



SCABBinar:
Enhancing the Donor Experience
Thursday – January 17, 2019



Presented by:
Stephanie Duplessis
Regional Director
LifeShare Blood Center

Description: This presentation will discuss how recruitment and collection teams are responsible for “Enhancing the Donor Experience.” In a field where industry competition is at an all-time high, how do we retain our donors? LifeShare’s new Team Leader training puts more focus on the overall experience of the donor by educating the TL. This discussion will include how Team Leaders taking ownership of their blood drives, converting donors to automation, and rescheduling the donor will lead to positive donor experiences. We will also include how recruitment’s role before the drive affects the team’s success and ultimately the donor’s experience.

Level of Difficulty: Beginner and above

Intended Audience: Recruitment, Collections, Blood Center Leadership

Continuing Education Credits:

PACE Contact Hours - 1

FL Continuing Education Credits - 1

Thursday – January 17, 2019
1:00 PM ET, 12:00 PM CT, 11:00 AM MT, 10:00 AM PT

Registration Fee:

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| Individual & Physician Member: | Complimentary with SCABB Membership |
| Individual Non-Member: (One Person, One Line) | \$80.00 |
| Premium Institutional Member: | Included in SCABB Membership |
| Institutional Member: | \$50.00 |
| Institutional Non Member: (Multiple People, One Line) | \$100.00 |

(REGISTRATION REQUIRED FOR ALL MEMBER TYPES)

The SCABBinar is facilitated via webinar. All handouts, evaluations and attendance rosters will be provided for download prior to the SCABBinar. To register, visit www.scabb.org > Education Events