

Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

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GIVEaPINT.org

FOR IMMEDIATE RELEASE

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2024 BLOOD ADVOCACY WEEK SCHEDULED FOR JUNE 10-14

LEHIGH VALLEY, PA – Officials at Miller-Keystone Blood Center (MKBC) have announced that the second annual Blood Advocacy Week, sponsored by America’s Blood Centers, will take place from Monday, June 10 through Friday, June 14.

According to Rami Nemeh, Chief Operating Officer, MKBC, Blood Advocacy Week was launched in 2023 to champion policies that increase access to blood products and expand the donor base.

“Blood transfusion is a critical medical procedure in the United States, with a patient requiring a transfusion every two seconds,” explains Mr. Nemeh. “It is essential in the treatment of trauma patients, as well as for managing ongoing diseases like cancer, inherited blood disorders, cardiovascular and orthopedic surgeries, and organ and bone marrow transplants, and more.”

“Today, the US blood supply is facing challenges, including declines in the overall number of blood donors each year, particularly those under the age of 50, and a reduction in school and business-based blood drives,” he adds.

Blood Advocacy Week is designed to further policies addressing these challenges and ensuring blood products remain available for all patients in need, he notes, confirming that priorities of Blood Advocacy Week 2024 include:

- Urging Members of Congress to provide targeted federal funding to support blood centers' local education and awareness efforts.
- Establishing a demonstration program to examine the use of pre-hospital blood for traumatic injury patients.

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- Encouraging Congress to establish a pilot program to attract diverse and younger blood donors, and to improve testing for better patient matches.
- Establishing a demonstration program to allow reimbursement for palliative blood transfusions outside of the Medicare hospice benefit.

Blood centers across the nation, including Miller-Keystone Blood Center, will be participating in Blood Advocacy Week 2024. In addition, organizations partnering for this year's initiative include the Association of Chamber of Commerce Executives, Civil Air Patrol, the Crescent Foundation, GLAAD, HOSA Future Health Professionals, Macopharma, National Bleeding Disorders Foundation, Operation Pulse Lift, Thalassemia International Federation, Terumo, the Thrive with Pyruvate Kinase Deficiency Organization, the University Blood Initiative, and more.

For additional details on Blood Advocacy Week, visit

<https://americasblood.org/advocacy/bloodadvocacyweek/> .

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