COLORADO WHOLE BLOOD COALITION

Colorado: Funding, Statewide Design, & “Micro-Brew” Blood Banking

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Colorado Whole Blood Coalition

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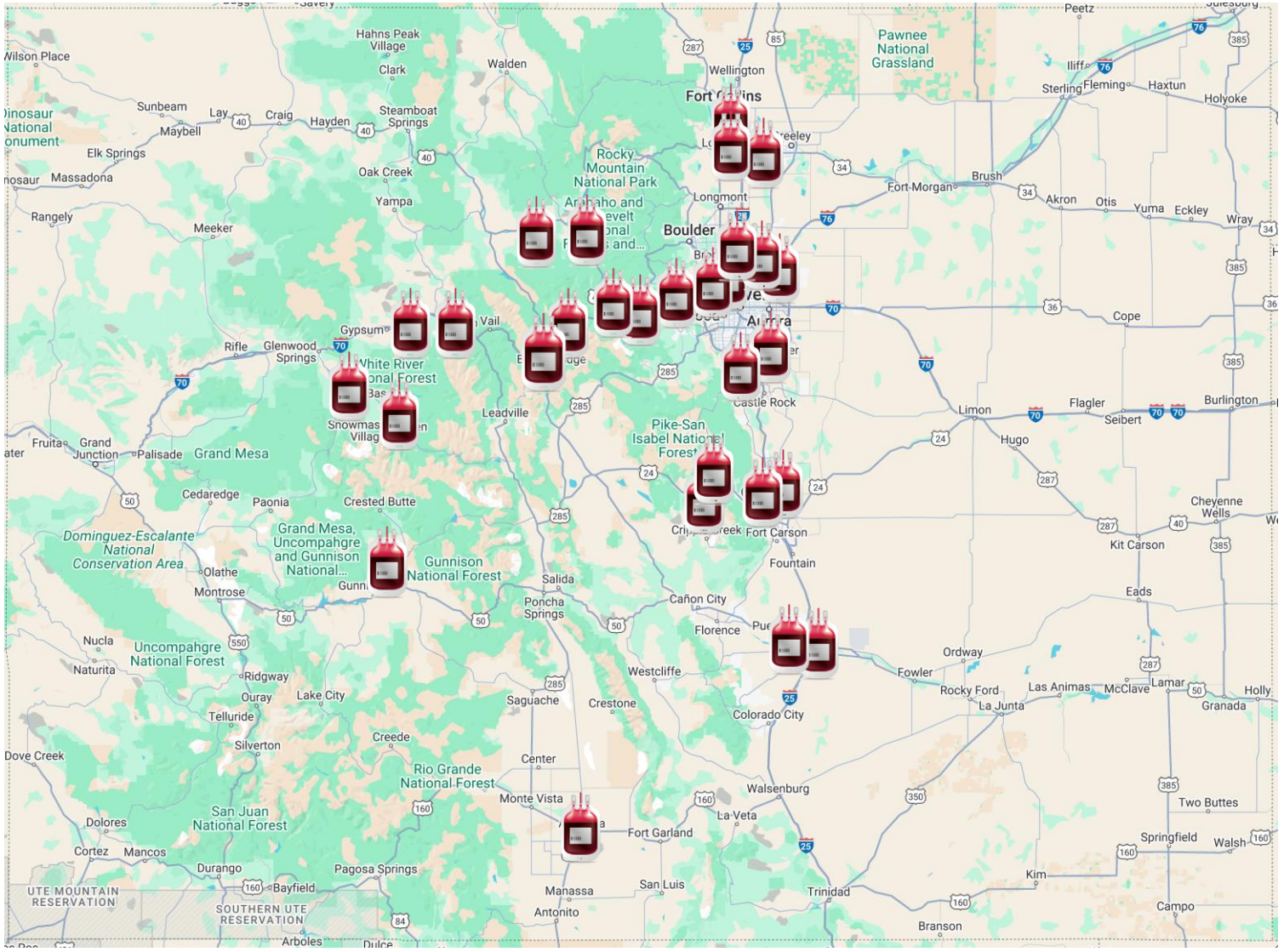
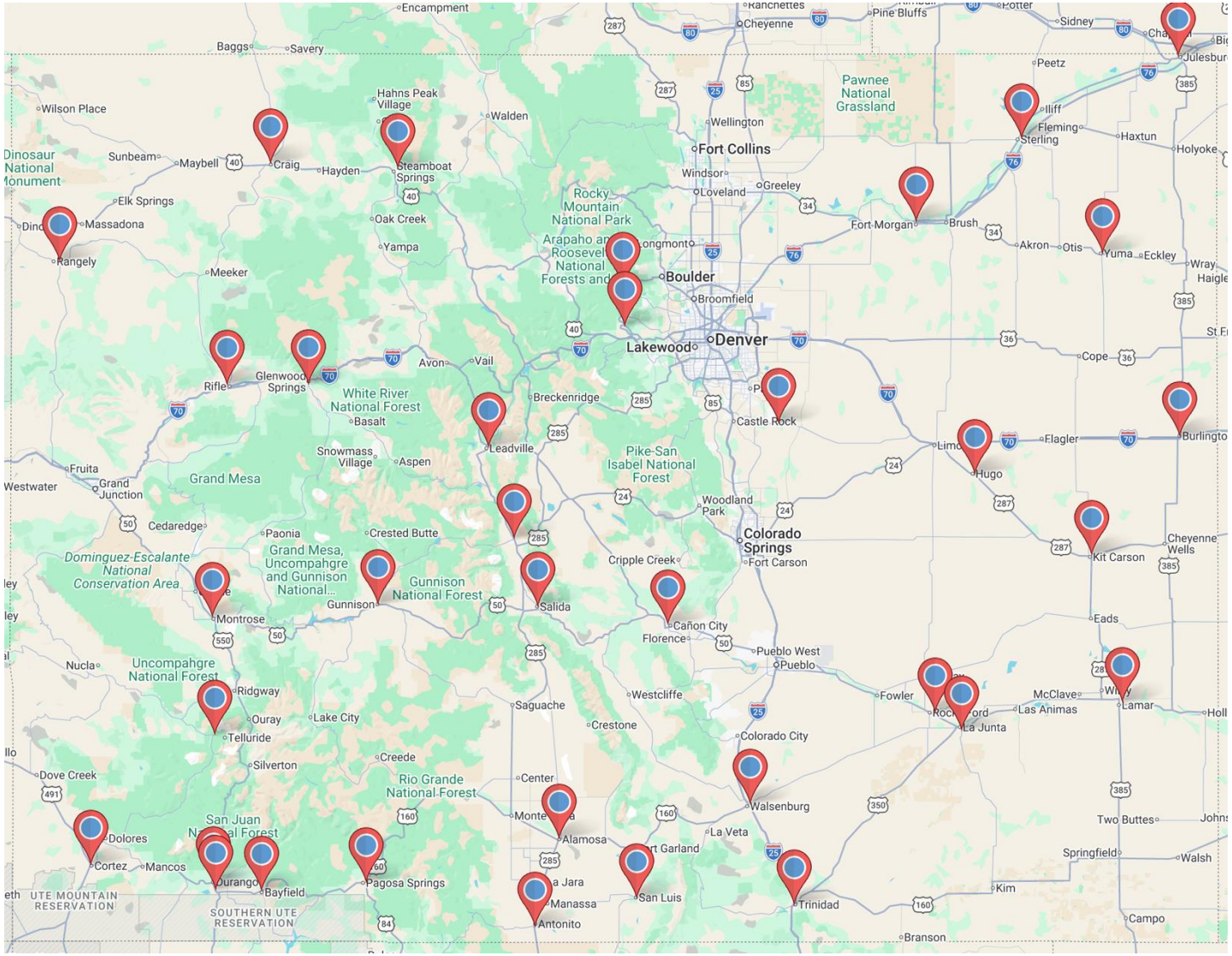
Colorado July 2026: 32 units



- **18 agencies**
- **32 units**
- **4 blood suppliers**

Colorado: Potential Plasma Sites



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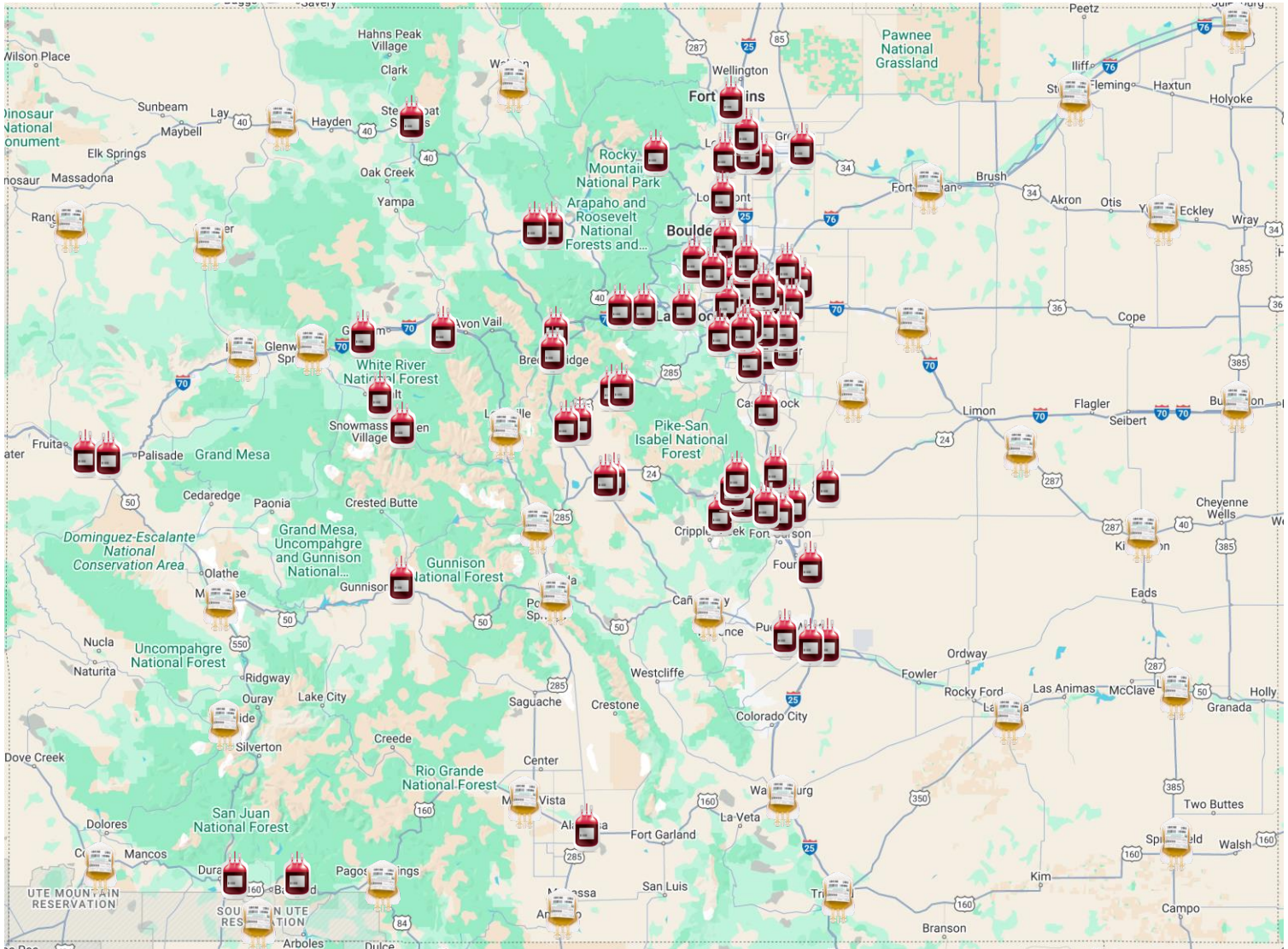
Fully Mature Integrated Prehospital Transfusion System



- **Approximately 100 ground based whole blood units**
- **34 Liquid plasma sites (transition to dried plasma when available)**
- **21 helicopters with whole blood and plasma**

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Demand for Blood in Colorado

Blood Product	Cost/site /yr	Number of Sites	Cost / Year	# of Units (rotation)	Total # of units *	Total Cost / Yr
21-day LTOWB	$43,200	60	$2,592,000	2880	5760	$5,184,000
35-day LTOWB	$18,240	40	$729,600	960	1920	$1,459,200
Liquid Plasma	$3,910	34	$132,940	1156	2312	$265,880
TOTAL PER Year			**$3,454,540**			**$6,909,080**

*** 2 X the number of units being rotated**

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How Do We Meet This Demand....
The Answer is Beer!

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What Does Our Blood Supply Have to do With Beer?

The current state of the US blood supply is very similar to where the beer industry was in 1980

- **Consolidation, integration, concentration of market share**
- **Established product selection**
- **Static big business models**

- **<u>Big</u> Beer is <u>BIG</u> business**
  - **US produces 2.6 billion cases of beer/yr**
  - **One Anheuser Busch brewery → 155,000 gallons per day**
- **However, 25% of all beer sold in the US comes from breweries making less than 15,000 barrels/yr**

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What Does Our Blood Supply Have to do With Beer?

- **If you want a different product, or an innovative process, It's very likely not coming from big blood companies**
- **It's going to come from a "micro-brew" blood bank**

The “Innovator’s Dilemma”

- **Established organizations become highly optimized around the needs of their largest customers, existing infrastructure, and proven processes.**
- **That optimization makes it difficult to develop models that are smaller, less efficient, or serve “niche” markets.**
- **Who has ever been told: “We supply what the the hospitals want……”**

The Innovator's Dilemma

Big Blood Banks

- optimize for thousands of units per day.
- They maximize inventory efficiency.
- They minimize cost per unit.
- They maintain extensive regulatory and quality systems.

Micro-brew blood bank

- Will optimize for something different:
- Community!
- Inclusion
- Agility
- Mission-specific support
- Rapid donor mobilization

These are different optimization goals - <u>not</u> better or worse

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Colorado Blood Suppliers:

- **Vitalant**
- **The Red Cross**
- **The Garth Englund Blood Centers**
- **South Texas Blood & Tissue**

- **We are working to open the first “Micro-Brew” community blood bank in Colorado**

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Advantages of Micro-Brew Blood Banking

- **Community!**
- **Non-leukoreduced CPD-Alpha one (35-day blood) can be collected anywhere.**
- **We will involve small communities and our rural partners**
  - **Reduces competition with existing blood suppliers**
  - **We make the donor the focus of the entire process**
    - **”Heroes” type program**
- **Identify and fully donor-test individuals so that our donor pool is made up only of eligible donors**

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A “Heroes” Program

- **Best example South Texas Blood & Tissue’s “Heroes in Arms” program**
- **Dedicated donors are identified, nurtured, and rewarded as they donate**
- **The Donor is the KEY component of the entire process**
  - **Make them a valued partner**
  - **Do whatever we can to make their life easier throughout the entire process**
  - **Much easier to do at a local / small level**

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MCI/Surge Capability Advantages of Micro-Brew Blood Banking

- **Part of our process of changing our relationship with our donors will be to screen more donors than we immediately need**
  - **Donors will not be needed as often**
  - **A pool of pre- donor tested LTOWB donors provides easily tapped additional capacity for:**
    - **Surge/MCI capability**
    - **Supporting warm person-to-person transfusion**

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The Future of Blood Availability

- **Prehospital transfusion has fundamentally changed the timing of blood use**
- **This requires fundamental changes in how blood is collected and distributed**
- **The future of blood availability is not a choice between centralized and decentralized collection—it is the strategic integration of both.**

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The Future of Blood Availability

- **Micro-brew blood banking will improve the availability of blood by:**
  - **Activating new donor populations that rarely visit fixed donation centers.**
  - **Building a community with a mission**
  - **Improve resilience during disasters, supply-chain disruptions, or regional shortages.**
  - **Support rural, frontier, military, and specialized prehospital programs.**
  - **Provide flexible surge collection capability without requiring permanent high-volume infrastructure.**

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Funding:

- **Two major funding areas:**
  - **Cost of Blood**
  - **Administrative functions (scalable)**
- **Tiered Membership System**
  - **Essential**
  - **Core**
  - **Comprehensive**

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Funding:

- **Federal legislature**
  - **House of Representatives: Community Project Funding**
  - **US Senate: Congressionally Directed Spending**
  - **Start on these early, applications are due in March**
- **State Legislature:**
  - **Discuss during the summer to be ready when the legislative session opens**
- **These take time, they are a relationship-driven process**
  - **Legislative assistants**

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Funding:

- **Grants**
  - **SS4A**
  - **NIDHC Ecosystem**
  - **Rural Health Transformation Fund**
  - **NHTSA/NSC - Road to Zero**

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In Summary:

- **Choice of product influences every other decision**
- **Think outside the box!**
  - **Transformative Innovation**
  - **Innovator's Dilemma**
  - **Distributed Network Theory**
- **Support <u>all</u> efforts to increase donations**
- **Look at <u>any</u> and <u>all</u> means of funding**

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Thank You!

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