

*Want to know how  
your donation helps?*

An automobile accident victim uses up to 50 units of red blood cells.

An organ transplant recipient uses up to 40 units red blood cells, 30 units of platelets, and 25 units of plasma.

A marrow transplant recipient uses up to 20 units of red blood cells and 120 units of platelets.

A cancer patient uses up to 8 units of platelets per week.

A heart surgery patient uses up to 6 units of red blood cells and 6 units of platelets.

A Sickle Cell Anemia patient uses up to 4 units of red blood cells per treatment.

For more information about Autologous donations, please log on to [www.igiveblood.com](http://www.igiveblood.com) or contact The Blood Alliance at:

(904) 353-8263

or

(800) 447-1479

**Every 3 seconds**  
someone needs blood yet less  
than **5%** of the  
population donates blood.

*That isn't enough.*

**Find out how YOUR  
Automated Blood  
Donation can help...**



**THE BLOOD  
ALLIANCE**

*Saving Lives Through Blood Donation*



## *How the Program Works...*

By knowing daily patient needs and using automated blood collection technologies, we can tailor your blood donation to local demands. When customizing your donation, we consider factors like your blood type and how many times a year you donate.

## *The Difference Between Whole Blood and Automated Donations...*

When you donate whole blood, the unit is separated into three main components: red blood cells, platelets, and plasma. It takes the combined efforts of SIX whole blood donors to produce ONLY ONE unit of transfusable platelets.

Automated blood collection is very efficient because you - ONE person, in ONE donation event - can give full transfusable doses of the components most needed by patients. For instance, we can collect full units of all three components or larger volumes of certain components. Most donors can provide at least two transfusable patient doses, and some can provide three to five doses!



## *How Your Automated Donation Will be Used to Help Patients...*

**PLATELETS** are essential for blood clotting. They are routinely needed to support cancer therapy, open-heart surgery, blood disorders, and organ transplants. Platelets must be transferred within five days, requiring the supply to be constantly replenished. Donors can give platelets up to 24 times per year.

**RED BLOOD CELLS** carry oxygen to all parts of the body. They are most needed after significant blood loss through trauma, surgery, or anemia. A red cell donation is typically transfused within days, so the need for this component is ongoing. Red blood cells can be given every eight to 16 weeks, depending on the donation procedure. Blood type O- is the universal red blood cell donor.

**PLASMA** is the liquid portion of the blood containing critical clotting factors. Plasma is used to treat patients with certain bleeding disorders and for plasma exchanges. Plasma can be given every four weeks. Blood type AB is the universal plasma donor.

## *The Benefits of Automated Donations...*

The patients benefit most from automated blood collections because they are receiving your lifesaving blood.

Patients' families and friends benefit, knowing they will share another day with their loved ones.

The community benefits because by donating multiple products for patients, you help reduce healthcare costs.

## *The Automated Donation Process...*

During your donation, blood is drawn from one arm and channeled through a sterile, single-use tubing set to an automated system. The automated system separates and collects the components most currently needed, and safely returns the remaining blood components back to you.

## *A Safe Procedure...*

Donor safety is our top priority. Automated collections are very safe. Like whole blood, the process uses a sterile, single-use needle and tubing set. Also, the automated system is designed specifically to customize your donation to assure you do not give too much blood.