

TALKING POINTS

About Heartland Blood Centers:

- Through its affiliates, Heartland Blood Centers is a local donor center for the Be The Match Registry.
- Heartland Blood Centers serves a critical role in the marrow donor program by recruiting marrow donors and facilitating their donation.
- Blood stem cell donation takes place at Heartland's affiliates throughout the Midwest.

Be The Match:

- Be The Match is our national marrow donor registry. It's for patients with blood cancers or other related illnesses who require a bone marrow or stem cell transplant to survive, however many times these patients do not find a match in their family so they turn to Be The Match to find a stranger off our registry to donate and save their life.
- There are 15,000 patients in the U.S. this year that do not have a match in their family, and more than half of these patients won't get the life-saving transplant they need.
- Be The Match is our national registry and there are over 100 registries worldwide that we collaborate with to find matches for patients in need.
- Be The Match is the world's largest and most diverse registry of donors...15 million donors strong!
- Every 3 minutes someone is diagnosed with a blood cancer. And 70% of patients needing a marrow transplant do not have a matching donor in their family.

To register, you must:

- Be 18-44 years of age and meet the health guidelines
- Complete the registration online and donate cheek cells on two cotton swabs once you receive the swab kit in the mail (3-7 days after registration)
- Understand that you might be the only match for a patient if you are called as a potential match.

- Agree to the time commitment to donate which is on average 20-30 hours spread over a 4-6 week period.
- Register online: <https://join.BeTheMatch.org/ZBHS>

The donation process:

- 76% of donations today are stem cell donations, which is similar to donating blood platelets. It is not surgery.
- 24% of donations today are bone marrow donations, which is an out-patient surgery where the donor is anesthetized. No stitches are used and no piece of bone is removed. This donation method tends to occur when a donor matches a child or infant in need. Often times donating bone marrow is confused with the painful procedure of a bone marrow biopsy. These are two different procedures.
- In both donation methods, the donor typically goes home the same day and their cells are replenished within 4-6 weeks.
- 1 in 400 people that register will go on to donate at some point in the future.

Commitment:

- Please consider your commitment prior to joining the registry. You must be OK with giving a further blood sample if you're found to be a potential match, donating either stem cells or bone marrow based on the patient's needs, be willing to commit on average 20-30 hours over a 4-6 week period, and be willing and able to say YES if you are the best match for a patient in need.
- If you need time to consider your commitment, that's OK! You can also register at a later date by visiting: <http://join.BeTheMatch.org/ZBHS> and Be The Match will mail you a swab kit to complete at home within 3-7 days.

The importance of growing the registry with more diversity:

Roughly 66% of the registry is comprised of White donors. More diversity is needed to ensure that all searching patients have an equal chance of finding a match and ultimately receiving the life-saving transplant they so desperately need.

Matching is based on tissue type, which is inherited. Patients have the greatest chance of identifying a match with someone who shares a similar ethnicity.

For technical questions during registration/if you have already registered and haven't received a swab kit/to find out if you are already registered, please contact Be The Match directly at 1-800-MARROW-2