



MILLER-KEYSTONE
BLOOD CENTER

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GIVEaPINT.org

FOR IMMEDIATE RELEASE

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HCSC / Miller-Keystone Blood Center
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MILLER-KEYSTONE BLOOD CENTER ANNOUNCES STAFF APPOINTMENTS

LEHIGH VALLEY, PA – Miller-Keystone Blood Center, headquartered in Bethlehem, PA, has announced the following staff appointments:

DANNY YOUSSEF has joined the organization as Vice President of Marketing. In this role, Youssef will lead the Marketing and Donor Relations teams for HCSC's Miller-Keystone Blood Center division, as well as marketing initiatives for the organization's Linen Services and Solutions divisions.



Youssef brings to the organization more than 25 years of experience in leadership, business development, and client relations, with expertise in advertising, sales and marketing, B2B marketing, website development and design, interactive and social media, brand development, and multi-channel communications.

Youssef holds a Bachelor of Science degree in Business Administration from West Chester University. Prior to joining HCSC, he served as Founder and President of DAY Vision Marketing, Inc. He also serves as a board member for the Chris Attieh Foundation.

HOPE DORN has been promoted to Vice President of Operational Services. She holds a Master of Business Administration degree from Southern New Hampshire University and a Bachelor of Science degree in Biology from Moravian University.



Dorn joined Miller-Keystone Blood Center in 2007 as a Medical Technologist in the blood processing laboratory. She was subsequently promoted to Senior Technologist, then to Distribution and Inventory Manager; since 2023, she served as Director of Hospital Services.

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Dorn brings extensive experience in automated blood donor screening technology, including operations, troubleshooting, and maintenance, as well as product quality investigations, laboratory workflow and efficiency optimization, SOP development, and inventory management.

In her new role, she will continue to oversee Hospital Services and Distribution, including inventory management, product distribution, and customer service for MKBC's hospital partners. She also assumes responsibility for the Blood Center's Donor Collections department (encompassing whole blood, automated, and special collections), as well as operations of the Testing laboratory, Component laboratory, and Immunohematology Reference Laboratory, an AABB (Association for the Advancement of Blood and Biotherapies) accredited facility specializing in the identification and resolution of red cell transfusion compatibility issues.

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