Join us for a Cerus Industry Workshop at the 2018 AABB Annual Meeting in Boston.

The Role of Pathogen Reduction in Reversing Blood Component Commoditization

Monday, October 15
7:00am – 8:15am
Boston Convention Center
Room 252AB
No RSVP Necessary

Coffee and continental breakfast will be served.
The Role of Pathogen Reduction in Reversing Blood Component Commoditization

Blood transfusions save lives – but their importance is often underestimated outside of the blood banking industry. In the public perception, blood components are broadly available commodities which are perceived to be “safe enough”. In contrast, blood centers may struggle to maintain an adequate daily supply, and the FDA continues to identify additional viral, bacterial, and protozoan threats that pose a risk of transfusion transmission.

This workshop begins with a patient’s perspective on the vital role that safe blood transfusions play in patient survival. This will be followed by a clinician’s perspective on the use of pathogen reduced platelets as a new and differentiated platelet product option. The workshop will conclude with a presentation on the clinical investigation of pathogen reduced red cells as part of a Phase 3 study designed to evaluate the safety and efficacy of the INTERCEPT Blood System for Red Blood Cells, and a vision of how pathogen reduction for all three components will ultimately shape the landscape of blood safety and availability worldwide.

Introduction
Dr. Laurence Corash, MD – Chair
AABB’s 2018 Dale A. Smith Memorial Award Winner
Chief Scientific Officer
Cerus Corporation

Blood Matters: The Vital Role that Blood Plays in Patient Survival
Gina Walker
CEO, Founder
Hope for Accreta Foundation

Safe Blood Now: The Use of INTERCEPT Platelets at UCSD
Elizabeth S. Allen, MD
Associate Medical Director, Transfusion Medicine
Assistant Professor, Department of Pathology
University California, San Diego

It’s Closer Than You Think: INTERCEPT RBCs and the RedeS Study
Beth A. Hartwell, MD
Associate Medical Director
Section Chief, Blood Donor Center
Baylor St. Luke’s Medical Center