



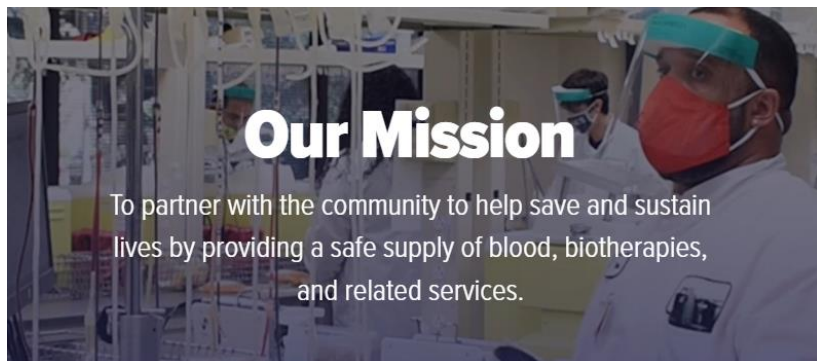
Blood Emergency Readiness Corp

KEVIN SHIPLEY – DIRECTOR OF DONOR RECRUITMENT





Gulf Coast Regional Blood Center



- Operations began Jan. 1, 1975
- More than 650 employees
- Cover 26 County Gulf Coast Region
- Support > 170 Hospital and Healthcare Providers
- Licensed and inspected by the FDA





About Us...

In about
1 HOUR
YOU MAY
SAVE
MANY

LIVES.



13 TESTS

ARE DONE TO ENSURE
PATIENT SAFETY.

62%
OF THE U.S.
POPULATION IS

ELIGIBLE
TO
DONATE
BLOOD



BUT OF
THESE,
ONLY
ABOUT

3%

**WILL
DONATE**

TO MEET THE NEEDS OF THE COMMUNITY,
GULF COAST REGIONAL BLOOD CENTER RELIES ON ABOUT

1,000
DONATIONS
**EACH
DAY.**



Connect to Mission

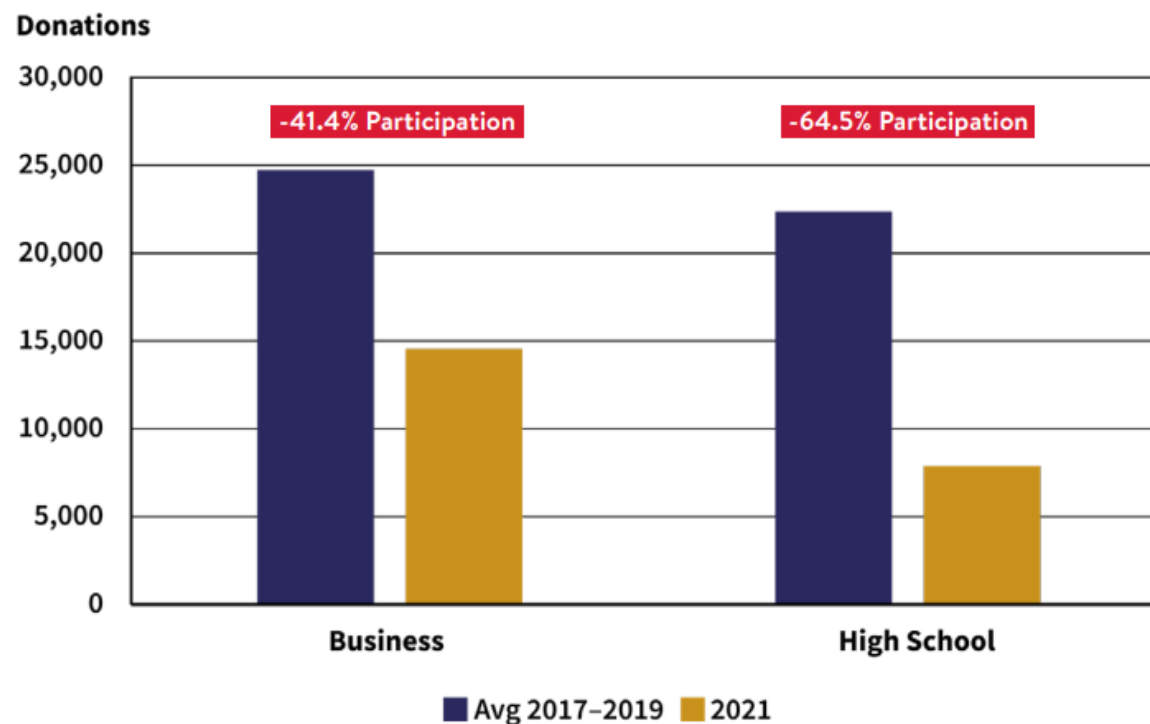




Blood Supply - Pandemic Shift

Q1 & Q2 2021 vs Average 2017-2019

- Blood Drive Partners
 - Business
 - High Schools
 - Churches
 - *Community





What is the Blood Emergency Readiness Corps?

BERC is a group of blood centers across the nation who commit to joining together to be prepared for mass transfusion disasters that may strike.



Why is BERC Needed?

In many disasters and critical-need scenarios – like a mass shooting, natural disaster or large-scale car crash – much blood is needed immediately.

Most blood centers don't have enough blood on their shelves to handle these types of disasters and are forced to request blood units from neighboring blood collectors.

In June 2021, 14 people were shot in Austin, TX. The local blood center needed support and the national response was atypical of previous similar situations, in that other blood centers were not able to help.

By creating BERC, blood will be ready and available if needed, without delays and uncertainty.

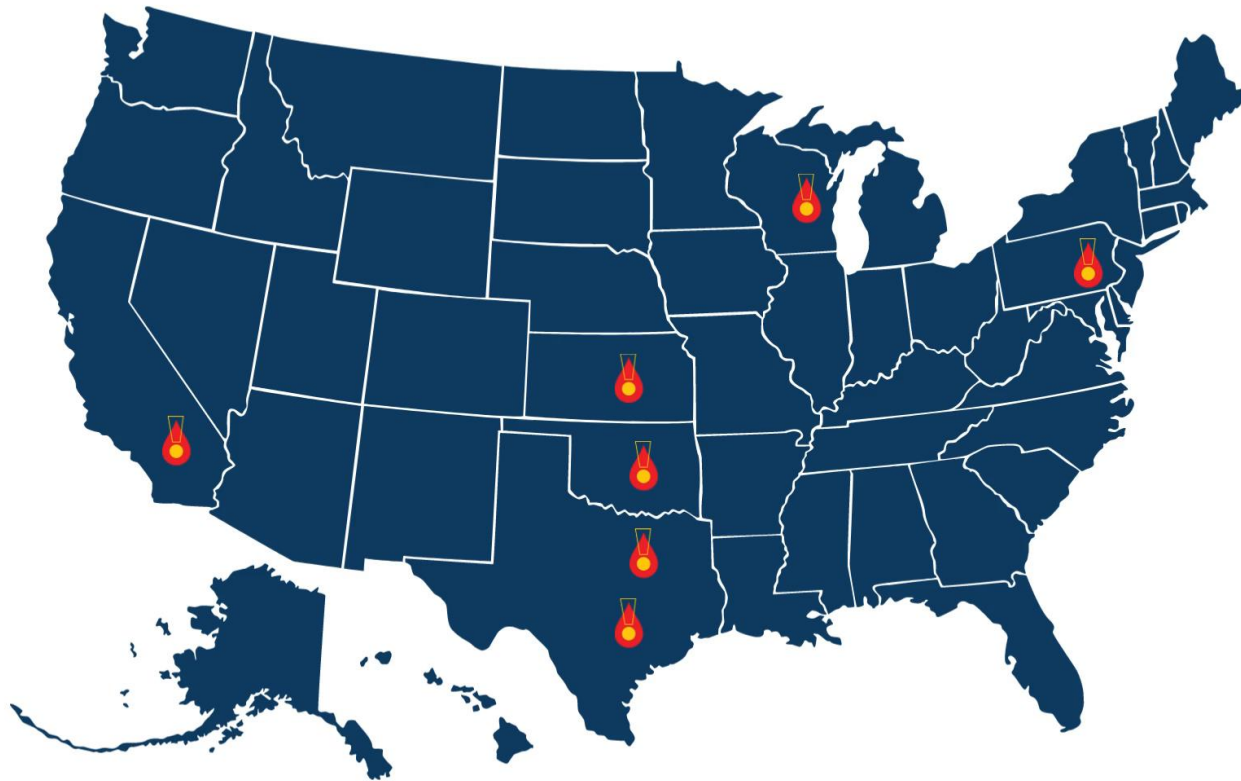


**BLOOD EMERGENCY
READINESS CORPS**





BLOOD EMERGENCY READINESS CORPS



BERC Launched September, 2021



How Does BERC Work?

On a rotating basis, participating BERC blood centers set aside a portion of their Group O stock for use if any emergency is activated.





What if no disaster occurs?

Since blood is perishable, the units return to regular inventory, to be used for general patient needs.






BLOOD EMERGENCY READINESS CORPS



- LifeSource
For Red. For Right. For Right.
- Blood Bank of Hawaii
- LIFESOUTH
Community Blood Centers
- THE BLOOD CENTER
Serving your community.
- MEDIC
REGIONAL BLOOD CENTER
- THE BLOOD CONNECTION
Your Community Blood Center
- MILLER KEYSTONE
Your Blood. Our Passion.
- Bloodworks
- Carter BloodCare
- MISSISSIPPI BLOOD SERVICES
- AMERICAN RED CROSS
BLOOD SERVICES
- Oklahoma Blood Institute
- Central Blood Blood Center
Spring is that offering my life.
- BLOOD CENTER
- Kentucky Blood Center
- South Texas Blood & Tissue
- THE COMMUNITY BLOOD CENTER
- STANFORD BLOOD CENTER
- COMMUNITY BLOOD CENTER
- SUN COAST BLOOD CENTERS
- ConnectLife
- Bull Coast Regional Blood Center
- versiti
- HOUCHIN
Member of HCA Healthcare
- vitalant
Blood Donation
- ImpactLife
- INOVA
Blood Center Services
- WE ARE BLOOD
- LIFELINE
BLOOD SERVICES
- Westera Kentucky Regional Blood Center



BERC Deployments

HELPING YOUR COMMUNITY  **WHEN DISASTER STRIKES**

BLOOD EMERGENCY READINESS CORPS

WHAT IS BERC?
BERC is a group of blood centers across the nation who commit to joining together to be prepared for mass transfusion disasters that may strike. These blood centers commit to collecting extra units on a rotating "on call" schedule to create an available supply of blood for emergency needs.

As of May 25, 2022, BERC has been activated 4 times. Blood Assurance is proud to be a BERC member to help other communities in need and to ensure that we will always have what we need in the case of a mass trauma.

TEXAS
MAY 25, 2022

MICHIGAN
DEC 1, 2021

KENTUCKY
DEC. 11, 2021

TENNESSEE
SEPT 27, 2021

STAND READY

For more information go to www.bloodassurance.org/berc



9/24/2021 Memphis, TN



12/1/2021 Oxford Township, MI



12/11/2021 Chattanooga TN



5/25/2022 Uvalde TX



BERC Partnerships

- ▶ Hosting an additional “BERC” Drive to assist with inventory needs
- ▶ Commit to recruiting additional donors to contribute towards BERC inventory

To Host: Call 713-791-6670 or

E-mail: hostablooddrive@giveblood.org





Questions?

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