



ImpactLife

BLOOD SERVICES



ANNUAL REPORT 2021

CHARACTER

demonstrated by high moral and ethical standards

COMPETENCY

leading to highly capable teams

COMMUNICATION

delivered with clarity

COLLABORATION

through teamwork

COMMITMENT

and accountability



LANDMARK YEAR

2021 was a landmark year for our organization as we united team members, donors, and volunteers from our entire service region under a new name, ImpactLife. Previously, we operated under three different names after mergers between Central Illinois Community Blood Center, Community Blood Services of Illinois, and Mississippi Valley Regional Blood Center. With the addition of hospitals in south-central Wisconsin, southern Illinois, and the St. Louis region, our growth has extended beyond what our founders could have imagined when they chose names that identified their local service regions.

As we approached this historic name change, our project team conducted market research with our employees, blood donors, board members, hospital partners, and the public. This research led us to ImpactLife, a name that emphasizes “what we do” instead of “where we are.”

Uniting our staff, donors, and volunteers under a single name was a key objective of the name change. While we are proudly based in Davenport, Iowa, we have team members working across a four-state service region of Illinois, Iowa, Missouri, and Wisconsin. The name change has brought about increased efficiency and enhanced name recognition within our industry and across our service region.

Changing our name marks the end of an era, but our people and mission remain unchanged. In 2021, our teams were successful in fulfilling that mission despite the challenges of the ongoing COVID-19 pandemic. We provided more than 300,000 red blood cell, platelet, and plasma components for the 125 hospitals we serve within our region and for resource sharing partners across the country. We brought on new service hospitals in central Wisconsin and western Illinois, and we opened Donor Centers in Decatur, Illinois and Madison, Wisconsin.

This report highlights what our teams have achieved in 2021. We are mindful that our success depends on the commitment of generous volunteer donors who fill the schedules at our donor centers and blood drives. Their commitment, and the dedication of our team members to our shared values (*listed above*), is the basis of our success. We are grateful to move into a new era as ImpactLife with a dedicated team that puts our name, and our mission, into action.

MIKE PAREJKO

Chief Executive Officer

DARREN S. LINDQUIST

Chair, Board of Directors

COVID-19

Our operations were significantly impacted by the ongoing COVID-19 pandemic in 2021. The effect of the pandemic was seen primarily through challenges with donor presentation and staffing levels.



DONOR RECRUITMENT AND THE BLOOD SUPPLY

Many of the groups that host blood drives chose to cancel or postpone their events in the early stages of the COVID-19 pandemic. While our Donor Relations team has worked to return many of these events to our calendar, we ended the year at approximately 70% of the previous level of support for mobile blood drives.

While the COVID-19 pandemic has kept some of our donors away, our teams have implemented strategies to grow Donor Center collections during the pandemic (an increase of 30% compared with 2019), and this has helped offset some of the losses from mobile blood drives to maintain a sufficient blood supply for the hospitals we serve locally and nationally.

FLUCTUATING STAFFING LEVELS

Employers across all sectors of the economy have noted the challenge of ensuring sufficient staffing levels throughout the COVID-19 pandemic. This is due in part to quarantine periods when staff members have either been exposed to the virus or develop symptoms from a COVID-19 infection. Following the lead of hospitals across our service region, ImpactLife implemented a COVID-19 vaccination requirement for employees in November 2021 (with limited exceptions for health and religious reasons). This policy has helped diminish the effect of illness on staffing levels.

Volunteers provided more than

29,500 hours

as delivery drivers, serving post-donation refreshments, as office support, and in other roles.

2021 BY THE NUMBERS

220k

Volunteer Donors

174k

Whole Blood Units

38k

Platelet Units

2021 HIGHLIGHTS

THANK THE DONOR

Thanks to a new program we launched in 2021, transfusion recipients across our service region can share their appreciation with blood donors. Thank the Donor is a tool that allows transfusion recipients, their family members, and caregivers to send messages to the donor(s) who provided their specific unit(s) of blood. Donors received more than 600 appreciations from transfusion recipients during the first full year of the program.

➔ [BLOODCENTER.ORG/THANKTHEDONOR](https://bloodcenter.org/thankthedonor)

LOVE LIKE LOUDEN

We were honored to work with the Lofgren family of Muscatine, Iowa, on a memorial blood drive and 5K run/walk to honor the memory of Louden Paul Lofgren. Two-year old Louden died following a routine medical procedure in early 2021. In their grief, the Lofgren family looked for a positive way to remember Louden, who they describe as “a loving, energetic, smiling, two-year-old who loved all things in life.”

Knowing blood donations are always in demand, and even more so in the weeks surrounding Labor Day Weekend, the Lofgren family worked with ImpactLife to organize a month-long in-center blood drive leading up to a 5K run/walk held along the Muscatine Riverfront in September 2021.

The in-center blood drive resulted in 300 presenting donors, including 28 first-time donors. In addition, the Lofgren family used proceeds from the 5K run/walk to make a generous donation to support ImpactLife operations.

We've summarized additional achievements from our team in our 2021 Highlight Reel.

➔ [BIT.LY/IMPACTLIFEHIGHLIGHTS](https://bit.ly/impactlifehighlights)



My 15 year old daughter needed 2 units of blood due to low hemoglobin from chemo. Thank you so much for donating.



“a loving, energetic, smiling, two-year-old who loved all things in life.”





 [BLOODCENTER.ORG/IMPACTLIFE](https://bloodcenter.org/impactlife)

LOGO UPDATE

With the announcement of our new name came an update to our logo as well. The ImpactLife logo is a modern take on the Mississippi Valley Regional Blood Center logo that was developed by our organization's founder, Dick Novota. The symbol combines a yin yang shape with a blood drop to represent the interconnection of blood donors and transfusion recipients, and that of the blood center and communities we serve.

NEW LAB FUNCTIONS IN EARTH CITY

Our team in Earth City, Missouri has expanded its role in component production at the St. Louis region operations hub. In 2021, the lab in Earth City began handling production of red blood cells, plasma, cryoprecipitate, apheresis platelets, and whole blood. This change increases our operational efficiency and adds capacity to better serve hospitals in the southern portion of our service region.

CONVALESCENT PLASMA

In the first quarter of 2021, our teams continued working with donors who had recovered from a COVID-19 infection and were eligible to donate COVID-19 Convalescent Plasma (CCP). These donations contained antibodies to the COVID-19 virus and were used to help treat patients fighting COVID-19. As monoclonal antibodies and other new treatments became available, the use of CCP declined to a point where our existing inventory was sufficient to meet demand for this product and CCP collection was discontinued.





To better serve our expanding service region, we opened new Donor Centers in Decatur, IL (left) and Madison, WI (right).

A FOND FAREWELL

Two key members of our leadership team chose to retire in 2021. Nancy Kelting and Jeannine McCullough worked in front-line positions on our Laboratory and Donor Services teams, respectively, before taking on executive leadership roles. We thank them for their decades of extraordinary service.



Jeannine McCullough
Vice President, Blood Services



Nancy Kelting
Vice President, Client Services

2021 ADRP AWARD WINNERS

Congratulations to Sharee Hoegerl, Recruitment Development Coordinator, and Pete Lux, Vice President, Donor and Patient Services, who received awards at the Association of Donor Relations Professionals (ADRP) Annual Conference in August 2021. WCIA-TV, our partner in the annual "Gift of Life" blood drive, was also honored as ADRP's 2021 Media Partner of the Year.

Sharee Hoegerl (right)
Donor Recruiter of the Year



Pete Lux (right)
Blood Collection Leader of the Year



WCIA, Peter Carlson (right)
Media Partner of the Year



RED4LIFE LAUNCH

To kick off Sickle Cell Disease Awareness Month in September, we launched a new program designed to increase diversity within the blood center's donor base and increase the number of products available to effectively serve patients with sickle cell disease.

Under the Red4Life program, donors whose blood is tested and identified as an appropriate antigen match for patients with Sickle Cell Disease will be invited to become a Red4Life donor. After making their fourth donation each year, Red4Life donors receive an additional 800 points to use in the ImpactLife Donor Loyalty Store. At the same time, the ImpactLife Donor Relations team is engaged in additional outreach to prospective blood donor groups to expand the blood center's donor base.

 [BLOODCENTER.ORG/ASHLEY](https://bloodcenter.org/ashley)



GOVERNING BOARD

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The Associate Boards of ImpactLife are 20-49 year old individuals focused on building networks, awareness, increasing the volunteer and donor base and supporting special events of ImpactLife.

MEDICAL AFFAIRS

CHIEF MEDICAL OFFICER Dr. Louis Katz

MEDICAL DIRECTOR Dr. Ruchika Goel

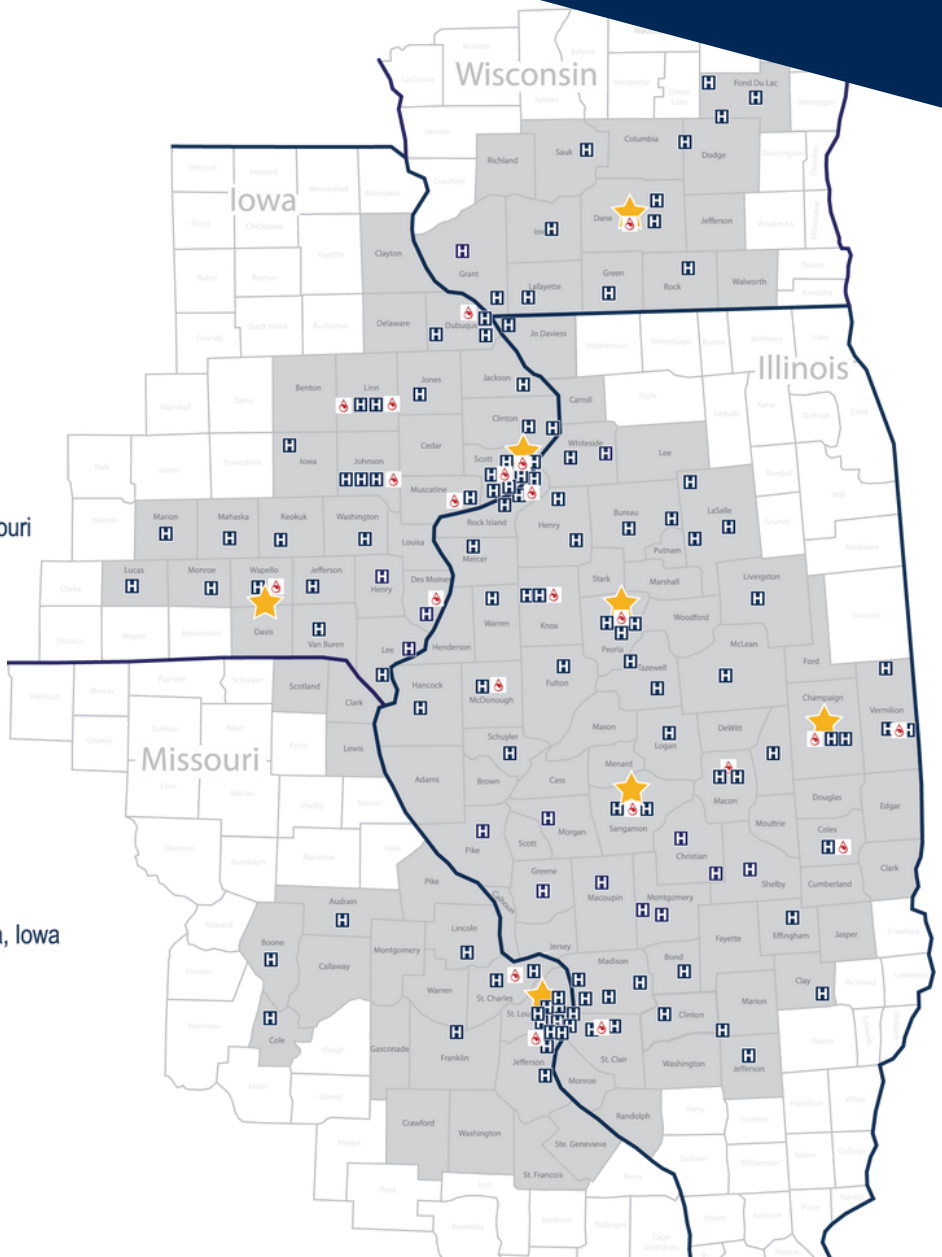
SERVICE REGION

We are proud to be the provider of blood products and services to 125 hospitals in Illinois, Iowa, Missouri and Wisconsin from seven regional distribution hubs.

Anderson Hospital - Maryville, Illinois
Audrain Community Hospital - Mexico, Missouri
Blessing Health Keokuk - Keokuk, Iowa
Boone Hospital Center - Columbia, Missouri
Boyd Healthcare Services - Carrollton, Illinois
Capital Region Medical Center - Jefferson City, Missouri
Carle Foundation Hospital - Champaign-Urbana, Illinois
Carle Hoopston Regional Health Center - Hoopston, Illinois
Carlinville Area Hospital - Carlinville, Illinois
CGH Medical Center - Sterling, Illinois
Clay County Hospital - Flora, Illinois
Compass Memorial Healthcare - Marengo, Iowa
Decatur Memorial Hospital - Decatur, Illinois
Gateway Regional Medical Center - Granite City, Illinois
Genesis Medical Center - Aledo, Illinois
Genesis Medical Center - DeWitt, Iowa
Genesis Medical Center, East - Davenport, Iowa
Genesis Medical Center, Illini campus - Silvis, Illinois
Genesis Medical Center, West Central Park - Davenport, Iowa
Graham Health System - Canton, Illinois
Grant Regional Health Center - Lancaster, Wisconsin
Hammond Henry Hospital - Geneseo, Illinois
Henry County Health Center - Mount Pleasant, Iowa
Hillsboro Area Hospital - Hillsboro, Illinois
Hopedale Medical Complex - Hopedale, Illinois
HSHS Good Shepherd Hospital - Shelbyville, Illinois
HSHS Holy Family Hospital - Greenville, Illinois
HSHS St. Anthony's Memorial Hospital - Effingham, Illinois
HSHS St. Elizabeth's Hospital - O'Fallon, Illinois
HSHS St. Francis Hospital - Litchfield, Illinois
HSHS St. John's Hospital - Springfield, Illinois
HSHS St. Joseph's Hospital - Breese, Illinois
HSHS St. Joseph's Hospital - Highland, Illinois
HSHS St. Mary's Hospital - Decatur, Illinois
Illini Community Hospital - Pittsfield, Illinois
Illinois Valley Community Hospital - Peru, Illinois
Iowa Cancer Specialists - Davenport, Iowa
Iowa City VA Health Care System - Iowa City, Iowa
Jackson County Regional Health Center - Genesis Health System
Jacksonville Memorial Hospital - Jacksonville, Illinois
Jefferson County Health Center - Fairfield, Iowa
Keokuk County Health Center - Sigourney, Iowa
Kirby Medical Center - Monticello, Illinois
Knoxville Hospital & Clinics - Knoxville, Iowa
Lincoln Memorial Hospital - Lincoln, Illinois
Lucas County Health Center - Chariton, Iowa
Mahaska Health - Oskaloosa, Iowa
McDonough District Hospital - Macomb, Illinois
Memorial Hospital - Carthage, Illinois
Memorial Hospital of Lafayette County - Darlington, Wisconsin
MercyOne Cedar Rapids - Cedar Rapids, Iowa
MercyOne Clinton - Clinton, Iowa
MercyOne Dubuque - Dubuque, Iowa
MercyOne Dyersville - Dyersville, Iowa
Mercy Hospital Jefferson - Crystal City, Missouri
Mercy Hospital Lincoln - Troy, Missouri
Mercy Hospital South - St. Louis, Missouri
Mercy Hospital St. Louis - St. Louis, Missouri*
Mercy Hospital Washington - Washington, Missouri*
Mercy Iowa City - Iowa City, Iowa
Midwest Medical Center - Galena, Illinois
Monroe County Hospital & Clinics - Albia, Iowa
Morrison Community Hospital - Morrison, Illinois
OSF Center for Health - Streator, Illinois
OSF HealthCare Heart of Mary Medical Center - Champaign-Urbana, Illinois
OSF HealthCare Holy Family Medical Center - Monmouth, Illinois
OSF HealthCare Saint Anthony's Health Center - Alton, Illinois
OSF HealthCare Sacred Heart Medical Center - Danville, Illinois
OSF HealthCare Saint Elizabeth Medical Center - Ottawa, Illinois
OSF HealthCare Saint Francis Medical Center - Peoria, Illinois
OSF HealthCare Saint James - John W. Albrecht Medical Center - Pontiac, Illinois
OSF HealthCare Saint Joseph Medical Center - Bloomington, Illinois
OSF HealthCare Saint Luke Medical Center - Kewanee, Illinois
OSF HealthCare Saint Mary Medical Center - Galesburg, Illinois
OSF HealthCare Saint Paul Medical Center - Mendota, Illinois
OSF Saint Clare Medical Center - Princeton, Illinois
Ottumwa Regional Health Center - Ottumwa, Iowa
Pana Community Hospital - Pana, Illinois
Prairie Ridge Health - Columbus, Wisconsin
Sarah Bush Lincoln Health Center - Charleston-Mattoon, Illinois
Sarah D. Culbertson Memorial Hospital - Rushville, Illinois
Select Specialty Hospital - Davenport, Iowa
Southeast Iowa Regional Medical Center - Fort Madison, Iowa
Southeast Iowa Regional Medical Center - West Burlington, Iowa
Southwest Health - Platteville, Wisconsin
Springfield Memorial Hospital - Springfield, Illinois

**primary external supplemental provider to the blood program of Mercy Hospital St. Louis*

SSM Health Cardinal Glennon Children's Hospital - St. Louis, Missouri
 SSM Health DePaul Hospital - Bridgeton, Missouri
 SSM Health Good Samaritan Hospital - Mt. Vernon, Illinois
 SSM Health Monroe Hospital - Monroe, Wisconsin
 SSM Health St. Agnes Hospital - Fond du Lac, Wisconsin
 SSM Health St. Clare Hospital - Baraboo, Wisconsin
 SSM Health St. Clare Hospital - Fenton, Missouri
 SSM Health St. Joseph Hospital - Lake St. Louis, Missouri
 SSM Health St. Joseph Hospital - St. Charles, Missouri
 SSM Health St. Louis University Hospital - St. Louis, Missouri
 SSM Health St. Mary's Hospital - Centralia, Illinois
 SSM Health St. Mary's Hospital - Janesville, Wisconsin
 SSM Health St. Mary's Hospital - Jefferson City, Missouri
 SSM Health St. Mary's Hospital - Madison, Wisconsin
 SSM Health St. Mary's Hospital - St. Louis, Missouri
 SSM Health Rehabilitation Hospital - Richmond Heights, Missouri
 SSM Health Ripon Medical Center - Ripon, Wisconsin
 SSM Health Waupun Memorial Hospital - Waupun, Wisconsin
 St. Luke's Des Peres Hospital - St. Louis, Missouri
 St. Luke's Hospital - Chesterfield, Missouri
 St. Margaret's Health - Spring Valley, Illinois
 Stoughton Health - Stoughton, Wisconsin
 Taylorville Memorial Hospital - Taylorville, Illinois
 UnityPoint Health Bettendorf - Bettendorf, Iowa
 UnityPoint Health - Finley Hospital - Dubuque, Iowa
 UnityPoint Health - Jones Regional Medical Center - Anamosa, Iowa
 UnityPoint Health Moline - Moline, Illinois
 UnityPoint Health Muscatine - Muscatine, Iowa
 UnityPoint Health - Methodist - Peoria, Illinois
 UnityPoint Health - Proctor - Peoria, Illinois
 UnityPoint Health - Pekin - Pekin, Illinois
 UnityPoint Health Rock Island - Rock Island, Illinois
 UnityPoint Health - St. Luke's Hospital - Cedar Rapids, Iowa
 University of Iowa Hospitals & Clinics - Iowa City, Iowa*
 Upland Hills Health - Dodgeville, Wisconsin
 Van Buren County Hospital - Keosauqua, Iowa
 VA Illiana Health Care System - Danville, Illinois
 Washington County Hospital and Clinics - Washington, Iowa



NEW SERVICE HOSPITALS IN 2021

Boone Hospital *Columbia, MO*
Kirby Medical Center *Monticello, IL*
Memorial Hospital *Carthage, IL*
Ripon Medical Center *Ripon, WI*
Saint Margaret's Health *Spring Valley, IL*
Sarah D. Culbertson Memorial Hospital *Rushville, IL*
SSM Health St. Agnes Hospital *Fond du Lac, WI*
SSM Health Waupun Memorial Hospital *Waupun, WI*
VA Illiana Health Care System *Danville, IL*

*primary external supplier of blood products, supplementing the blood program at the DeGowin Blood Center of the University of Iowa Hospitals & Clinics, Iowa City



ImpactLife

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800-747-5401