



Community Blood Center

Save a Life. Right Here, Right Now.

MISSION STATEMENT

To provide blood and support services that meet the needs of patients, donors, physicians and hospitals.

VISION

Enhancing lives through leadership in transfusion medicine.

CORE VALUES:

Community: Servicing our community first, in a leadership role, and treating our community equally.

Action: Providing services that save lives.

Responsibility: Ensuring the donor's gift of life is shared.

Excellence: Maintaining quality services, processes and performances.

2009
Annual
Report

A Note From Our President and CEO



Jay E. Menitove, M.D.
President/CEO and
Medical Director

In distinct contrast to previous years marked by transfusion utilization increases, Community Blood Center saw a 4% decrease in red cell and 1% decrease in platelet usage by area hospitals during 2009. CBC adjusted donation goals reflecting the paradigm change from periodic blood shortages to ample red cell supply. By year's end, it was unclear whether 2009 represented a cyclic change in light of the economic downturn or a structural change in health care and transfusion utilization. However, it remains certain that transfusions save lives and CBC's mission retains relevancy for thousands of patients.

We continue to invest in our programs and facilities. CBC selected its next generation information management system at year's end. This new technology platform (which includes an automated donor history question module) replaces our long standing in-house computer system. Once implemented, we will join other blood centers using this proprietary, state-of-the-art technology.

CBC expanded its service to patients with sickle cell anemia through the Gift of Smiles program that links transfusion recipients with blood donors who share extended blood group typing.

CBC enhanced the donor experience and emphasized customer service as well. We are quite pleased with the resultant outstanding survey scores measuring blood donor and hospital satisfaction. We see progress, also, in improved employee retention.

In a unique program, CBC marked the first anniversary of its on-line registry assisting hospital transfusion services find compatible blood for patients with complex compatibility testing problems.

We thank the thousand's of whole blood and platelet donors who generously gave their time and life saving donations ensuring our community's blood supply. Additionally, more than 90 people, including long-time blood donors, volunteered 1,741 service hours as participants in CBC's new volunteer program. We thank all for their commitment to our community.

During 2009 we faced challenges and found even greater opportunities for improved performance. These improvements reflect our commitment to patients and the community. We look forward to continuing to **Save a Life.**

Right Here, Right Now.

About Community Blood Center

Founded in 1958, Community Blood Center (CBC) is a 501 (c) (3) organization with more than 50 years of service to the citizens in Kansas and Missouri. CBC is the supplier of blood services for more than 70 hospitals throughout Kansas City, Lawrence, Topeka, St. Joseph, Jefferson City and surrounding areas. Community Blood Center annually collects more than 150,000 units of blood and blood components from volunteer donors.



CBC features a state-of-the-art testing facility that conducts 14 different infectious disease tests on all products collected.

The Blood Center is a member of America's Blood Centers, a national network of independent blood centers that provides over half of the nation's blood supply; the AABB, an international association representing individuals and institutions involved in activities related to transfusion and cellular therapies; and Blood Centers of America.

2009 PROGRAMS AND PARTNERSHIPS

Gift of Smiles



Community Blood Center, in partnership with Children's Mercy Hospitals and Clinics, created a new program in 2009 to better serve the needs of children with Sickle Cell Disease. The program for affected children receiving regular blood transfusions from a limited donor pool reduces transfusion-related reactions and complications.

Community Blood Center's strategic approach has increased awareness of Sickle Cell Disease and increased the number of African-Americans donating on a regular basis.

Finally, strategic and personalized messaging to the donor engages that person by aligning their blood donation with a child who may need a transfusion as often as every four weeks.



2009 PROGRAMS AND PARTNERSHIPS *continued*

Give Blood. Get Beans.

Community Blood Center created a partnership with Kansas City's premier gourmet and air-roasted coffee maker, The Roasterie. CBC guests and donors enjoy the gourmet coffee when visiting the Donor Café. Additionally, CBC and The Roasterie produced an in-Center blood drive known as Give Blood. Get Beans. Registered donors received a complimentary bag of the special CBC coffee blend known as "Every Vital Drop."



CBC Now TV Show

Community Blood Center launched its internal television program, CBC Now, in June 2009. The television show, which airs in all Neighborhood Donation Centers, features stories about blood donors, recipients and educational information. The show is produced quarterly and is hosted by Fox 4 News' Meredith Hoenes.

LEADERSHIP 2009

Board of Directors

Chair – Mark Meierhoffer, Meierhoffer Business Advisors

Vice Chair – Betty T. Keim, Public Member; Former Mayor, City of Mission Hills

Vice Chair – Joe Fiorella, President and Chief Executive Officer, Occutec

Treasurer – Garry Kemp, Secretary, Business Manager, Executive Office of Greater Kansas City Building & Construction Trades Council, AFL-CIO

Secretary – Robin Harrold, Senior Vice President, Shawnee Mission Medical Center

President – Jay E. Menitove, M.D., Chief Executive Officer and Medical Director

Bob Belt, M.D. Oncology & Hematology Associates of Kansas City

Jeff DeWolf, Managing Principal, WOLF HR Solutions

Art Glassman, Sloan, Eisenbarth, Glassman, McEntire & Jarboe LLC

Lisa White-Hardwick, Appellate Judge, Missouri Court of Appeals

James W. Lacy, President & CEO (retired), E.C.A.

Anita K. Parran, Associate State Director for Public Affairs, AARP – Missouri State Office

Tammy Peterman, Executive VP, COO & Chief Nursing Office, University of Kansas Hospital

Mark A. Schmidlein, Managing Director, The Private Bank

L. Josh Sosland, Editor, Sosland Publishing

Steve Wilkinson, President & CEO, Menorah Hospital

Pamela L. Winterman, Director of Compensation & Employee Policy, Century Link

Executive Leadership Officers

Kristy K. Crissler, Executive Director, Laboratories
David Graham, Vice President, Donor and Hospital Services

Gary Heathman, Vice President, Finance and Administration

Kim Peck, Vice President, Quality and Compliance

Lori Wolfe, Vice President, Human Resources

Donate Points Back Program

Through its Save a Life Rewards Program, CBC donors receive points for each blood donation. Last year CBC donors gave back more than 250,000 points to bring smiles to children at pediatric units at St. Francis Medical Center (Topeka), Children's Mercy Hospitals and Clinics, and Heartland Health Center. Gifts included video games, gaming systems, DVD movies, learning toys and stuffed animals.

Volunteer Program

Community Blood Center launched a volunteer program in 2009. Ninety-one CBC volunteers served 1,741 hours as drivers, office assistants and donor café greeters. Volunteers assisted Community Blood Center by enhancing service provided to donors, hospitals and patients. Additionally, the program increased awareness of the brand through their positive experiences helping save lives through donated time.



FINANCIAL SUMMARY

For Year Ending December 31, 2009

REVENUE

Blood & Components	\$ 37,908,980
Plasma Products, Recovered Plasma, Blood Filters	\$ 4,009,051
Laboratory & Outpatient	\$ 2,653,230
Contributions & Others	\$ 160,460

TOTAL REVENUE

\$ 44,731,721

EXPENSE

Salaries & Benefits	\$ 19,861,877
Supplies - General	\$ 12,877,164
Other Operating Expense	\$ 11,208,876

TOTAL EXPENSE

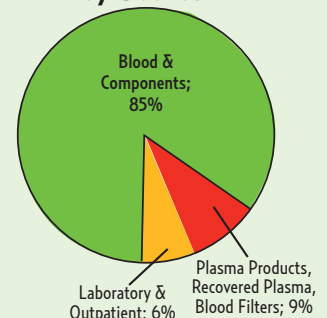
\$ 43,947,917

NET INCOME

FROM OPERATIONS

\$ 783,804

2009 Revenue by Source



2009 Expense by Source

