

Media Release

Contact: Odette Struys
The Blood Alliance
Public Relations Manager
cell: 904.707.9301

ostruys@thebloodalliance.org

FOR IMMEDIATE RELEASE

****PHOTO ATTACHED**

Caption: The Blood Alliance's Quality Assurance Director, Marilyn Hall, accepts the "Best First Year Member" Lean award from Jon Cummins, Chairman of the Lean Consortium Board of Directors. Cummins is also the CEO and President of Paramount Performance Marketing.

The Blood Alliance Wins Lean Consortium's Newcomer Award

JACKSONVILLE, Fla., December 21, 2011 -- The Blood Alliance (TBA), enriching lives since 1942, was named "Best First Year Member" by the Jacksonville Lean Consortium at its recent December 14, 2011 Annual Members Meeting. The award is an acknowledgement of TBA beginning its Lean journey in partnership with Jacksonville Lean Consortium.

The Blood Alliance joined Lean in May of 2011 and immediately began creating a foundation of training for a core group of leaders, as part of its long term strategic business plan. So far, TBA has performed two house-wide Lean basics training sessions for staff, trained six core leaders in Lean philosophies, trained five core leaders as 5S facilitators, completed two in-house 5S projects and participated in more than five other 5S projects outside its institution to assist other organizations in their Lean journey.

"We are delighted to win this endorsement of our Lean work. The Blood Alliance was excited about joining Lean to help empower our staff toward the relentless pursuit of the elimination of waste," said Marilyn Hall, Director of Quality Assurance at The Blood Alliance. "Lean has been an eye opening experience in providing us with tools to achieve the least cost way of bringing the most value to our customers."



FACT: The Blood Alliance must collect blood from 360 donors every day to meet the needs of Northeast Florida's area hospitals - as their sole provider of blood.

About The Blood Alliance

The Blood Alliance (TBA) provides blood to more than 40 hospitals and medical facilities in Florida, Georgia, and South Carolina. It provides a safe and adequate blood supply to the regions it serves and is a member of America's Blood Centers – a national network of independent community blood centers responsible for nearly half of the nation's blood supply. TBA has been enriching lives since 1942 and is a non-profit community blood center licensed by the FDA and accredited by the AABB. For more information please visit: www.igiveblood.com or call: 888.99.TBA.HERO.