

# A Perfect Match

*Our common sense alliance ensures reliable, safe and cost-effective delivery of our region's blood supply.*

**F**or decades, the **Central Illinois Community Blood Center** and the **Mississippi Valley Regional Blood Center** have been on a path of mutual growth – closing the gap between our geographic service areas, as well as partnering on programs of public service and professional development. On May 4, 2010 the community-based Boards of Directors of both Blood Centers, including medical professionals and involved citizens alike, took this one step further by announcing our agreement to merge our operations.

**Our Goal:** To continuously improve the efficiency, quality and cost-effectiveness of our operations as our employees accomplish our critical mission of providing blood products and services to communities in need.

Over the years, our professional relationship has evolved and worked effectively because of the many important values we share. We are confident our alliance will create an organization that is more capable, community-focused, technologically advanced and competitive than we would ever be as two separate organizations.

## Will your donations stay local?

Your blood donation helps assure that your local hospital will have an adequate supply of blood when it is needed. At the same time, it helps assure that all of the 73 hospitals served by MVRBC will have an adequate supply of blood on hand when it is needed for medical procedures in the area. While it's true your donation may be shipped to any of the hospitals within our service region, it's important to keep in mind that *we are still the provider of blood and blood components to your local hospital*. Our increased size means we will operate with greater efficiency and with additional resources that will allow us to serve our communities even better than before.

One important outcome of this merger is our ability to spread our fixed costs over a larger number of units. CICBC will go from processing 40,000 units a year to being part of an organization that processes 165,000 units a year. In addition, our increased size means we will receive more favorable pricing from a wide range of vendors (ie. collections and processing equipment, employee benefits, vehicles, computers and even print materials, to name a few).

## The Common Sense Case for Change

The leaders of your community Blood Centers have one overriding objective: *assuring the reliable, safe and cost-effective delivery of blood products to the hospitals that serve our families and our neighbors*. The accelerating pace of change in both the regulatory and business environments are primary reasons behind our merger. These environmental factors include:

- Health care reform
- Demographic shifts
- Emerging technologies and new testing requirements
- Sustained blood surplus and associated changes in availability
- Hospital decision-making shifts and increased price sensitivity
- Aggressive competition and increasing cost pressures

## What We Will Look Like Together

Our new alliance will employ approximately 500 dedicated professionals, serve 73 hospitals in four states and impact a population exceeding 4.1 million residents. Annual collections within our partnership will exceed 165,000 units.

Sharing best practices and sophisticated technologies, industry-leading processes and valuable employee development programs, our new alliance will build upon each Blood Center's already strong national reputation. Our demonstrated compatibility helps assure future success. The strength of this merger rests on uniting, for greater efficiency and long-term viability, two organizations that have independently established excellent reputations for reliability and quality of the products and services they provide to hospitals throughout our region.

## Anticipated Benefits to our Communities

Our community-based Boards of Directors are dedicated to the preservation of our most beneficial attributes and service records. Chief among those is our combined record of uninterrupted service to hospitals that rely on us to provide this critical, lifesaving resource. Other benefits include:

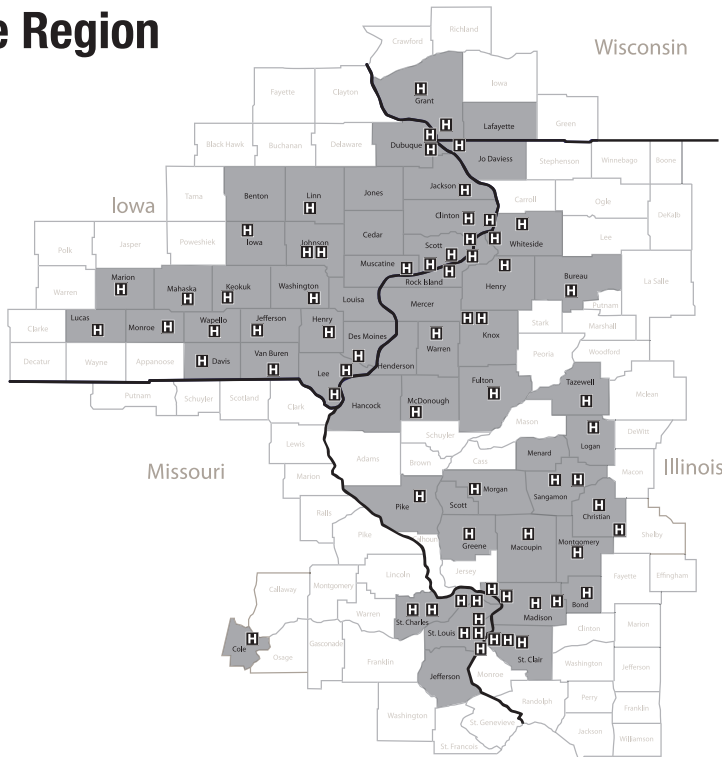
- Continuity of independent, community-based board
- Economies of scale resulting from larger size
- Sustained focus on serving our communities
- Clear accountability
- Strong employment base and increased visibility

## Our Employees Benefit, Too

It is important to the communities we serve that all of our employees will be retained. The special training needed to operate effectively within our highly regulated and scientific environment represents a large investment and a major asset of our organization. Our employees, approximately 500 strong, will enjoy greater opportunities for professional growth and other benefits of our larger organization. These include:

- More competitive benefits pricing
- Training in problem-solving, supervisor and leadership development
- Compatible work cultures
- Consistent pay and benefits
- Increased opportunities for promotions
- Stronger community identity, particularly in St. Louis where we will now operate under the same name on both sides of the Mississippi River

## Service Region



 Hospital Locations Served



CENTRAL ILLINOIS  
COMMUNITY BLOOD CENTER

*give what's in your heart.*



Mississippi Valley  
REGIONAL BLOOD CENTER

How Life Flows Through Our Community®