

2017 was an extraordinary year for awareness of the importance of blood donation, both within our service region and nationally. Hurricane hit Texas, Louisiana, and Florida and there was a tragic mass shooting in Las Vegas.



In 2018, the Corporate Values for organization were enacted which are that you will find people of great **character** whose **competency** and **communication** make for highly **capable** teams. Every day, we are privileged to see great **collaboration** by our teams and the individual commitment of our employees to the blood center's mission.

2019 was a year of significant growth including the addition of 24 new to our list of service hospitals to total 115 hospitals. 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.

In 2020, the disaster plan was activated due to the COVID-19 Pandemic. Blood centers across the nation responded to almost daily changes to the blood supply and implemented collection of Convalescent Plasma from recovered COVID-19 patients to treat those still fighting the infection.

In 2021, a change that aligned its employees, donors, and volunteers of its four-state service region under a single identity, Mississippi Valley Regional Blood Center (MVRBC) changed its name to ImpactLife on May 3. The not-for-profit community blood center is the blood provider to more than 125 hospitals in Illinois, Iowa, Missouri, and Wisconsin, and was previously known by three different names: Central Illinois Community Blood Center, Community Blood Services of Illinois, and Mississippi Valley Regional Blood Center.

In 2022, we navigated significant changes within our organization, the blood industry, and the communities we serve. Notable highlights included welcoming Dr. Daniela Hermelin as our Chief Medical Officer, joining the Blood Emergency Readiness Corps to contribute to the nation's first emergency blood reserve, and establishing a new donation center in Fairview Heights, Illinois. Our commitment to donor engagement was strengthened through innovative strategies, including the reinstatement of donors previously deferred for geographic exposure to Mad Cow Disease. Additionally, we expanded our service to two hospitals, intensifying support for pre-hospital transfusion programs, all while fully embracing our new identity as ImpactLife.

HISTORY

2018 - 2022



HISTORY

2023 - 2024

In 2023, ImpactLife achieved significant advancements, including the adoption of the FDA's new gender-inclusive, risk-based donor eligibility guidelines in September, supported by comprehensive updates to questionnaires, data systems, and staff training. The organization expanded its presence in St. Louis with the opening of a new Donor Center in Arnold, Missouri, celebrated with a ribbon-cutting in November. ImpactLife also enhanced its pre-hospital transfusion program by collaborating with additional EMS providers to improve patient outcomes. Demonstrating a commitment to innovation, the organization introduced Mixed Reality technology through Microsoft HoloLens 2 headsets, developed in partnership with Abbott and Blood Centers of America, to reduce donor anxiety, improve the donation experience, and boost donor retention rates.



In 2024, ImpactLife celebrated its 50th Anniversary with events across its service region, marking its establishment from the 1974 merger of two regional blood banks. Chief Medical Officer Dr. Daniela Hermelin advanced pre-hospital transfusion protocols in collaboration with EMS providers, earning widespread recognition for saving a patient's life in the St. Louis region. In July, Katie Marchik joined ImpactLife as Chief Operating Officer, bringing two decades of hospital administration experience. Additionally, ImpactLife partnered with Velico Medical to develop FrontlineODP, a spray-dried plasma product for use in trauma care, particularly in pre-hospital, rural, and military settings.