



SCABBinar:

Using Data to Assist Donor Recruitment

Thursday, February 25, 2021 | 12:30 PM EST

REGISTER

Speakers: Kelley Counts, MS, MBA

Description: As donor databases grow in an ever-changing landscape of environmental pressures and challenges, putting predictive analytics to work to help understand and scale opportunities is ever more important. This session will demystify predictive analytics and data science by reviewing the major elements of propensity models and dive into building, testing, and most importantly trusting the outputs.

Objectives:

1. Predictive Analytics Basics
2. Understanding Donor Propensity
3. Putting analytics to work (Practical Applications)

Continuing Education Credits: South Central Association of Blood Banks is approved as a provider of continuing education programs in the clinical laboratory sciences by the ASCLS P.A.C.E. ® Program.

PACE Contact Hours – 1

FL Continuing Education Credits - 1

Thursday, February 25, 2021
12:30 PM ET, 11:30 AM CT, 10:30 AM MT, 9:30 AM PT

Registration Fee:

Individual & Physician Member:	FREE 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.

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SCABBinars are presented by South Central in partnership with Grifols Diagnostic Solutions.

Education Partner:

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