



FREE BLOOD SAFETY WEBINAR:

Pathogen Reduction of Platelets: Patient Safety, Guidance Compliance, and Implementation



How does pathogen reduction of platelets streamline compliance with the FDA guidances for reducing the transfusion transmission risk of bacteria, Zika and babesiosis?

What are the steps necessary for implementing these platelets at hospitals?

Register today to learn more about these issues.

Presented by:

Dr. Richard J. Benjamin and Cynthia Robbins

Wednesday July 29, 2020

2:00 pm – 3:00 pm EDT (11:00 am – 12:00 pm PDT)

Cost: FREE

REGISTER

This webinar will be recorded. Those who have preregistered will be sent a link to access the recording following the event.

Slides from the presentation will be made available following the presentation.

Our Speakers:

Richard J. Benjamin, MD PhD FRCPath

Chief Medical Officer, Ceruz Corporation



Dr. Benjamin was appointed as Ceruz' Chief Medical Officer in July 2015. Previously, he served as CMO for the American Red Cross where he oversaw donor and patient safety issues for 40% of the US blood supply. Prior to Red Cross, he served as medical director at the Adult Transfusion Service at the Joint Program in Transfusion Medicine at Harvard University. Dr.

Benjamin is a Board Member and Regional Director for North America for the International Society of Blood Transfusion, as well as an active member of the American Association of Blood Banks. He has also served on the DHHS Secretary's Advisory Committee on Blood Safety and Availability in the U.S. Dr. Benjamin is an Adjunct Associate Professor of Pathology at Georgetown University and author of 100 peer-reviewed publications. He received his Ph.D. at Cambridge University, England in Immunology and completed post-doctoral research at Stanford University, CA.

Cynthia Robbins

Sr. Dir, Commercial Training & Development, Ceruz Corporation



Cynthia has over 25 years of experience in blood safety and the blood products fractionation industry. In her current role at Ceruz, she is focused on educating clinicians involved in transfusion on blood safety and pathogen reduction. Prior to Ceruz, Cynthia served as Vice President Regulatory Affairs and Clinical Trials for novel therapies for blood cancers at Biosceptre International. Cynthia also served as a Clinical Educator for clinicians and patients in bleeding disorders communities for Baxter BioScience. Prior to her blood products industry roles, Cynthia's hospital career began at the University of Illinois in Chicago which included roles in hospital pharmacy management and clinical research in plasma and recombinant therapies, and participation on multiple hospital committees related to the provision of blood products and patient safety.