



American
Red Cross

Hospital Partner Resource Guide



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American
Red Cross
1-800-RED CROSS



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Introduction

American
Red Cross
1-800-RED CROSS

Welcome to the American Red Cross! As the largest single collector, manufacturer, and distributor of blood products in the United States for more than 70 years, we are happy to be your provider.

To best serve our hospital partners, the following comprehensive resource guide is available to facilitate access to all Red Cross service areas. All product and service information ranging from ordering and invoice payment to reference lab and medical consultation is available along with essential points of contact ready to address your every need.

At the American Red Cross, we are committed to providing the highest standard of quality and service. For more information or to learn more about specific products and services in your service agreement, please reach out to your Account Manager.

User Tips and Shortcuts

Easy to navigate functionalities have been incorporated into the HPRG. A list of shortcuts is provided below:

- Interconnected table of contents allows a user to navigate directly to a specific section. Click on any table item to jump to that section.
- Sections are divided by customized banners located at the top of the page. Clicking on the section header will transfer users to the beginning of that section for easy navigation.
- All files throughout the document are accessible and available for download by clicking on the blue boxes.
- Users can print any downloaded documents like forms and certificates.
- Access to all websites and log-in pages are marked with yellow boxes, clicking on these will direct users to the appropriate site.
- Users can return to the table of contents by clicking on Hospital Partner Resource Guide at the bottom right hand corner of each page.



Customer Service

Order Lead Time

Instituting standard lead times for order placement enables Red Cross to more consistently and accurately fulfill your product needs. Lead times allow order processing and fulfillment to be executed efficiently and with minimal disruptions so as to produce reliable performance.



Order Placement Lead Time

Download defined lead times for standard product ordering and service orders

Scheduled Orders

So that the Red Cross may better plan for your product requirements, we are requesting our customers to use scheduled order. Doing so will allow Red Cross to more effectively prepare and process your order, as scheduled orders are prioritized and “filled first” over other product orders excluding STAT orders. The balance of your product needs can be placed via ad hoc ordering on-line to accommodate the variability in demand. Your account manager will assist you with recommendations for scheduled order stocking levels based on your historic ordering practices.

STATs

STAT orders will require a minimum one (1) hour processing time from order submission to packed and ready for shipment. The definition of STAT will be based on processing time not delivery time. Additionally, STATs orders will be filled using short-dated products.



Recommended Strategies for Managing Blood Product Shortages



Customer Service

Order Management

Connect is the Red Cross's Online Order Management Solution, designed to address all your hospital needs for product and service ordering.

Connect offers efficient and effortless access to product and service ordering, billing support, inventory management, and tracking of blood product movement. Connect is the Red Cross single point of service for online ordering of all products and services, including HLA, IRL, Molecular, Neutrophil, and Specialized Serology testing. Other features include status tracking of all orders, product transfers, par level ordering, product quality notifications, return authorizations, credit requests and customer concern submission.

In the rare occurrence a product quality issue is identified (broken, hemolyzed, lipemic), please complete the notification immediately in Connect.

With quarterly software releases, we continue to add features that enhance functionality and benefit our hospital partners, a summary of changes are detailed in the User Guide found on the Connect home page.



[Connect User Guide](#)

Download the latest version by logging into Connect



[Connect HIPAA Statement](#)



[Log in to Connect](#)

For account inquiries, please reach out to your Account Manager, or ConnectHelp@redcross.org. For password assistance please reach out to your Hospital's Admin for Connect, your Regional Account Manager, or ConnectHelp@redcross.org



Blood Bank Resources and Documents

References

Donor and Client Support



[Transfusion Service Customer Handbook 2024](#)



[Transfusion Reaction Case Report](#)



[Infectious Disease Case Report](#)

Circular of Information



[Circular of Information for the Use of Human Blood and Blood Components](#)



[Circular of Information for the Use of Cellular Therapy Products 2023](#)

Testing Methodologies



[Red Cross Testing Methodologies](#)



Customer Service

Medical Release

In the circumstance that blood product inventory reaches critical levels, our medical release process is triggered. This process, driven by the customer services team, includes communication to hospitals placing orders. Steps are implemented to preserve the available blood products for STAT emergencies only. During medical release situations, only STAT orders will be filled in coordination with the Medical Office. Customer Service may contact hospitals ordering STAT products to acquire additional information regarding immediate need of products ordered. Upon reviewing the Medical Release information with the Medical Office, Customer Service will confirm the final order processing information with the customer.



Requesting Products for Emerging Medical Need



Products & Services



The American Red Cross is the largest single collector, manufacturer, and distributor of blood products in the United States, supplying more than 8 million products to approximately 2,500 hospitals nationwide. We provide a comprehensive offering of blood products, including rare blood types, STAT deliveries and 24/7 customer service along with personalized account management to continuously serve your total hospital needs.

For a list of specific products and services included in your service plan, please contact your Account Manager.



[List of Products and Services](#)

Download the complete products and services brochure

Autologous and Directed Donor Services

Blood transfusions play a critical part in surgery. Learn how autologous donation allows you to donate your own blood prior to your scheduled surgery for your own use.



[Autologous and Directed Donor Information](#)

Download here for more information



Products & Services



Pathogen Reduced Platelets

The Pathogen Reduced Platelet Implementation Guide will walk you through the implementation steps for receiving, distributing, and billing for pathogen reduction platelets. In addition there are FAQs, informational videos and a table comparing LVDS and PR platelets.



[Pathogen Reduced Platelet Implementation Guide](#)

Download for a guide through the implementation steps of pathogen reduced platelets



[Pathogen Reduced Platelet Quick Reference Sheet](#)



[Platelets 2020 for Pediatric and Neonatal Patients](#)

Download video for more information



[PAS Informational Video](#)

Download video for more information on ...



['Low Yield Platelet Informational Video](#)

Download video for more information on ...



[Pathogen Reduced Platelets Compared to LVDS](#)



[Platelet Handling and Storage](#)

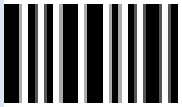


Products & Services

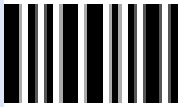


Facility Identification Numbers (FINS)

A list of scannable Facility Identification Numbers are available in the links below to upload in your hospital inventory system.



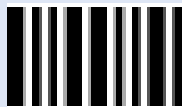
[Current Products and Services Facility Listing and FDA Registration](#)



[Active FIN Barcode List](#)

Upcoming Facility Identification Numbers (FINs)

As part of a Red Cross geographic realignment initiative taking place in 2024, FINs will be updated to a new series. This change will require our hospitals to update systems by adding the new list of scannable FIN codes by the end of 2023.



[FIN Barcode List 2024](#)



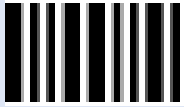
[Future Products and Services Facility Listing and FDA Registration](#)



Products & Services

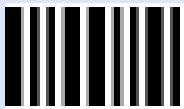


Product Codes and Label Examples



Product Codes

The Product code file references the page number of the label examples below



Non American Red Cross LVDS and PR Codes



Products and Services Sample Labels



IRL Label Examples

Bioflex Bag Resources



Bioflex Brochure



Bioflex Spiking Technique



Bioflex Spiking Technique Video



Laboratory Services



With more than five decades of experience, our coordinated system of more than 50 testing laboratories offers synergized expertise and consultation across a nationwide network, including specialty labs.

Immunohematology Reference Laboratories (IRL)

Gain access to a world-class network of reference labs to assist with routine and complex serological cases and a dedicated laboratory to assess new products.



Red Blood Cell Serology

Download to learn more

Provided below are example reports and contingency forms used for IRL services when ordering is not available through Connect.



Immunohematology Consultation Request Form



Donor Request For Special Blood Form



Laboratory Services

Human Leukocyte Antigen Laboratory (HLA)

Our HLA laboratories provide comprehensive HLA services supporting Hematopoietic Cell Transplantation (HCT), Solid Organ Transplantation, Transfusion, Disease/Drug Association Study, Vaccine research, and more.



HLA Testing

Learn more about our HLA services here



Testing Algorithm

Specialized Testing

The Red Cross reference laboratories can provide expert assistance with your most complex platelet serology cases to help ensure the best outcomes for your patients.



Specialized Testing

Learn more about our Specialized Testing services here



Laboratory Services



National Molecular Laboratory

This AABB-accredited, and CLIA licensed lab supports complex antibody identifications, helps guide selection of compatible donors and in identifying risks of alloimmunization to blood group and platelet antigens.



[Molecular Testing](#)

Learn more about our Molecular testing services here



[Example NML Reports](#)

Provided are examples of NML reports for reference

Neutrophil Laboratory

The neutrophil laboratory services include granulocyte antibody screening, extended antibody identification (MAINA), HLA antibody screening and drug antibody testing.



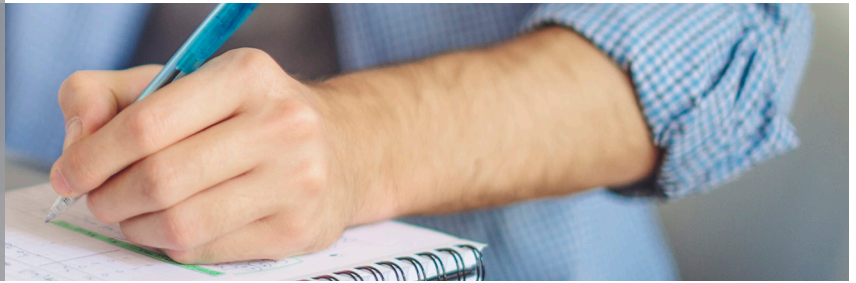
[Neutrophil Testing](#)

Learn more about our Neutrophil testing services here



SUCCESS

Educational Services



SUCCESS

SUCCESS is a comprehensive suite of educational resources comprised of online instruction, industry publications, and learning events, designed for physicians and laboratory professionals in the areas of blood banking.

Our courses are accredited and available free-of-charge and accessible for self-study at your convenience.



[SUCCESS Online Learning User Guide](#)

Download for instructions on using our SUCCESS online learning platform



[Log in to SUCCESS](#)

Please note that hospitals will need a code in order to log in.

We encourage you to visit the website periodically to review new and updated resources. If you have questions regarding SUCCESS, please contact success@redcross.org

Transfusion Practice Guidelines

The Compendium is intended as a reference work for practitioners of transfusion medicine. Guidelines reflect the authors' understanding of relevant literature and other publications such as the Circular of Information. We hope that the Compendium becomes an essential educational resource and reference guide for transfusion management of your patients.



[Compendium of Transfusion Practice Guidelines](#)

Download the complete TPG Guidelines here



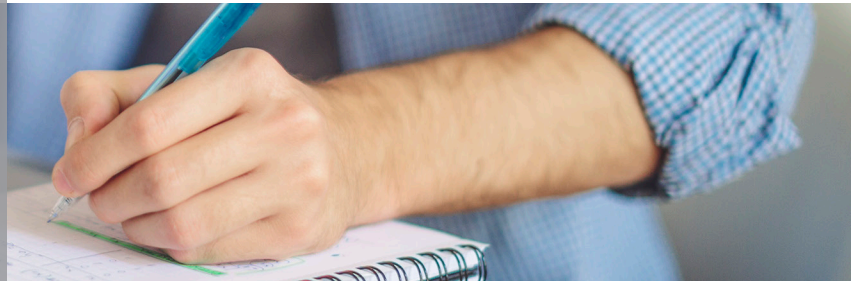
[TPG Mobile App](#)

Click here to download



SUCCESS

Educational Services



Medical Directors

The Red Cross offers unparalleled transfusion medicine expertise with more than 30 Medical Directors across the country. These experts in transfusion medicine are available for consultation, provide guidance and educational seminars.

Medical consultation is available 24 hours a day, 7 days a week on all aspects of transfusion medicine. Specific issues relating to immunohematology can also be directed towards experienced immunohematology medical technologists, including two with SBB certification.



[Medical Directors](#)

Learn more about our medical directors team and how to contact them here.



Packing and Shipping Information

The American Red Cross packs blood products in qualified boxes. The boxes have been validated to ensure products are maintained at the required shipping temperatures.

Shipping temperature requirements are slightly different than storage temperatures and the following table will outline differences:

Product	Storage Requirement	Shipping Requirement
Red Blood Cells	+1°C to +6°C	+1°C to +10°C
Platelets	+20°C to +24°C	As close as possible to +20°C to +24°C (+19°C to +25°C)
Frozen Products	-18°C or colder	No evidence of thawing

The packing procedures (included at the end of this section) must be followed to ensure product temperatures are maintained during transit.

If products are received out of shipping temperature range or are packed incorrectly, notify Red Cross Customer Service. These products will be managed based on the non-conformance. In emergency situations, the products will be released following our medically-approved procedures.

The Red Cross boxes are reusable and will be rotated during routine deliveries. Please please order box pick up via Connect.



Packing & Shipping



Packing and Shipping Documentation

Each box that originates from Red Cross contains a detailed packing slip.

Hospitals should verify container contents against the packing slip. If a discrepancy is found, immediately contact the Red Cross Customer Service.



Packing Slips

Best Practice

When shipping blood products using overnight couriers, the shipping hospital should pack the products using the configuration that allows the longest transit time.

Preconditioned Temperature Stabilizing Packs

Temperature stabilizing packs (TSP's) used in shipping are preconditioned to appropriate temperatures based on the products being shipped. For example, when shipping platelets, the TSP's are preconditioned to a temperature between 20.0 C and 24.0 C. Precondition TSP's by storing them in the appropriate temperature before use.



Packing Chart

Shipping box qualifications are based on volume dependency, not the number of products or bags. The linked chart provides minimum and maximum volume for each shipping container.



Shipping Qualification Memo



Packing & Shipping

Product Packing and Shipping Procedures

If repacking is required after receipt of shipment, such as transferring amongst hospitals, or if products need to be returned, please follow these instructions.



Shipping Red Blood Cells

Complete packing instructions



Shipping Frozen Plasma

Complete packing instructions



Shipping Platelets

Complete packing instructions



Shipping Cryoprecipitated AHF in an E-54ARC



Shipping Cryoprecipitated AHF in an E-120ARC



Platelets Handling and Storage Guide



Shipping Cold-Stored Platelets in an E-54ARC



Blood Bank Resources and Documents



Important Contacts

Connect

For all inquiries regarding your account and for password assistance please reach out to your Hospital's Admin for Connect, your Account Manager, or ConnectHelp@redcross.org

Hospital Support

For hospital support and all general inquiries regarding our services, email hospitalsupport@redcross.org

Reimbursement

If you have questions regarding reimbursement, please review our section on reimbursement below. For all other questions, you can email reimburse@redcross.org

Adverse Reactions

In the case of an adverse reaction, call the Red Cross Donor Client Service Center (DCSC) at 866-236-3276.



[Regional Account Manager](#)



[Medical Office](#)



Guides, Licences & Certification



Reimbursement Resources

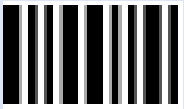


[Additional Reimbursement Resources](#)

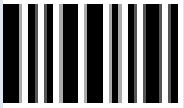
For more information on reimbursement click here.



[Reimbursement Frequently Asked Questions](#)



[CPT Codes for Blood Services](#)



[HCPCS Codes](#)



[AABB Billing Guide](#)



Blood Bank Resources and Documents



Compliance Statements



[TRALI](#)



[BacT](#)

Forms and Certificates

American Red Cross Blood Services is licensed and registered across the nation. Provided are the necessary request forms and licenses for your blood bank operation.



[FDA Registration](#)



[Biologics License](#)



Forms and Certificates

Visit RedCrossBlood.org for region-specific forms and certificates at your convenience.



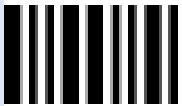
Billing & Reconciliation

Billing

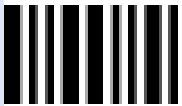
Invoices are produced for products purchased and services performed four times each month. Daily reconciliation is performed to validate that all products are passed to the Billing System from the Distribution department to ensure all product transactions are correct. Billing for services includes a reference to the Connect order and patient identifier.



[Hospital Customer Transfer Account Form](#)



[Standard Services Catalog FY24](#)



[Process and Delivery Codes](#)



Billing & Reconciliation

Invoice Manual



Invoice Manual

Download invoice samples and reconciliation procedures in this manual.

Invoice Central

The most efficient method of payment is through Invoice Central. Customers enrolled in Invoice Central can receive and pay their Red Cross invoices electronically. Red Cross also offers a network of five national lockboxes where customers can remit payments for invoices via check or ACH. These payments are interfaced daily and if received with a valid invoice number the payments, apply automatically through the interface process.



Invoice Central Guide and Enrollment Form

Download invoice samples and reconciliation procedures in this manual.



Log in to Invoice Central

Don't have an account? Please contact your Account Manager for help.



Partnering Opportunities



Blood Drives

The Red Cross needs to collect more than 13,000 blood products and more than 2,500 platelet donations each day. Eighty-four percent of blood donations are given at blood drives - hosted by generous sponsoring organizations and hospital partners. Consider partnering with the Red Cross to host a blood drive today.

Why Host a Blood Drive

One person can help save hundreds of lives by hosting a blood drive. It's a rewarding experience.

[START NOW](#)



YOUR decision to sponsor a blood program



40 to 50 donors at each drive



Three to four drives per year means that over 500 lives could potentially be saved

Annual Campaigns

Sound The Alarm

Sound the Alarm is Red Cross's National Annual Signature Event where we install thousands of smoke alarms in major cities across the U.S. Along with our network of volunteers, we work to make homes safe against home fires.

Volunteers are needed to do many things on the day of the installation event such as help operationally, serve as a greeter for other volunteers, and fulfill one of three roles on the home visit installation team- Installer, Educator, or Reporter. Talk to your account manager for more information if you would like to get involved.