

Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

1465 Valley Center Parkway, Bethlehem, PA 18017

Administrative Fax 610-691-5423

Medical Fax 610-691-5748

1-800-B-A-DONOR

GIVEaPINT.org

FOR IMMEDIATE RELEASE

Contact: Keith Vogrin, Director of Marketing
Miller-Keystone Blood Center
610-691-5850 ext. 1235 | kvogrin@giveapint.org

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Marie Clemens, Director of Communications
Miller-Keystone Blood Center
610-295-1633 | mclemens@hcsc.org

MILLER-KEYSTONE BLOOD CENTER LAUNCHES NEW MOBILE APP

Mobile App Now Available In the Apple Store And Google Play

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) has announced the launch of the Center’s new mobile app, available to both Android and Apple mobile device users. The new app, created by national blood bank vendor, Invita, officially launched on Monday, June 17.

“43% of baby boomers and 66% of Generation X use mobile devices,” says Keith Vogrin, Director of Marketing, MKBC. “Those numbers increase to 72% for Generation Y and 82% for Generation Z, which verifies that one of the most convenient and effective ways to connect with individuals under the age of 45 is through a mobile device.”

Mr. Vogrin notes that in recent years, blood donations in the US from individuals aged 16-18 have decreased by 60%, and those from individuals aged 19-24 have decreased by 32%.

“These figures are concerning,” he explains. “Currently, nearly 60% of blood donations come from individuals over the age of 40, and almost 45% are from those aged over 50. Locally, the numbers are even more alarming, as 86% of MKBC’s donor population is over the age of 55. These statistics are significant, as blood donations from younger generations are pivotal for the stability and diversification of the blood supply.”

While the app will be utilized by donors of all ages, younger donors - who predominantly use handheld devices - will be find it immediately useful, Mr. Vogrin adds noting that MKBC’s new app will provide convenience for blood donors, with a connection to their community blood center at their fingertips.

Features of MKBC’s new mobile app include:

- Immediate access to one’s eligibility date
- Searching for a blood drive in one’s community

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- Appointment scheduling at one's fingertips
- Completing one's donor history questionnaire from a mobile device
- Convenient access to one's past donation history and mini-health check results (including hematocrit, blood pressure, pulse, temperature and cholesterol)
- Completing a post-donation survey directly from one's mobile device
- Tracking rewards store points and redeeming for merchandise/e-gift cards at MKBC's online store

Mr. Vogrin also confirms that individuals who download the new MKBC app and donate blood now through August 31st will be automatically registered to win a smart watch.

The summer months are traditionally a critical time for community blood centers, as high school/college breaks, family vacations and seasonal illnesses often prevent people from donating blood. However, Miller-Keystone Blood Center still requires approximately 350 blood donations every day to meet the transfusion needs of our local hospitals as they care for cancer patients, accident victims, premature babies and more. Blood is perishable and there is no substitute – the only source is the volunteer blood donor.

To download Miller-Keystone Blood Center's new mobile app, visit the Apple Store or Google Play today; and to schedule your lifesaving blood donation, call 800-B-A-DONOR (223-6667) ext. 2, visit GIVEaPINT.org, or scan the QR code.



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