

Blood Assurance
 "IT'S ABOUT LIFE"

In 1972, the Chattanooga-Hamilton County Medical Society joined forces with the Chattanooga Area Hospital Council and the Chattanooga Jaycees to create an organization that would ensure the availability of a life-giving resource to the residents of the Tri-State Area. The bold initiative envisioned by these

three organizations became Blood Assurance. For almost four decades, Blood Assurance has been providing a safe and adequate supply of blood and blood components, in a cost effective manner, to every area patient in need.

Through a system of dedicated volunteers, Blood Assurance now operates as a non-profit, full-service regional blood center serving 56 health care facilities in 32 counties in Tennessee, Georgia, Alabama, and North Carolina. The organization is a member of national, state, and local blood and blood products providers, including the American Association of Blood Banks, America's Blood Centers, the Tennessee Association of Blood Banks, the Tennessee Hospital Association, and the Chattanooga Area Hospital Council. Licensing through the Tennessee Department of Public Health, the Georgia Department of Human Resources, and the U.S. Food and Drug Administration ensures that Blood Assurance meets the most stringent national and state healthcare standards.

Blood Assurance operates twelve conveniently located donation centers in Tennessee, Georgia, and Alabama. In addition, colorful mobile units are scheduled on-site at businesses, organizations, and schools throughout the area to make blood donation more convenient.

Blood Assurance has also been a member of

the National Marrow Donor Program since 1993 working diligently to recruit bone marrow/stem cell donors to help save the lives of many patients in need of life saving transplants. The compassion and the volunteer spirit of the

college freshmen with tuition assistance. Students who meet the guidelines and are enrolled at high schools who held Blood Assurance blood drives are eligible to apply.



▲ Each year in March, Blood Assurance hosts its annual Chattanooga community-wide blood drive to encourage new and existing donors to give the gift of life. (unidentified donor)

◀ With 12 locations throughout the service region, the main office of Blood Assurance is located in downtown Chattanooga. This facility serves as a donor center, administrative office, in addition to testing and storing all units of blood donated in 32 surrounding counties.

Chattanooga community are evidenced in the more than 25,000 marrow donor registrants who have been recruited in the area over the past 17 years. Their willingness to share and reach out to others resulted in matching 238 bone marrow/stem cell patients to donors in 39 various cities around the world.

Blood Assurance is privileged to have served numerous families in need of the "gift of life" for 40 years. A decade ago, the organization expanded its capabilities by establishing the Blood Assurance/Crystal Green Memorial Scholarship Program. Dedicated to Crystal Green, who lost her battle with aplastic anemia, this scholarship provides upcoming

High school and college students provide over 12 percent of the blood patients need each year, and this scholarship is a way to show the students the rewards of giving back to their communities.



▼ Rick Youngblood has served as the President & CEO of Blood Assurance since January 2009 . . .