

Wheaton Franciscan Healthcare and American Red Cross Blood Services Announce Partnership

WATERLOO, Iowa (June 16, 2009) – Wheaton Franciscan Healthcare and the American Red Cross are pleased to announce a partnership benefiting patients in the Cedar Valley. Beginning July 1, 2009, the American Red Cross Badger-Hawkeye Blood Services Region will be the primary supplier of blood and blood products to Wheaton Franciscan Healthcare facilities in Cedar Falls, Oelwein and Waterloo.

“On behalf of the Red Cross, I am excited to see Wheaton Franciscan Healthcare returning as a partner in healthcare,” said Greg Novinska, CEO of the Badger-Hawkeye Blood Services Region. “We have many dedicated blood donors in the area and are pleased to have the opportunity to serve their local hospital.”

“We look forward to working with the American Red Cross to ensure blood is available for local patients when they need it most,” said Ruth Lampe, Director of Laboratory for Wheaton Franciscan Healthcare. “The transition is expected to be seamless and patients should not notice any difference in procedures or in the delivery of care. We appreciate the past years of service by The Blood Center of Iowa and thank them for their commitment to health care in the Cedar Valley.”

The Red Cross will provide approximately 3,350 red cell units, 400 plasma products and 350 platelet products annually to the three Wheaton Franciscan Healthcare facilities.

Red blood cell units are often transfused to patients who have chronic anemia or have lost blood due to a trauma or surgery. Platelets and plasma are given to patients when their blood does not clot properly, often due to a blood disorder, disease or chemotherapy.

Locally, Marv Mattfeld has been supporting patients by donating blood and platelets through the Red Cross and coordinating regular blood drives at the Cedar Falls AMVETS. “I originally got involved with the Red Cross about six or seven years ago because I believe we all need to do whatever we can to make the world a better place,” said Mattfeld. “I think that donating blood is one way to do that.”

Wheaton Franciscan Healthcare will continue to offer blood drives at Sartori, Mercy and Covenant Medical Center on a regular rotation. With just a fraction of the eligible population donating, the American Red Cross believes all blood donation opportunities are important and that people should donate whenever and wherever possible. This helps ensure blood is available for patients in need.

How to Donate Blood

Simply call 1-800-GIVE-LIFE (1-800-448-3543) or visit givebloodgivelife.org to make an appointment or for more information. All blood types are needed to ensure a reliable supply for patients. A blood donor card or driver’s license, or two other forms of identification are required at check-in. Eligible donors must be at least 17 years old, or 16 years old with a signed Red Cross

The need is constant. The gratification is instant. Give blood.™

parental/guardian consent form where state permits, must weigh at least 110 pounds and be in general good health.

About Wheaton Franciscan Healthcare-Iowa

Wheaton Franciscan Healthcare (WFH) is a faith-based 511-bed; not-for-profit, comprehensive medical/surgical health care provider offering acute levels of medical care at Covenant Medical Center, Waterloo; Sartori Memorial Hospital, Cedar Falls and Mercy Hospital, Oelwein. In addition, WFH includes Covenant Clinic (100+ primary and sub specialty physicians); Covenant Foundation and Sartori Health Care Foundation. Areas of excellence include: cardiology, orthopedics, neurosurgery, maternity and NICU, cancer treatment, minimally invasive and Bariatric surgery. WFH invests in the communities we serve and is committed to living out the healing ministry by providing exceptional and compassionate health care service that promotes the dignity and well being of the people we serve.

About the American Red Cross

Governed by volunteers and supported by giving individuals and communities, the American Red Cross is the single largest supplier of blood products to hospitals throughout the United States. While local hospital needs are always met first, the Red Cross also helps ensure no patient goes without blood no matter where or when they need it. In addition to providing nearly half of the nation's blood supply, the Red Cross provides relief to victims of disaster, trains millions in lifesaving skills, serves as a communication link between U.S. military members and their families, and assists victims of international disasters or conflicts.

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