BloodCenter of Wisconsin, Inc.
Ralph Woods
Surf’s up . . .
Yes, that is snow on the ground . . .
Great Lakes surfer...
Ralph E. Woods

BS, MS Northern Illinois University (Go Huskies!)
Joined BCW 2003
Alliance member since 2003
HAGPO / Alliance board member since 2005
Treasurer 2005 – 2009
or . . .

You’ve seen one HTC,

you’ve seen them all
Ralph’s giant factor pharmacy . . .
BloodCenter of Wisconsin

- Founded in 1947
- Collects blood from about 100,000 donors each year
- Performs 14 different screening tests on each unit
- Manufactures blood products and components
- Provides blood products to 65 + hospitals
Here’s what we do . . .

BloodCenter of Wisconsin

Blood Services

Blood Research Institute

- Focused on basic research and discovery
- One of four blood centers in the world with research programs
- Largest NIH research funding of any blood center in US
- 20 investigators, over 100 staff
Here’s what we do . . .

BloodCenter of Wisconsin

- Diagnostic Laboratories
  - 75,000 tests a year from all over the world
  - Esoteric testing requiring specialized skills
  - Physician lab directors provide diagnostic consulting services

Blood Services

Blood Research Institute

- Hemostasis
- Histocompatibility
- Molecular Diagnostics
- Platelet and Neutrophil Immunology
- Immunohematology
Here’s what we do . . .

BloodCenter of Wisconsin

- Blood Services
- Diagnostic Laboratories
- Organ Procurement Organization
  - Wisconsin Donor Network (organs)
  - Wisconsin Tissue Bank
  - Bone Marrow Transplant Registry
Here’s what we do...

BloodCenter of Wisconsin

- Blood Services
  - Blood Research Institute
- Diagnostic Laboratories
- Medical Services
  - Transfusion Medicine
  - Apheresis procedures
  - Clinical Research
  - Hemophilia Treatment Center
  - Factor distribution program
Flamengo shoulda’ flown South . . .
CCBD (for short)

Provides comprehensive care for patients with bleeding and clotting disorders in southeastern Wisconsin

Over 2,200 total patients followed
Approximately 235 patients with hemophilia

Program operates in cooperation with Children’s Hospital of Wisconsin, Froedtert Hospital, and the Medical College of Wisconsin
Comprehensive Center for Bleeding Disorders

Joan Cox Gill, MD – Medical Director

Nurse Coordinators
Social Workers
Financial Counselor
Research Coordinator
Administrative Staff
Children’s Hospital contract staff (Genetics, PT, etc.)
Grandkids Jon and Josh . . .
Getting Clotting Factor to Patients
Our Business Model

Manufacturer
Manufacturer
Manufacturer
Manufacturer
Manufacturer

BCW
Factor Program

Homecare Customers
we serve as a
Specialty Pharmacy

Hospital Customers
we serve as a
Drug Wholesaler
Homecare Services

- Licensed pharmacy (WI and IL)
- 340b homecare program
- Medicaid “carve out” non-340b homecare
- We also serve patients from La Crosse and Madison HTCs
- Homecare Nursing Physician Services
- Factor Program for Amish folk in Cashton, WI
- 135 patients, 16 million units dispensed in 2010
Third-Party Payors

Contracted Payors

Aetna
Anthem BCBS
HEOS by Multiplan
Humana
Innoviant
Prairie States Insurance
ReStat
Standard Security Life
Trilogy Health Plan
United Healthcare
WEA Trust
Wheaton Health Network
Wisconsin Physician Service (WPS)

Non-Contracted Payors

Atrium Health Plan
Badgercare Plus
Claims Management Services
Cypress Benefit Administrators
Fiserv
Group Health Cooperative
Gundersen Health Plan
HIRSP
I Care
Illinois All Kids
Illinois Hemophilia Homecare Program
Medicaid IL
Medicaid MI
Medicaid WI
Medicare
Network Health Plan
Secure Horizons
Security Health Plan
UMR
Wausau Benefits
Wausau Rx
WCDP
WI Labor Health Fund
WI Pipe Trade Health Fund
WI Sheet Metal Workers
Now that’s pretty funny . . .
Wholesale Drug Distribution

- Licensed drug wholesaler (distributor – WI and IL)
- 24/7 stat delivery of clotting factor
- Hematologist on call 24/7 to provide consultation
- Consigned inventories in 8 hospitals
- Also provide IVIG, antithrombin, Rho(D), etc.
- Sold 6 million units to hospitals in 2010
Where’s the factor ???
A pretty efficient model . . .

Ralph
King of Coag

Direct Reports
- Patient Services Rep
- Pharmacist

BloodCenter Departments
- Materials Management
  - Hospital Services
  - Distribution
  - Accounting
  - Regulatory

Pricing
Vendor contracting
Payor contracting

Contracted Reimbursement Staff
- Concuity
Rosie having a beer . . .
Rosie with a beer buzz . . .
Rosie wants a snack . . .
Rosie go night night . . .
Any Questions ???

Thanks !!!