



“The IMPACT® Program has allowed us to drill down from information that we had... And having that ability, and the technical and consultative services from Haemonetics, has really allowed us to impact our costs significantly.”

*Stacy Sime  
President and CEO, April 2011*

# LifeServe Blood Center in Iowa is dedicated to saving lives and creating shared value for customers

## Introduction

Serving 91 hospitals in 85 counties within the tri-state region of Iowa, Nebraska and South Dakota, and operating nine donor centers, four distribution centers and two lab testing facilities, the LifeServe Blood Center is one of the 15th largest blood centers in the country dedicated to saving lives and providing solutions to their hospital customers.

President and CEO, Stacy Sime, highlights the essence of LifeServe:

“Our mission is really to save lives. Two or three years ago, if you would have asked me what LifeServe Blood Center was about, we would have said, ‘We collect blood and blood products.’ Today, our strategic plan is about providing solutions to our hospital customers.”

## Challenge

After a merger in April 2010 between The Blood Center of Iowa and Siouxland Community Blood Bank, the newly formed — and much larger — LifeServe Blood Center was faced with budgetary constraints and a rising collection wage budget in lieu of the increased collections of territory expansion. This made it critical to find a more efficient way to collect the products they needed. Additionally, the changing dynamics in the healthcare industry forced them to look for new ways to deliver value to their hospital customers while saving money. To achieve their goals, they realized that they would need to evolve from a fee-for-service organization to an organization that creates shared value for their hospital customers.

## Solution

LifeServe reached out to Haemonetics to help implement their vision and get their costs under control. Together they worked on a donor IMPACT Production and Cost Optimization project to help LifeServe determine the best utilization of collection staff and resources while also providing the focus and opportunity to achieve the right-type mix of collected blood. LifeServe had already begun to focus on “Lean” practices so the program fit in nicely with their strategic direction by delivering a tool that provided clarity into understanding drive cost per unit collected (CPUC).

## Results

Through this program, LifeServe was able to pinpoint which mobile drives were the most cost-effective while also identifying the drives to reconsider. Haemonetics was able to identify five areas for red cell optimization — better calendar management; achieving the right blood type mix; more efficient deployment of machines; improved donor conversion practices and implementation of a cost-per-unit tool. Additionally, Haemonetics identified ways that LifeServe could reduce costs by making changes to their mobile drive strategy, as well as provided them with tools to gain visibility into their drive costs and opportunity areas.

Seeing positive before and after comparisons of collection staff wage costs, LifeServe chose to set efficiency ranges specifically to decrease the costs associated with mobile drives.

IMPACT® Program results	
2009 average CPUC	\$52.08
2010 average CPUC	\$44.62
2011 average CPUC	\$37.27

Since the IMPACT Program recommendations were implemented, LifeServe has been able to save approximately \$750,000 from 2009 to 2010. They expect to achieve the same savings over the course of 2011, bringing the total savings to \$1.5 million.

LifeServe is also partnering with Haemonetics to provide value-added services to their hospital customers. Haemonetics' IMPACT® Online business intelligence portal enables LifeServe's hospital customers to better understand their current blood use patterns and associated clinical outcomes by allowing them to easily view hospital-wide blood use and clinical metrics. Stacy highlights the importance of being able to offer this functionality to their hospital customers and the role Haemonetics plays in that partnership:

“ Now, we're more than just someone that's providing blood and blood products to hospitals. We're someone who's helping ensure that their patients have the best possible outcome. And that was only possible through our partnership with Haemonetics.”

## Future

Going forward, LifeServe plans to continue partnering with Haemonetics to further drive down internal costs and look for new ways to offer value to their hospital customers. Stacy sums up the relationship with Haemonetics:

“ Because LifeServe wants to be a solutions provider, we need a partner like Haemonetics who has a lot of solutions to offer and is willing to think creatively about how they may work with us.”