



Give Blood. It's Safe. It's Simple. It Saves Lives.

2043 Dillingham Boulevard
Honolulu, HI 96819-4024
Phone: (808) 845-9966
Neighbor Islands: (800) 372-9966

Dillingham Donor Center*

Mon, Tues, Wed, Fri 6:30 a.m. to 4:30 p.m.
Thursday 9:00 a.m. to 7:00 p.m.
Saturday 6:30 a.m. to 2:30 p.m.
Sunday Apheresis only

Apheresis by appointment daily, seven days a week.

Young Street Donor Center*

Tuesday 11:30 a.m. to 7:00 p.m.
Wednesday - Saturday 6:30 a.m. to 2:00 p.m.

* Last appointment 45 minutes prior to close.

www.BBH.org

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Blood Bank of Hawaii

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The Balance

Saving lives will always be all about people for BBH—selfless volunteers; community-oriented businesses and organizations; talented medical professionals; appreciative patients and their loved ones. While development directs our progress, we focus on maintaining a balance between personal connections and technological wonders. BBH embraces change, and uses change to make saving lives easier.

Online Connection to Saving Lives

BBH is thrilled to announce the June 3, 2013 launch of eDonor. The real-time, online appointing program allows whole blood donors to schedule their own appointments at their convenience. It's as easy as entering a donor identification number and date of birth.

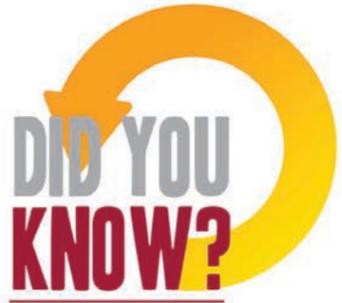
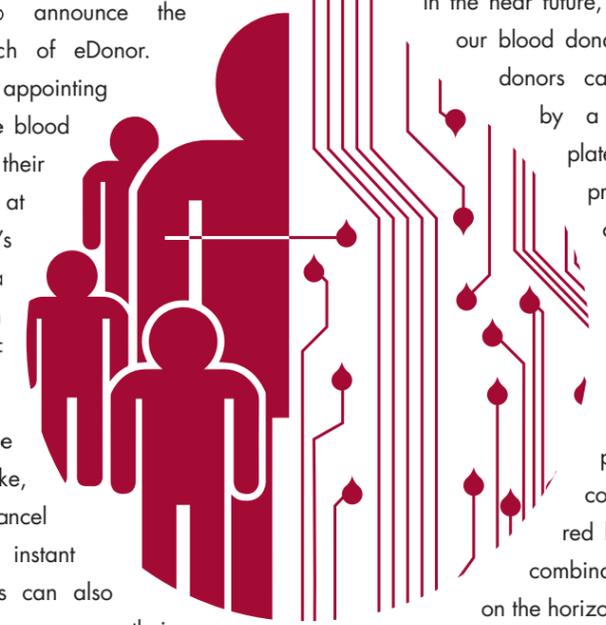
With eDonor, whole blood donors can make, change, and cancel appointments with instant confirmation. Donors can also review donation history, manage their contact information and easily be notified about changes or reminded of appointments by email. As more donors schedule their own appointments online, our blood banking team can spend less time on paperwork, and more time on people. See back cover for details on how to get started.

Automated Collections

With more sophisticated blood banking practices, we are able to use technology to more efficiently serve Hawaii's patients. Using eDonor, we can notify specific donors when there's a special need for their blood type. We can also determine what type of blood components to collect based on blood types, donation histories and current hospital needs. As our collection processes evolve, BBH staff will share more information with donors so they know how they can best help patients that day.

In the near future, we will be expanding our blood donation types. Currently, donors can give whole blood by a manual process or platelets by an automated procedure, which continuously collects the blood component needed (platelets) and infuses the red cells and plasma back into the donor. The possibility of automated collection for plasma, red blood cells or different combinations of components is on the horizon.

Implementing new technology allows us to be more flexible and efficient. Each progression allows us to more effectively focus on what we do—saving lives, helping people. Continuing to advance with technology, we are excited about the possibilities, while never forgetting the personal connection.



Saving lives just got easier eDonor

eDonor is your online connection to giving blood!

- Schedule your own appointments
- View your blood type
- Review your donation history
- Check your next date to donate

Get started in 3 easy steps

1. Click "Donor Log In" at www.BBH.org
2. Sign in with your Username (donor ID) and Password (date of birth), then update as prompted
3. Click "Donate Blood" to schedule your appointment

For your Donor ID, call (808) 848-4770

BBH AT-A-GLANCE

You Share Pizza, Why Not Blood?

As a special thank you to everyone who donates on Kamehameha Day (June 11), Blood Bank of Hawaii will be giving a mahalo coupon for a medium pizza with one topping from Papa John's. Sign up today by calling us at 848-4770.



Save-Our-Summer Challenge

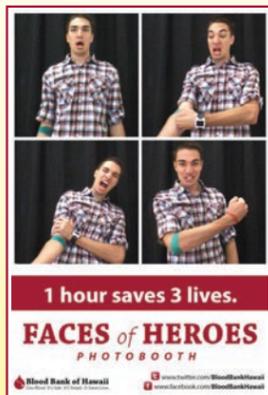
Summer months are busy, and fun-filled activities may leave less time for donating blood. But blood is needed daily, all year long, so take the S-O-S Challenge! Donate



twice this summer, and you'll help save lives during the months when blood is less often donated.

Getting Social

You never know what you'll see online next from BBH. An interesting tidbit of information, an inspirational letter from a blood recipient, a funny quote, a familiar face you didn't know was a blood donor, a new reason to give. Follow, share, like, tweet ... and get others excited about saving lives!



On the Move

BBH relies heavily on two bloodmobiles. These vehicles travel across Oahu, collecting blood from volunteer donors who might not donate otherwise. This mobility plays a critical role in the daily blood supply that hundreds of Hawaii's patients count on for their survival. Mobility would also be critical in the event of a disaster and if BBH centers become inoperable, a bloodmobile would serve as an alternate, or perhaps, sole location for blood collection.

By utilizing bloodmobiles, BBH can reach donors with specific blood types that are rare or in high-demand. Certain communities have a greater population of donors with O-negative blood, the universal blood type often used in emergency situations. Community outreach also helps target areas with high populations of Hawaiian, Polynesian and Filipino ethnic groups, who are more likely to have the rare Jk3-negative blood type.

GOAL!
\$300,000

With mobility being so critical for our community and two aging bloodmobiles, BBH recently launched the first phase of a capital fundraising campaign. We are seeking \$300,00 for the purchase of a new bloodmobile and are reaching out to businesses, organizations and foundations for funding.

\$250,000

As we design the new bloodmobile using a motor coach company specializing in the blood banking industry, we are focusing on the future. The new bloodmobile will be able to support automated collections and our new blood banking computer system, which will feature technology that allows donors to complete electronic blood donation records.

\$200,000

\$150,000

If you have questions or are interested in keeping BBH on the move, please call us at 848-4729.

\$100,000

\$50,000



IN THE SPOTLIGHT

Mainland trips were a childhood highlight for Crystal Lee, born and raised in Hawaii. She especially looked forward to visiting her grandfather in Ohio, the hours playing cards in the garage, and the days filled with laughter. She appreciated her grandfather's kind heart, and always found it difficult to leave him.

But her grandfather wasn't the same during her last visit. His bubbly personality had faded. Crystal and her family went right from the airport to the hospital, where her grandfather was waiting for a blood transfusion. He had been waiting hours and was tired. He was no longer the spirited man she had grown up excited to visit.

The long wait for blood was confusing to Crystal. Having donated since high school, she knew about different blood types. But she did not know how complicated blood was, and that there are many factors that impact finding the right match. She began to realize it's important many people donate because of all the types of markers on blood.

"It was amazing to see Grampa John perk up with lots of energy after his transfusion," recalls Crystal. "He was the first one in the car ready to play cards in the garage again."

This was the last time Crystal would see her grandfather, which Crystal knew since having learned of his cancer diagnosis. She and her family were fortunate to know the end was near and have the chance to say their good byes.



Crystal with the recruitment team at Young Street Donor Center.

Paying It Forward

Crystal learned about her grandfather's passing a couple weeks later, when she was back in Hawaii. As she thought about those last days with her grandfather, **she was grateful for all the people who she would never know.** Those volunteers who gave blood kept her grandfather alive long enough for Crystal to see him one last time.

Even though she knew it was important to continue giving blood, Crystal wanted to do more. She wanted to encourage others to donate. At the time, Crystal was preparing to be a contestant in the Miss Hawaii pageant and had many opportunities to speak with groups, the perfect chance to share her story and emphasize the importance of giving blood.

"Blood can't come from anywhere but you and me," says Crystal. "Even though I've been bruised and I feel the pinch, I know it's for a great reason. It's mind over matter really. **I know that by donating I can save lives and help families, like donors did for mine.** That makes it all worthwhile."

As the current Miss Chinatown, Crystal continues to inspire others to donate. She sees her hard work as an opportunity to 'pay it forward' and make a difference in our community.

"eDonor saved me two weeks of recruiting time. I made all of my appointments and made my goal in half the time!"

- Mindy Kakazu, HECO



Saving Lives Made Easier

More than 40 Lifesaver Club coordinators attended workshops hosted at Young Street Donor Center and conducted statewide throughout May. The training sessions prepared coordinators for the launch of eDonor on June 3, 2013.

Coordinators gave glowing reviews about the new online appointing program, even those who had

been hesitant about the change. Comments ran the gamut- "It's so easy. What a time saver! Yay, no more faxing lists! No more double bookings. My donors are going to be so excited. Auto reminders are great."

A terrific example of technology paving the way for improved customer service balanced with a personal touch.



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