



**American
Red Cross**

**Greater Chesapeake & Potomac
Blood Region**
4700 Mt. Hope Drive
Baltimore, MD 21215
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Hospital Sales and Relationships Department

MEMORANDUM

Date: July 8, 2014

To: Hospital Blood Bank Managers/Supervisors

From: Kimberly Armsworthy & Donisha S. Dent, Senior Account Managers

Subject: Order Management Department changes effective July 17, 2014

The American Red Cross launched a Biomedical Re-engineering initiative to respond to the challenges of healthcare reform and to deliver excellent services at a lower cost. In December 2013 we consolidated after-hours Order Entry. In May 2014, we implemented changes to our phone system. We are now informing you of our plans to consolidate our Greater Chesapeake and Potomac (GC&P) Region's Order Entry service. This is a necessary step to ensure the Red Cross can remain an efficient, low-cost provider of quality blood products. Please be assured that we expect this to be a seamless transition to you, our valued partner.

Effective July 17th, all requests for blood products placed by phone and fax will be received and processed by our dedicated staff in the consolidated Order Management center in the Penn-Jersey Region. Orders will be generated and transmitted electronically to the GC&P Region for fulfillment and transport to hospitals by the same experienced staff.

The 800# phone number for calls and faxes will remain the same: **(800) 233-4640** (phone) and **(800) 314-4639** (fax); please use these numbers ONLY; local numbers will not work properly after the effective transition date. For your disaster plan, the emergency numbers are **215-451-2630** and **215-451-2643** should the other phone number listed above become disabled.

The Special Products Coordinators in the GC&P region will continue to receive and process requests for Single Donor Apheresis Platelets (SDP) standing orders, HLA-matched products, and granulocytes. Manufacturing, labeling, storage, distribution and transport of blood products will also remain unchanged.

Should you have an issue with a specific order or blood request that needs escalation, please contact the Order Management Supervisor, Rhonda Stubbs at 215-451-4301 or Order Management Manager, Sandi Rambo at 215-451-4297.

We welcome your feedback and encourage you to contact us with any questions or concerns.

Kimberly Armsworthy 240-412- 7260 & Donisha S. Dent 443- 324- 3633

Thank you