



FOR IMMEDIATE RELEASE

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MILLER-KEYSTONE BLOOD CENTER LAUNCHES NEW WEBSITE

Redesigned Website Provides An Enhanced. More User Friendly Experience

LEHIGH VALLEY, PA – Officials at Miller-Keystone Blood Center (MKBC) have announced the launch of the Center’s newly redesigned website, which continues to be located at GIVEaPINT.org. The new site, created by Lehigh Valley-based agency Day Vision Marketing, officially went live on Monday, January 8.

According to MKBC’s Keith Vogrin, Director of Marketing, the Blood Center’s previous website was created in (year), and while still functional, had started to show its age with decreasing speed and outdated capabilities.

“Individuals visiting our redesigned website will find it much easier to navigate,” Mr. Vogrin says. “Our blood donors will also notice improvement in the site’s responsiveness and capabilities.”

New or updated features of the redesigned site include:

- Revised menu options providing clear and easy-to-find links to important items, such as MKBC locations and hours, online appointment scheduling, iScreen – the Center’s online medical screening application, blood donor eligibility guidelines and more
- “Real time” information on the status of our community’s blood supply, including whole blood, red cells and platelets
- Upcoming community blood drives, blood donor promotions, and giveaways
- New and updated stories from grateful transfusion recipients and dedicated blood donors that live here in our community
- Easy access to one’s confidential and private blood donor portal or blood drive coordinator portal
- Links to the Blood Center’s social media channels including Facebook, Instagram, X (Twitter) and LinkedIn
- Access to MKBC’s monthly e-newsletter, information to subscribe and more

“As some websites begin to age, the functionality decreases,” adds Marie Clemens, Corporate Director of Communications. “Items contained on the site can start to get cluttered, which often makes it more difficult for some

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visitors to find the information they are looking for. And if it takes more than one or two click to locate the information, many of them will simply give up.”

Mr. Vogrin adds that another update to the website that visitors will appreciate is an increase in the number of educational videos that can be accessed. The videos, including a virtual tour of the Blood Center, the platelet donation process, information for the first-time blood donor and more, were produced in conjunction with Bethlehem-based company, ASR Media.

Ms. Clemens says that other benefits of the freshly redesigned website include increased security protocols and a more user-friendly experience, noting that all of these updates should translate into more engaged visitors and ultimately, more lifesaving blood donors.

“Miller-Keystone Blood Center currently serves as blood provider to 35 regional hospitals,” she confirms. “Approximately 350 blood donors are needed every day to meet the transfusion needs of these facilities as they care for cancer patients, accident victims, premature babies and others in need.”

“As we emerge from the holidays, blood supplies continue to be at critical levels,” she says. “January is National Blood Donor Month. Can there be a better New Year’s resolution than to do your part to save lives?”

To schedule your lifesaving blood donation, visit the Blood Center’s newly redesigned website at GIVEaPINT.org.

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