



# Blood Bank of Hawaii

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

EVOLVE.



ADAPT.



INNOVATE.



ANNUAL  
REPORT 2012



## WHAT'S INSIDE

### 1 SURVIVAL OF THE FITTEST

By Kim-Anh Nguyen, MD, PhD,  
President and CEO

### 3 EVOLUTION IN MOTION

By Lori McCarney, 2013 Board  
of Trustees Chair

### 4 ADAPTING IN REAL-TIME

Five-Year Overview

### 6 LIFESAVER CLUBS

### 7 A CALL FOR INNOVATION

A Customer's Perspective

**Advancing as  
an organization;  
staying true to our  
mission of saving lives.**



Recipient. Tom.

**COMMITMENT**

Donor. Loreto.





## SURVIVAL OF THE FITTEST

By Kim-Anh Nguyen,  
MD, PhD  
President and CEO

In today's uncertain and constantly changing healthcare environment, **WE MUST CONTINUALLY EVOLVE, ADAPT AND INNOVATE.** Darwin's theory of Survival of the Fittest holds steadfastly true and our organizational decisions must meet external needs to keep us relevant. As with all businesses, this dynamic reality is a driving force behind the blood banking industry.

Our mission has always been and remains centered on Hawaii's donors, hospitals and patients. We proudly embrace our 71-year history of providing for the community and relish the opportunity to expand by offering more services. At this important juncture, we look at national trends, listen to our hospital partners, and anticipate the implications of the Affordable Healthcare Act as we adapt to meet the needs of our community.

These are exciting times. Technological advances and more sophisticated transfusion practices are changing the blood banking world. After nearly a decade of increased blood utilization and collections, our nation is shifting to fewer transfusions, more targeted

to specific patient needs. Automated collection for different blood products allows donors to serve patients in new ways.

Efficiency is the new emphasis, and technology is the means to reach this next stage of automation-focused, real-time blood banking. Meanwhile, emerging cellular therapies continue to bring new treatment modalities to prolong survival or improve quality of life. With our core competencies in collections, quality, and a distribution system, we are poised to incorporate cellular therapy into our expanded operations.

As we navigate through these uncertain times, our partnerships constantly point us toward true north. **OUR COMMITMENT TO SERVING HAWAII'S DONORS, HOSPITALS, PATIENTS, AND NEW PARTNERS EMBRACES DARWIN'S THEORY.** We enjoy the challenge of change—evolving, adapting and innovating with our partners to rise up to meet Hawaii's future.

# We Extend a Special Mahalo to the 2012 Board of Trustees

## OFFICERS

Kent Tsukamoto  
Chairman

Robyn Yim, M.D.  
President

Jill F. Shimokawa Higa  
Vice President

John T. Komeiji  
Vice President

Lori L. McCarney  
Vice President

Gary A. Okamoto, M.D.  
Vice President

Robert S. Harrison  
Vice President/Treasurer

Lynn Kinney  
Secretary

## TRUSTEES

Patrick D. Ching

Galen C. Choy, M.D.

Michael K. Fujimoto

Darryl W. Glaser, M.D.

William F. Gleason

Robert P. Hiam

Jason Higa

Veronica Kaneko

Richard C. Keene

John L. Knorek

Robert Lee

Nicholas Ng Pack

Russell K. Okata

Markus Staib

Keith Vieira

Joseph P. Viola

Roger J. Wall

## PRESIDENT EMERITUS

Julia Frohlich, M.D.

## HONORARY TRUSTEES

Walter A. Dods, Jr.

Warren H. Haruki

## INCUMBENT PRESIDENTS

Hawaii Medical Association

Honolulu County Medical Society

**"It is not the strongest  
of the species that survive,  
nor the most intelligent,  
but the one most  
responsive to change."**

- Charles Darwin

## ANNUAL FINANCIAL STATEMENTS

FY 2012

	FY12	FY11
<b>Operating Revenue</b>		
Blood Processing	12,000,976	12,639,030
Platelet Pheresis	3,666,374	3,907,720
Plasma for Fractionation	822,119	608,060
Laboratory Fees	361,283	334,699
<b>Total</b>	<b>16,850,752</b>	<b>17,489,509</b>
<b>Costs and Operating Expenses</b>		
Blood Components and Commercial Products	11,980,655	11,385,484
Recruiting, General and Administrative Expenses	5,196,001	5,005,960
<b>Total</b>	<b>17,176,656</b>	<b>16,391,444</b>
<b>Change in Net Assets from Operations</b>	<b>(325,904)</b>	<b>1,098,065</b>
<b>Other Changes</b>		
Interest and Dividends	72,425	83,144
Net Realized and Unrealized Gains on Investments	225,119	54,597
Contributions	61,221	11,862
Other	46,736	79,262
<b>Total Other Changes</b>	<b>405,501</b>	<b>228,865</b>
<b>Change in Net Assets Before Pension Adjustment</b>	<b>79,597</b>	<b>1,326,930</b>
<b>Pension Liability Adjustment</b>	<b>413,863</b>	<b>(371,953)</b>
<b>Change in Net Assets</b>	<b>493,460</b>	<b>954,977</b>
<b>Net Assets at Beginning of Fiscal Year</b>	<b>11,772,068</b>	<b>10,817,091</b>
<b>Net Assets at End of Fiscal Year</b>	<b>12,265,528</b>	<b>11,772,068</b>



# EVOL

## EVOLUTION IN MOTION

By Lori McCarney  
2013 Board of  
Trustees Chair

**EVOLUTION OCCURS RIGHT IN FRONT OF OUR EYES.** Sometimes we don't even notice. Incremental changes with spurts of breakthrough innovation feed the evolution of our lives and the world around us.

When the first public cell phone was introduced in 1983, it was an expensive novelty. I recall being at a major national seminar in 1995 when a presenter told us about a future where "everyone will have a cell phone and will use it for such mundane things as calling from the supermarket to see if they needed to buy eggs." It seemed extraordinary. But it wasn't long before I progressed from the old brick phone to the latest iPhone. Today we take for granted the convenience of cell phones and their many applications and capabilities.

At Blood Bank of Hawaii (BBH), one thing we don't take for granted is safety. We pay attention to technological advances in health care and the emergence of tests to safeguard against new diseases. Progress has made evolution in blood banking compulsory. BBH has been vigilant about staying in tune with ongoing change and is nimble in our ability to evolve in order to supply

the blood products needed by our hospitals and patients.

Advances impact more than our interactions with hospitals. They influence how we communicate, educate and inspire donors. They change our donor recruitment strategies so we can accommodate evolving blood product needs. Donor recruitment is becoming more targeted and focused. For example, we will reach out to donors with a specific blood type instead of all donors en masse. As our donors change, their preferences will also trigger evolution. Online appointments, recruiting via email and text, social media groups and much more are all new ways to interact with donors. **BUT ONE THING WILL NOT CHANGE – OUR COMMITMENT TO OUR COMMUNITY AND OUR GRATITUDE TO OUR DONORS.**

As evolution is in motion at BBH, our dedicated Board of Trustees stand steadfast in providing guidance and support for innovation to meet the community blood needs.





While organizations typically engage in annual planning, a more longitudinal perspective can help mark chapters in evolution and pinpoint a need for accelerated, even radical, change. Five years ago, the global economy underwent a disruptive revolution that has yet to settle into a new equilibrium. In the healthcare field, game changing forces are just now picking up momentum. Most notable among these, the Affordable Care Act has begun to impact **BLOOD UTILIZATION PATTERNS AND BLOOD BANKS**, although its impact is not yet fully realized.

### A POINT IN TIME

Five years ago, blood banks' prime directive was an adequate supply to meet an ever-increasing demand as aging Baby Boomers were anticipated to require more medical procedures and hospitalizations. BBH redoubled collection efforts and achieved self-sufficiency, reducing the need to import blood.

For the first time since the advent of blood banking over 70 years ago, blood usage is declining due to advancements in peri-operative technology, medications, and blood utilization management efforts. The downward trend is expected to continue and flatten out over the next several years.

## ADAPTING IN REAL-TIME

Five-Year Overview



### RED BLOOD CELLS FACTS

- Disc-shaped cells
- Contain hemoglobin
- Deliver oxygen to body

### PLATELETS FACTS

- Small fragments of cells
- Control bleeding
- Assist in clotting
- Help cancer patients and burn victims



## RED BLOOD CELLS

Offsetting the decreased red blood cell demand, there has been a greater need for leukoreduced (LR) red cells, modified in the lab using special filters to remove >99% of white blood cells. Studies show that LR red cells, reduce the risk of transfusion-related adverse reactions, cellular injury in cardiac surgery, and development of antibodies that interfere with platelet transfusion or some types of transplants. BBH is adapting manufacturing, moving toward universally LR blood within the year.

## PLATELETS

Until recently, platelets were manually separated from whole blood in the lab; hospitals then pooled platelet concentrates from several donors to make a therapeutic dose. Platelets can also be collected "as-is" by pheresis, an automated process which continuously separates out and leukoreduces the platelets, returning red cells and plasma to the donor.

In the last five years, BBH has made significant advances in platelet production, increased safety with the introduction of sensitive bacterial detection tests, and providing hospitals with LR platelets. By pooling platelets, BBH eliminated a step for hospitals, helping improve their operational efficiency. BBH is also expanding automated platelet collections and striving to improve pheresis efficiency, collecting up to three therapeutic doses per donation.

## PLASMA

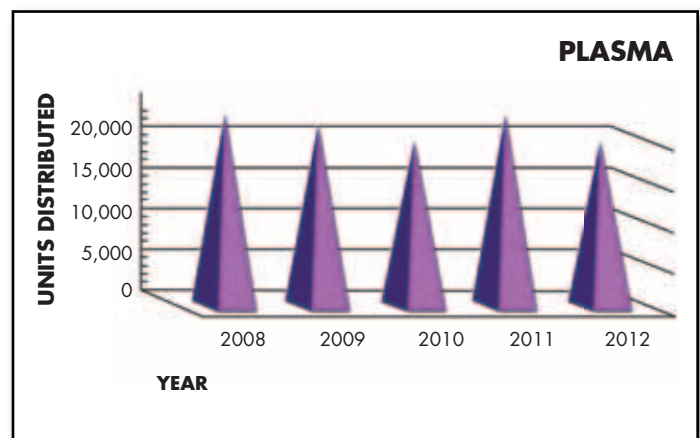
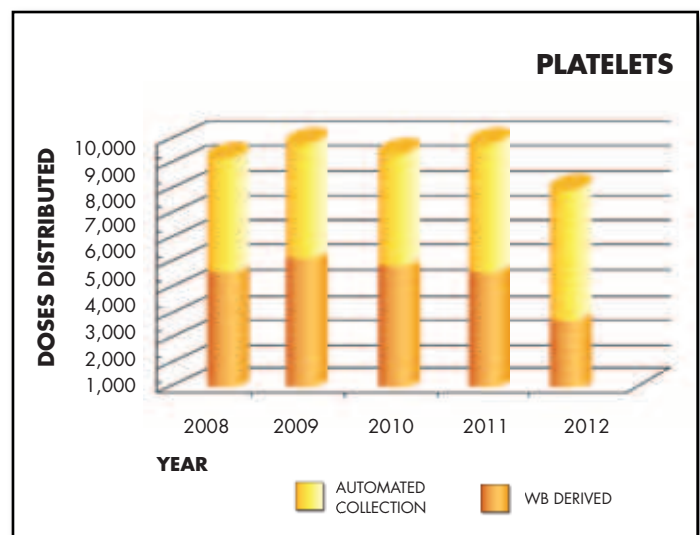
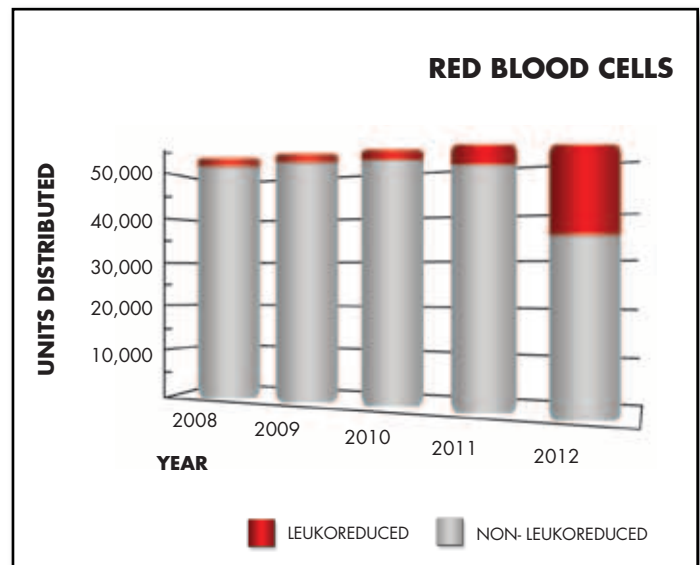
BBH does not foresee an increase in utilization of transfusable plasma in Hawaii; however, we are improving efficiency by increasing collections of type AB plasma, which can be transfused to patients of any blood type.

In addition to direct transfusion into patients, plasma is sent to manufacturers in Europe and Asia to produce medications such as clotting factors, vaccines, protein fractions, and immunoglobulins. Many of these medications return to the US to treat patients with bleeding disorders and other diseases. To meet the growing need for plasma-derived medications and improve our fiscal health,

BBH will maximize collection opportunities for recovered plasma.

### PLASMA FACTS

- Pale yellow mixture of water, proteins and salts
- Carrier for blood cells, nutrients, enzymes, hormones and proteins



## ADAPTING BLOOD COLLECTION AND PROCESSING

BBH is keeping pace with the evolution of medical practices by using technology to make real-time decisions based on daily-changing needs of patients and hospitals. Economic pressures, outcomes-based reimbursement, and advancing science demand we adapt, sometimes rapidly, to best partner with our hospital customers as we journey together through this healthcare world of uncertainty. We eagerly accept the challenge to step up our game on tomorrow's playing field.

## Lifesaver CLUB

**LifeSaver Clubs**—companies and organizations that host and sponsor blood drives—have, since 1978, played a key role in helping BBH meet our daily blood goals. While the sizes and missions of these businesses, schools, churches and civic clubs varied, they each shared a common accomplishment in 2012—they **contributed to 50 percent of the state's blood supply**. Thank you to our loyal donors, strong supporters and community partners for joining hands in our mission to save lives.

Accuity, LLP  
 AECOM  
 Alexander & Baldwin, Inc.  
 Alii Beach Medical Group  
 Alpha Phi Omega Alumni Association  
 Alston Hunt Floyd & Ing  
 American Savings Bank, F.S.B.  
 Ashford & Wriston, LLP  
 AT&T  
 Atlas Insurance Agency, Inc.  
 Attention Plus Care  
 Aulani, A Disney Resort & Spa  
 Bank of Hawaii  
 Blood Bank of Hawaii  
 BMW of Honolulu  
 Brigham Young University - Hawaii  
 C&S Wholesale Grocers, Inc.  
 Cades Schutte LLP  
 Calvary Chapel of Honolulu at Komo Mai  
 Calvary Chapel Pearl Harbor  
 Carrier Hawaii  
 Castle Medical Center  
 Castle Resorts & Hotels  
 Central Pacific Bank  
 Central Union Church  
 Certified Hawaii  
 Chaminade University  
 City & County of Honolulu  
 County of Hawaii  
 County of Kauai  
 County of Maui  
 Cutter Chevrolet  
 Dr. K.B. Chun & Sons  
 Farmers Insurance Hawaii, Inc.  
 FCH Enterprises, Inc. (dba Zippy's)  
 FedEx Express  
 First Assembly of God  
 First Hawaiian Bank  
 First Presbyterian Church of Honolulu at Koolau  
 Foodland Super Market, Ltd.  
 GEICO Direct  
 Goodsill Anderson Quinn Stifel LLP  
 Grand Hyatt Kauai Resort & Spa  
 Halekulani Hotel  
 Hawaii County Police Department  
 Hawaii Medical Center - West  
 Hawaii Modular Space  
 Hawai'i Pacific Health  
 - Pali Momi Medical Center  
 - Kapi'olani Medical Center for Women & Children  
 - Straub Clinic & Hospital  
 Hawaii Pacific University  
 - Natural Sciences Student Association  
 - Student Nurses' Organization

Hawaii Prince Hotel  
 Hawaii State Federal Credit Union  
 Hawaiian Dredging Construction Company, Inc.  
 Hawaiian Electric Industries, Inc.  
 - Hawaii Electric Light Company, Inc.  
 - Hawaiian Electric Company, Inc.  
 - Maui Electric Company, Limited  
 Hawaiian Telcom  
 Hawaii USA Federal Credit Union  
 Heald College  
 HMSA  
 Holy Family Catholic Academy  
 HonBlue Inc.  
 Honolulu Fire Department  
 Honolulu Police Department  
 Hope Chapel Kahala  
 Hope Chapel Kaneohe Bay  
 Hope Chapel West Oahu  
 Hawaii-Western Management Group, Inc.  
 Iglesia Ni Cristo  
 International We Love U Foundation  
 JN Automotive Group  
 Johnson Controls, Inc.  
 JW Marriott Ihilani Resort & Spa at Ko Olina  
 Kailua Community Church  
 Kailua United Methodist Church  
 Kaimuki Christian Church  
 Kaiser Permanente  
 - Honolulu Clinic  
 - Mapunapuna Clinic  
 - Moanalua Medical Center and Clinic  
 - Waipio Clinic  
 Kaneohe Yacht Club  
 Kauai Marriott Resort  
 Kuakini Health System  
 Marist Hawaii Rugby Club  
 McCorriston Miller Mukai MacKinnon LLP  
 Milici Valenti Ng Pack  
 Moanalua Gardens Missionary Church  
 Monsanto Hawaii  
 New Hope Diamond Head  
 New Hope Kapolei  
 New Hope Oahu at Honolulu  
 New Hope Windward  
 Nordic PCL Construction, Inc.  
 North Shore Christian Fellowship  
 Oahu Transit Services, Inc. (TheBus)  
 Oceanic Time Warner Cable, Inc.  
 Ohana of Laurie Horita  
 Olelo Community Media  
 Omega Psi Phi Fraternity, Inc.  
 One Love Ministries  
 Ono Construction, LLC  
 Our Lady of Perpetual Help  
 Outrigger Enterprises Group

- Embassy Suites Waikiki Beach Walk  
 - Ohana Waikiki East  
 Pacific Resources for Education & Learning  
 PB Americas, Inc.  
 Prudential Locations LLC  
 Resurrection of the Lord Catholic Church  
 Roberts Hawaii, Inc.  
 Scotty D Group  
 Servco Pacific Inc.  
 Shriners Hospital for Children  
 Solid Rock Ministries - Kona  
 St. John Vianney Parish  
 St. Joseph Church Waipahu  
 Starwood Hotels & Resorts  
 State Farm Insurance  
 State of Hawaii  
 Sure Foundations Hilo  
 SVC Management Hawaii LLC  
 Tesoro Hawaii Corporation  
 The Bridge Church of the Nazarene  
 The Church of Jesus Christ of Latter-Day Saints  
 - Hawaii Kai Stake  
 - Hilo Stake  
 - Kalaeloa Chapel  
 - Makakilo Hawaii Stake  
 - Waianae Chapel  
 The Kahala Hotel & Resort  
 The Queen's Health Systems  
 Times Super Market  
 Tony Group Autoplex  
 Transportation Security Administration  
 Kahului Airport  
 UHA  
 United States Government  
 University Avenue Baptist Church  
 University of Hawaii Systems  
 - Honolulu Community College  
 - John A. Burns School of Medicine  
 - Kapiolani Community College  
 - Kauai Community College  
 - Leeward Community College  
 - University of Hawaii at Hilo  
 - University of Hawaii at Manoa  
 - Windward Community College  
 Wahiawa General Hospital  
 Waianae Coast Comprehensive Health Center  
 Waikiki Beach Marriott Resort & Spa  
 Wealth Strategy Partners





## A CALL FOR INNOVATION

A Customer's  
Perspective

With emerging health trends and the Affordable Healthcare Act on the horizon, hospitals must evolve, adapt and indeed, innovate to remain viable.

Among those at the forefront of healthcare innovation in Hawaii is The Queen's Medical Center (QMC). In addition to its state-of-the-art medical facility, QMC relies on strong partnerships and innovative solutions to fulfill its mission to serve the community. "When the community lost its transplant program, QMC worked collaboratively with public and private organizations and created a new solid organ transplant program. We required special HLA matched platelets and BBH fulfilled this need," said Ana M. Ortega Lopez, MD, Anatomic/Clinical Pathology at QMC.

"When studies revealed leukoreduced red blood cells reduce adverse transfusion reactions, we looked to BBH to provide," commented Dr. Ortega Lopez. "They were on-the-ready and could meet our needs of 100% leukoreduced blood. As a result we experienced a 50% reduction in adverse reaction since converting to universally leukoreduced blood."

"Other hospitals throughout the state look to leaders like QMC to set practice standards. Leukoreduced blood is a great example of that," noted Kim-Anh MD, PhD, president and CEO of BBH. "Where hospitals go, so goes BBH. **WE ARE STRATEGICALLY EVOLVING OUR SERVICES AND PRODUCTS TO MEET THE NEEDS OF ALL HOSPITALS** and plan to provide more in-house services such as HLA matching, cell and tissue collection to support emerging cellular therapies."

BBH strives to be partners in innovation and community service. After all, opportunities are far more exciting to explore than threats.

**"Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow."**

- William Pollard

## HIGH SCHOOL LIFESAVER CLUBS & SUPPORTERS

**High school Lifesaver Clubs** alone contributed six percent of the state's blood supply and account for 31 percent of first-time donors. In 2012, 39 high schools held 84 blood drives and collected **3,792 pints of blood**. BBH celebrates and thanks our young donors for their voluntary and lifesaving efforts!

### 2012 HIGH SCHOOL LIFESAVER CLUBS

Aiea High School  
Castle High School  
Governor W. R. Farrington High School  
H. P. Baldwin High School  
Hawaii Youth Challenge Academy  
Henry J. Kaiser High School  
Hilo High School  
Iolani School  
Island Pacific Academy  
Kahuku High School  
Kailua High School  
Kaimuki High School  
Kalaheo High School  
Kalani High School  
Kamehameha Schools  
- Kapalama Campus  
- Maui Campus  
Kapaa High School  
Kapolei High School  
Kealahou High School  
King Kekaulike High School  
Le Jardin Academy  
Leilehua High School  
Lutheran High School of Hawaii  
Maryknoll School  
Mid-Pacific Institute  
Mililani High School  
Moanalua High School  
Nanakuli High & Intermediate School  
Pearl City High School  
President William McKinley High School  
Punahou School  
Radford High School  
Roosevelt High School  
Sacred Hearts Academy  
Saint Louis School  
Waiakea High School  
Waialua High & Intermediate School  
Waianae High School  
Waipahu High School

### 2012 LIFESAVER CLUBS SUPPORTERS

ALPA Properties, LLC  
- Airport Industrial Park  
Alexander & Baldwin, Inc.  
Alii Beach Medical Group  
American Assets Trust  
- Waialeale Center  
Aunty Sally Kaleohano's Luau Hale

Cameron Center  
Castle & Cooke, Inc.  
- The Shops at Dole Cannery  
Cathedral of Our Lady of Peace  
CBRE Group, Inc.  
- Ewa Town Center  
- Kaneohe Bay Shopping Center  
- Pacific Park Plaza  
- The Avenue Shops at Safeway Center  
- Waianae Mall Shopping Center  
Church of the Holy Cross  
Colliers Monroe Friedlander, Inc.  
- Town Center of Mililani  
- Waipio Shopping Center  
Cookie Corner Hawaii, Inc.  
Douglas Emmett, Inc.  
- 1132 Bishop  
- American Savings Bank Tower  
Ewa Beach Elementary School  
Farrington High School's Health Occupation  
Students of America  
Hale Mahaolu  
Harold K.L. Castle Foundation / Kaneohe  
Ranch Management Limited  
- Kailua Town Center  
- Kailua Farmer's Market  
Hawaii Fire Fighters Association  
Hawaii Kai Library  
Hawaii Maoli  
Hawaii Pastors Roundtable  
Hawaii Reserves, Inc.  
- Laie Shopping Center  
Hawaiian Airlines  
Honpa Hongwanji Hilo Betsuin  
Honolulu Fire Fighters Association  
HSTA Retirees  
Hui Okinawa  
Kalihi Business Association  
Kauai War Memorial Convention Hall  
Kaunua Senior Center  
Kiwanis Clubs  
- East Hawaii  
- Kauai  
- Maui  
- Pearl Harbor  
KONG Radio  
LesConcierges, Inc.  
- Pacific Guardian Center  
Lions Clubs  
- Akaka Falls  
- Ala Moana  
- Pearl City  
Manoa Marketplace LLC



**"My life was saved  
and now I'd like to  
give back."**

- James Wong,  
Blood Recipient & Donor

Maui Economic Opportunity, Inc.  
MMI Realty Services, Inc.  
- Kahala Mall  
- Kapolei Shopping Center  
- Pearlridge Center  
Pacific Office Properties Trust, Inc.  
- Davies Pacific Center  
- Waterfront Plaza  
Pearl Harbor Naval Shipyard  
PM Realty Group  
- Alii Place  
- Pacific Guardian Center  
Retired & Senior Volunteer Program (RSVP)  
Scholarship Eric Weinhardt  
Scholarship Elizabeth Kim  
Scholarship John Good  
Scholarship Marissa Del Rey  
Senior Project Tayln Samuelu  
St. Ann's Church  
The Church of Jesus Christ of Latter-Day Saints  
- Kahului Stake Center  
- Kona Stake Center  
- Waimea Hawaii Ward  
Wilson Elementary School





One thing  
holds true,  
we're saving  
lives.

Recipient. Maddie.

**GIVING**

Donor. Nari.





**Blood Bank  
of Hawaii**

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

2043 Dillingham Boulevard  
Honolulu, HI 96819-4024

[www.BBH.org](http://www.BBH.org)

Non-Profit  
Organization  
U.S. Postage  
**PAID**  
Honolulu, HI  
Permit No. 350

## 2012 AT A GLANCE

**24,980** Blood Donors

**56,114** Pints of Blood

**4,271** Units of Platelets

**83,217** Blood Products

Recipient. Yolanda.

**LIFE**

Donor. Eric.