



South Central Association of Blood Banks
2009 Annual Meeting

Industry Workshop Presentations
Thursday, April 2nd
Sheraton Oklahoma City Hotel

Donor Recruitment

CaridianBCT, Inc.

Time: 9:15 am - 10:15 am

Description & Objectives:

This session addresses how to design and implement a world-class donor conversion program designed to increase apheresis collection.

- 1) maximize the number of components you collected - per system, per day,
- 2) outline steps to fill every appointment on your apheresis collection schedule,
- 3) outline the tools needed to collect everything you need on a daily basis.

Presented by: Ral Trujillo
Sr. Sales & Market Development Analyst
AC Global Product Marketing