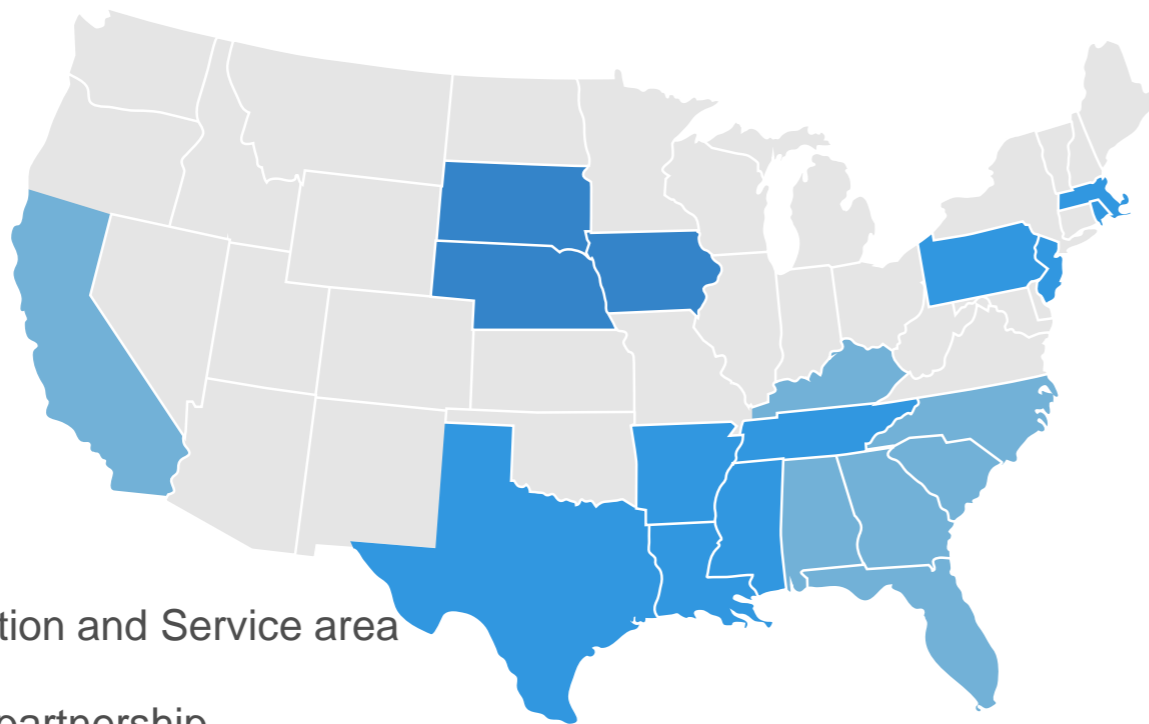


One perspective on Source Plasma

Stacy Sime, President & CEO



Caring for you, sharing for life.



- Our Collection and Service area
- Service in partnership
- Provided when needed
- No blood provided this year

- 148,000 total collections
- 350 employees
- 7 Donor Centers
- 7 Mobile Staging Operations
- Began source plasma in 2015
- Licensed for infrequent source plasma in 2016
- Growth target of 25,000 L of source plasma annually by 2025
- Current source plasma collections ~3000 L annually

01

Expand Our
Brand

02

Maintain
Profitability

03

Drive Operational
Efficiency

04

Inspire Loyalty

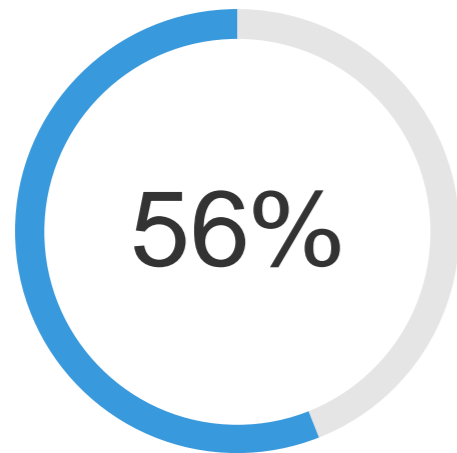
05

Engage our team,
donors and
hospitals

We Save Lives in partnership with the communities we serve

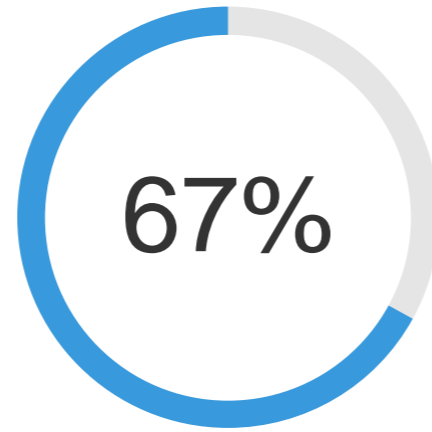
- Employer of Choice
- Local, National and Global Supplier
- Diversified Donor Base
- Center of Excellence
- Recognized for Innovative Approach
- Recognized for service and access
- Leaders in our community and industry

Our Donors...all donation types



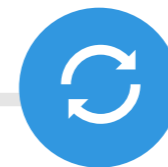
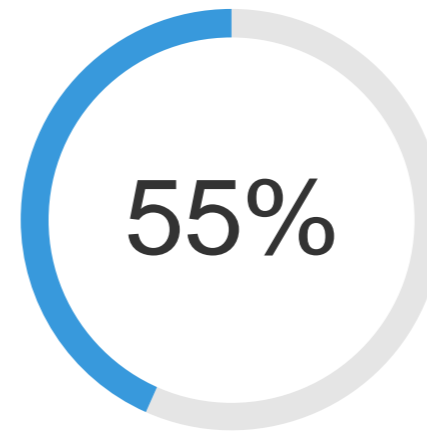
Female

This has increased in the last 10 years. In 2007, our donor base was 49% female.



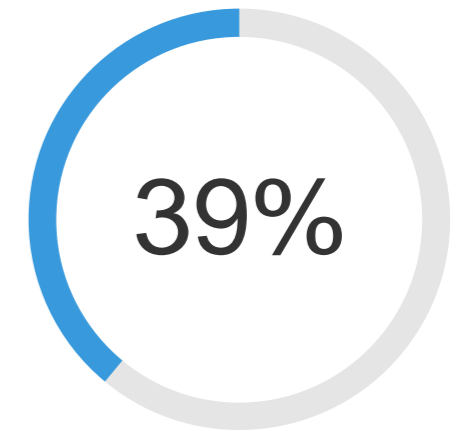
Donate at a mobile site

Mobile collections focus on whole blood and double red cells. Donor Centers collect platelets, double red cells and source plasma.



Donate more than once

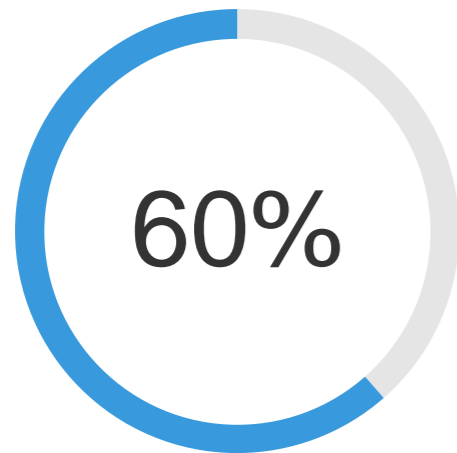
Return donor rate is driven by donor centers although some mobile sites are scheduled every month.



Donate on an automated platform

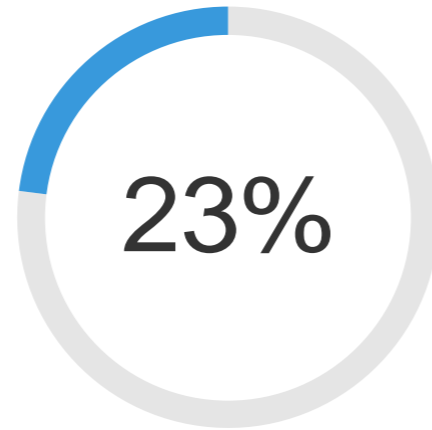
Donors are encouraged to select donation type recommended by our experts. 28% of all Red Blood Cells are collected via automation.

Our Source Plasma Donors



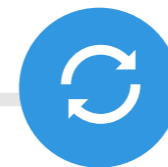
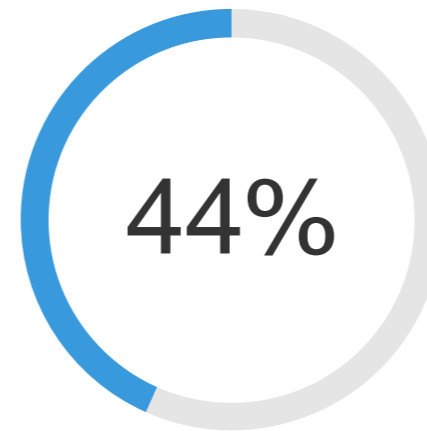
Female

Female aphaeresis donors with positive HLA test are targeted for source plasma donations.



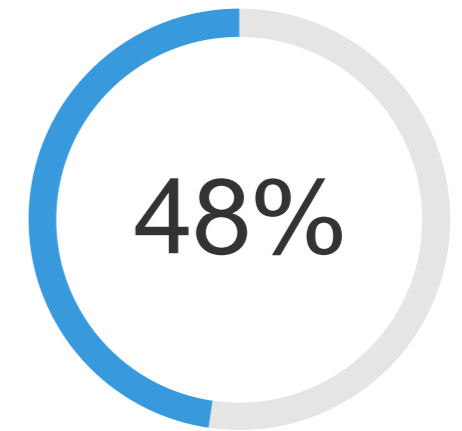
Are converted on site

Donors are targeted for their first source plasma donation by our call center but some are targeted upon arrival at site.



Donate more than once

Source plasma donors will likely be scheduled to SP for their next donation. Our experts may ask donor to switch based on the needs of our inventory.

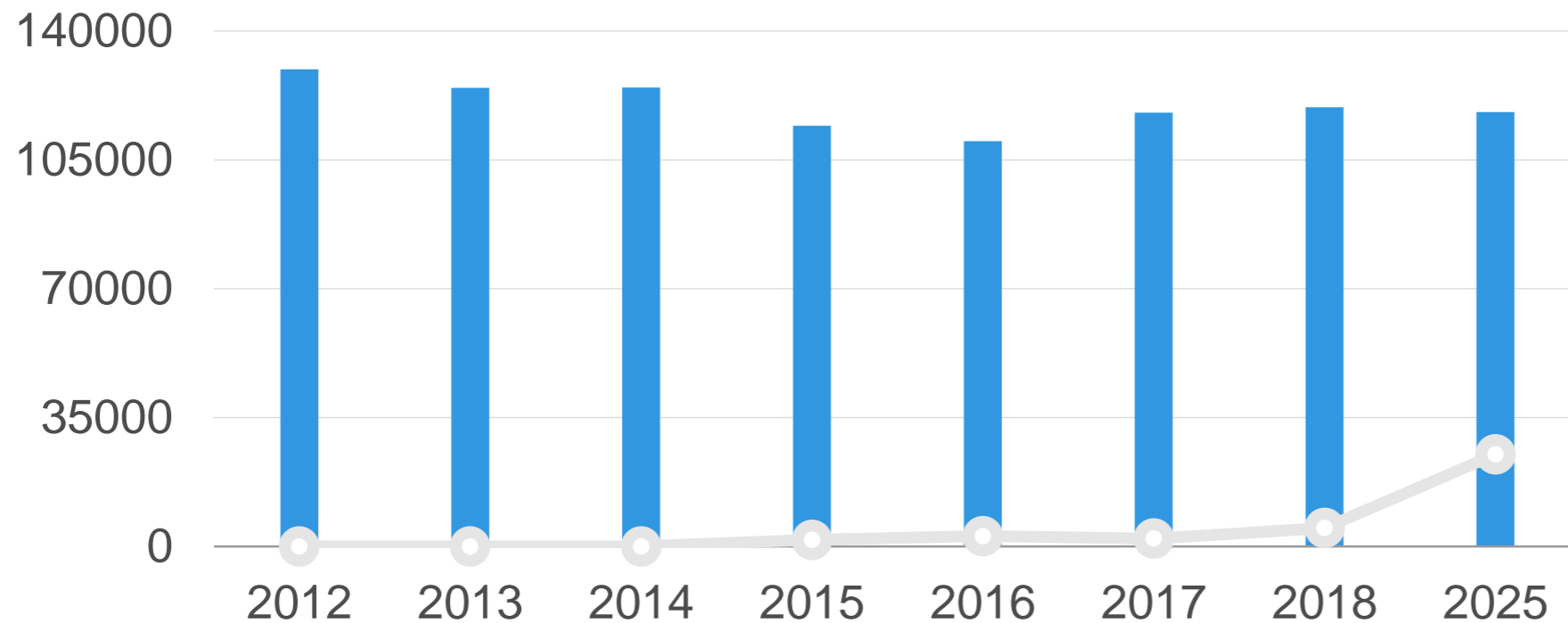


Type A Positive

Blood type of donors targeted is based on inventory needs each day. High red cell inventory of any blood type will result in conversion to source plasma.

The WHY?

Diversified Revenue or



- Creates an alternative revenue source
- Even at targeted level, RBC revenue will far exceed source plasma revenue
- Profits are taxable

donor engagement?

The WHY that really matters



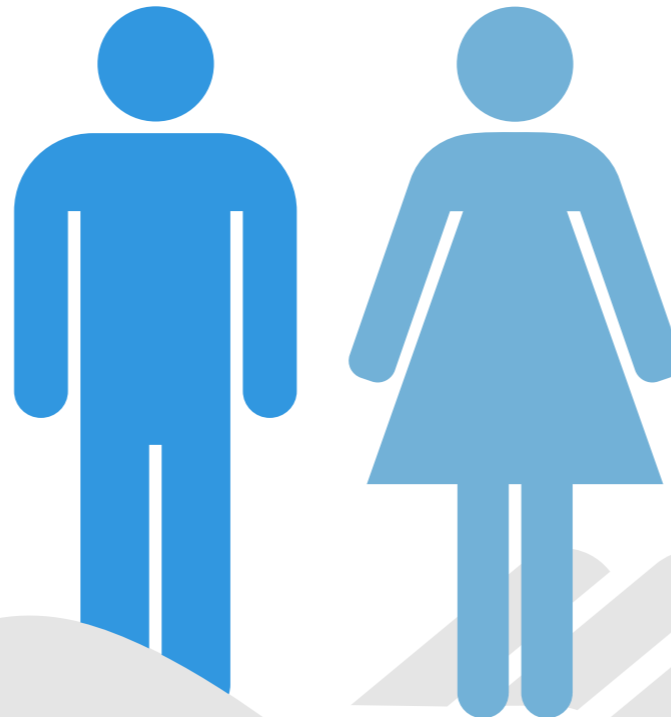
Wrong Type Donor Engagement

- O Negative donors hear from us every 8-16 weeks
- A Positive donors hear from us once every 9-18 months



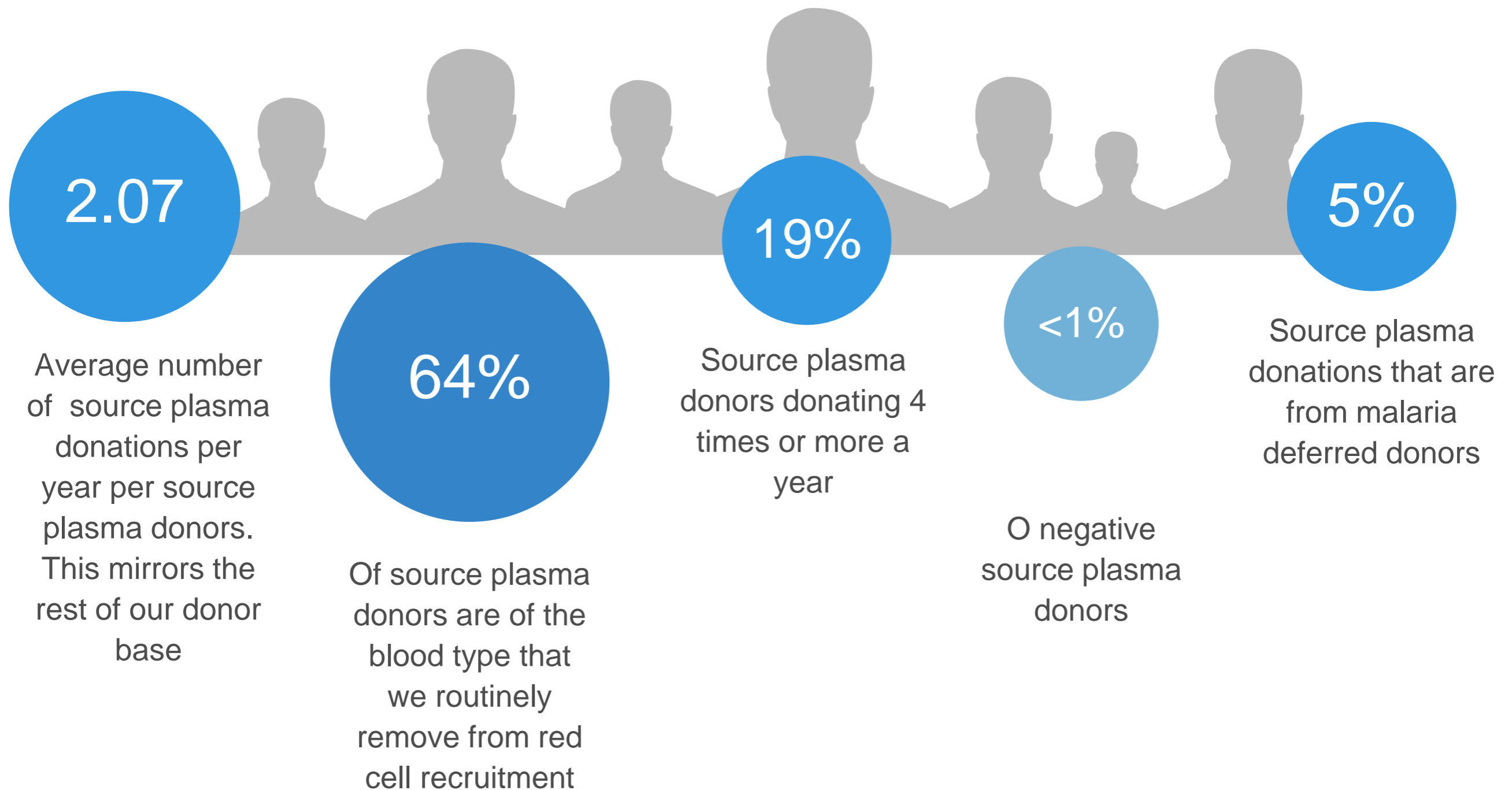
Challenge of Highly Engaged Female Donors

- Changing regulations were taking apheresis female donors and potentially deferring them from their preferred donation type
- Based on blood type, not all of these donors were ideal whole blood or double red cell donors

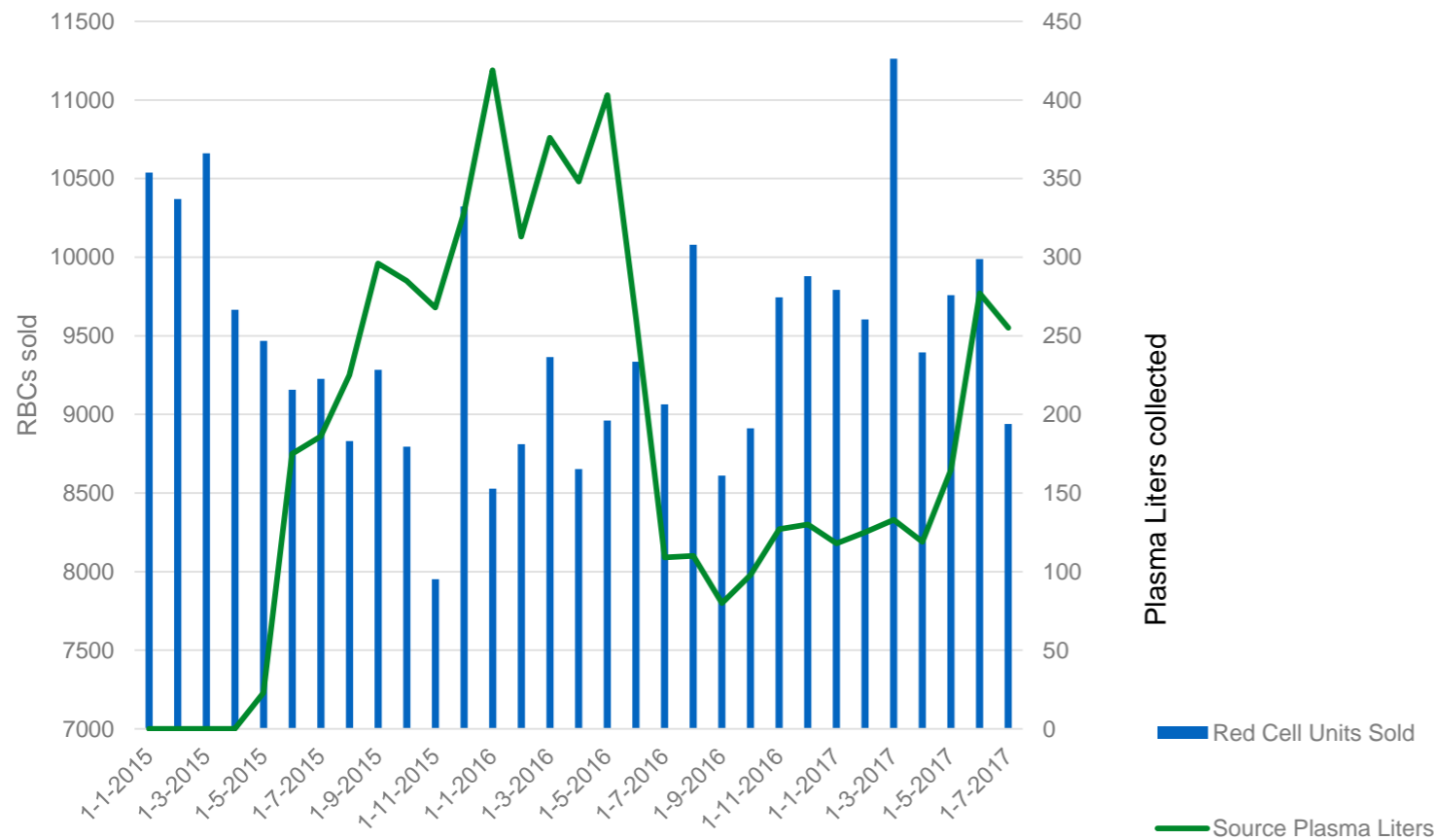


The key to a **sustainable** blood supply, is an **engaged donor.**

Key Donor Engagement Stats



What is our biggest challenge?



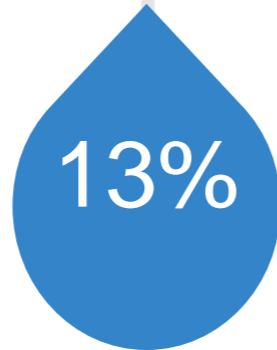
- As RBC Demand increases we struggle to keep our team focused on plasma collection
- Data base analysis would tell us that we have enough donors to support growing our source plasma program significantly
- Internal factors compounding include:
 - The way we use donor centers to respond to inventory challenges
 - The high percent of mobile blood drives

Other challenges?



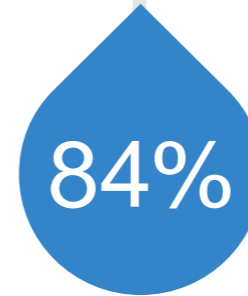
2 hour freeze time

This limit is an FDA requirement and it makes logistics of product collection tricky. We would like to collect on mobiles but this limits our ability. We have validated a portable freezer but have not started to use it yet.



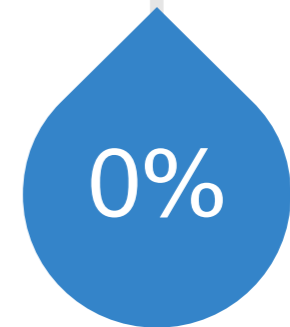
13% More Deferrals

The FDA and European Criteria do not align. In 2016, we deferred an additional 13% of our donors from being eligible for source plasma. These donors were eligible for other donation types.



84% of additional deferrals result from 2 differences

Differences in deferral periods for tattoo and piercing and endoscopic procedures with a flexible instrument drive the majority of increased deferrals.



0% collected on mobiles

Donor Centers are a great first step but we all benefit if we figure out how to collect in a mobile environment.

In summary, source plasma drives value and creates opportunities for our team and donors



01

Creates alternative revenue source for the non-profit blood center

02

One of many vehicles to engage more donors to ensure sustainability

03

Working together to resolve challenges will create even more opportunity