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## **FOR IMMEDIATE RELEASE**

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### **West Tennessee Regional Blood Center Implements Mississippi Valley Standard Talisman Quality Donor System™**

The West Tennessee Regional Blood Center, Inc. headquartered in Jackson, TN implemented donor screening with the Mississippi Valley RBC standardized Quality Donor System™ (QDS) on March 31, 2003. WTRBC was founded as an independent CBC in 1947. Currently it serves a population of 500,000 in 17 counties through 19 hospitals with 30,000 blood donations annually. The area is highly regarded as a regional center of medical excellence and WTRBC as a leader with innovative technology.

The Mississippi Valley (RBC) version of QDS was first implemented almost two years ago and has been used for screening 50,000 donations. It is founded on the current AABB Uniform Donor History Questionnaire. Mississippi Valley staff led by Louis M. Katz, MD, have demonstrated with scientific studies that QDS increases donor and staff satisfaction, including perceptions of privacy, by a minimum of a factor of three, reduces staff time by five minutes per donor interview and omissions/errors by at least 60%, and significantly increases donor reporting of risky behaviors.

QDS utilizes technology characterized as audio video touch screen computer assisted self interviewing (AVT-CASI) and as far as can be determined is the only system to employ this technology. It is financed in part by competitive Small Business Innovation Research grants (HL61111 and HL072635) from the National Heart Lung & Blood Institute awarded to Talisman Ltd., Vienna, VA. Additional information is available at [www.talmed.com](http://www.talmed.com).