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FOR IMMEDIATE RELEASE**The Community Blood Center Introduces First Pathogen Reduced Platelet in Wisconsin**

New platelet products provide increased safety for hospital patients

APPLETON, Wis. (June 23, 2016) — The Community Blood Center is pleased to announce the shipment of Wisconsin's first Pathogen Reduced Platelets to hospital patients this week. The revolutionary processing technology treats platelets to reduce the risk of transfusion-transmitted infections by inactivating a broad range of pathogens such as viruses, bacteria and parasites that may be present in donated blood.

Platelets—the clotting components of blood—are commonly relied upon by patients undergoing cancer treatments or major operations, such as transplants or open heart surgeries. “Pathogen Reduced Platelets are blood components in which a broad spectrum of clinically relevant pathogens and leukocytes have been inactivated,” explained Dr. Todd Straus, Chief Medical Officer & Vice President, Quality & Medical services at The Community Blood Center. “This means we can reduce the risk of transfusion-transmitted infections and transfusion-associated diseases.”

Pathogen Reduced Platelets also provide significant benefits and conveniences to hospitals and their patients:

- **Increased Safety:** Pathogen Reduced Platelets are a safe alternative to irradiated/CMV negative products. Furthermore, treated platelets address residual bacterial contamination risks related to sepsis, as well as from established pathogens such as HIV, HBV, HCV, and emerging pathogens for which tests do not exist (such as chikungunya and dengue.)
- **Avoidance of Complex Testing:** The Food and Drug Administration (FDA) has issued a second draft guidance that may require the hospital blood bank to do secondary bacterial testing on traditional platelet products that are greater than or equal to four days old prior to transfusion. The use of Pathogen Reduced Platelets replaces bacterial testing, thus avoiding the complex secondary testing and associated costs.
- **Positive Clinical Outcomes:** Reduction in transfusion-transmitted infections, including sepsis, has been successfully demonstrated in routine use with Pathogen Reduced Platelets. Improved clinical outcomes may reduce hospital costs associated with treatment, recalls and follow-up investigations.

Currently available in a limited capacity, The Community Blood Center is working with a local hospital system to launch the first distribution of Pathogen Reduced Platelets with plans to expand the offering to more area hospitals in the future.

“The Community Blood Center has served North and Eastern Wisconsin communities for 61 years,” stated Vice President and Chief Operating Officer Matt McCarter. “We have maintained an excellent record of achieving our mission to ensure a safe, reliable blood supply to local hospitals and patients. Offering Pathogen Reduced Platelets is a major milestone of our ongoing focus on innovation that supports patient well-being.”

Community Blood Center (CBC) was established in 1955 and continues today as an independent nonprofit providing a safe and reliable blood supply to hospitals in Northeast Wisconsin, the Northwoods and upper Michigan. CBC has donor centers in Appleton, Oshkosh, Little Chute and Woodruff, plus hosts over 100 blood drives every month. For more information on how you can donate blood or host a blood drive, please visit www.communityblood.org or call 800-280-4102.

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