

How Many Lives Do You Save?



Dr. Charles Miraglia

This summer, Indiana Blood Center and community blood centers across our country responded to an unprecedented sequence of natural disasters and violence that jeopardized hundreds of thousands of lives.

Our staff watched the news coverage from Galveston, Texas, showing National Guard members delivering boxes of blood from Indiana Blood Center to the University of Texas Medical Branch during Hurricane Harvey. It was a proud and poignant moment.

Every day Indiana Blood Center supplies hundreds of units of blood for patients in need. And every day, hundreds of Hoosiers accept the responsibility to donate blood. Rarely does their compassion make headlines.

Yet, it is precisely the everyday nature of our work and the quiet commitment from Hoosier blood donors that make a safe and stable blood supply possible.

Donating blood cannot be top of mind only in a crisis.

Thankfully, some 2,000 organizations across Indiana understand the daily need for blood. They don't have to wait for a headline to take action. Roughly 20 business, school, church and community organizations host blood drives to replace what is transfused today with a fresh supply ready for tomorrow.

Subaru of Indiana Automotive and its leader, Tom Easterday, are exemplary in their support, which flows from the C-suite to the shop floor. Employees give thousands of units annually to help patients they will never meet. Every day, those employees walk by a wall emblazoned with logos of the charitable organizations supported by the company. Indiana Blood Center's logo is there.

Allison Transmission includes Indiana Blood Center in its annual report to investors that showcases the manufacturer's deep commitment to community service. These and many other notable organizations host blood drives and save lives as part of their service to others and they deserve recognition and our gratitude.

I appeal to you as business and community leaders. Please, engage in our cause. You are the gateway to



A National Guard helicopter delivers Indiana Blood Center boxes to a Texas hospital during Hurricane Harvey.

your organization's greatest asset – your people. Likely, you already host blood drives. Are you personally involved? Your organization likely contributes thousands of dollars to community causes. How many lives do you save through blood donation?

My obligation is to make sure the availability of blood is never a complication in the care a patient receives. Join me. Together, we will save lives.

AUTHOR: Dr. Charles Miraglia is president of the Indiana Blood Center. Learn more at www.indianablood.org



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