

NOTE: Working with BloodCenter of Wisconsin, Kate Kotecki interviewed numerous staff members and wrote and/or edited most of the core content for the original Versiti website. Here are sample pages.



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Blood Services Organizations

Why do blood services organizations join Versiti? Along with healthcare systems in general, the blood banking industry is experiencing significant changes, including a shifting demand for the clinical use of blood and blood products, new technology in blood management and supply chain, regulatory changes, and efforts to reduce the cost of blood products.

Versiti is an organization at the forefront of transfusion medicine. We help our affiliates and potential partner blood centers to thrive and succeed in today's changing healthcare environment in several important ways.

Reduce costs.

Our blood centers benefit from opportunities for cost efficiencies and shaping new relationships with suppliers. By optimizing our purchasing power and eliminating unnecessary redundancies, we deliver high-quality and cost-effective services.

Share expertise.

Versiti offers the opportunity to partner and collaborate; sharing a wealth of experience and expertise. As blood centers, we share similar values and goals, with a clear understanding of your needs and how to provide the resources and support you seek.

Combine resources.

Versiti has a well-developed corporate support structure to help reduce administrative costs. Centralizing certain administrative support services ensures regulatory compliance, creates cost efficiencies and supports talent development.

Grow and innovate.

To remain relevant and help healthcare systems develop innovative transfusion and transplant medicine solutions, blood centers must be able to implement new technology wisely and develop expertise in evidence-based medicine, database development and bioinformatics. By integrating complementary programs and tapping the resources across Versiti, you can optimize and expand your current services while contributing to others.

[Contact us](#) to learn more about partnership opportunities with Versiti.

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Education and Consultation

As a leader in transfusion medicine and blood management, we offer a vast array of educational opportunities and consultation services for physicians and other healthcare providers, hospitals, blood centers, academic institutions and healthcare systems.

A strong, collaborative approach to learning is essential to improve patient care and ensure healthcare providers' ongoing success. As Versiti's team of industry experts leads advances in blood management, we analyze data and create visible metrics. Data drives changes in behavior to best practices which are sustained through consultation, education and process changes. Actionable steps and accountability also help to change behavior and ultimately help you:

- Improve patient outcomes
- Conserve blood product
- Reduce risk
- Reduce costs

Collaborative, Customized Learning to Improve Outcomes

Versiti provides a wide variety of transfusion-related educational and consultative services for our community partners:

- Lectures, seminars and teleconferences
- On-site continuing medical educational sessions
- E-Learning
- Customized, targeted small-group sessions to support specific initiatives and goals

Medical Services and Consultation

Through the Medical Sciences Institute (MSI) and affiliates, our physician group provides direct consultations, management of patients needing therapeutic apheresis, medical direction of specialized diagnostic laboratories, and management of donors with blood donation complications or positive infectious disease testing markers. Our experienced staff includes more than a dozen leading national transfusion medicine experts, supported by specialists in bleeding disorders and transplantation. They are accessible 24 hours a day, 365 days a year.

Clinical Education

Versiti meets learners where they are, delivering customized learning programs including wet workshops, seminars, grand rounds, Specialist in Blood Banking Technology (SBB) programs, and online learning tools such as *beLearning*™. Our team is led by an internationally recognized expert in the field of transfusion medicine who has authored, co-authored or edited more than 65 publications.

Patient Blood Management

Versiti provides clinical, educational and analytical services to assist partner healthcare systems with improving patient outcomes, conserving our blood supply and reducing costs. We also develop and analyze patient blood management analytics. In support of evidence-based practices, Versiti applies an exclusive set of metrics, key performance indicators (KPIs), which align commonly-gathered data elements into meaningful information that hospital systems can use to inform and improve their transfusion practices.

Contact us to learn more about how Versiti consultation and education programs can help your organization accelerate change, improve outcomes and reduce costs.

Call: (844) 345-TxMD(8963)

