



# Industry Expert Call

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**AABB Consulting Services** provides expertise worldwide in quality management systems and process improvement solutions in the fields of blood banking and transfusion medicine, cellular therapy, cord blood banking, translational research and regenerative medicine.

A division of AABB, Consulting Services has more than 50 years of history and experience in the blood and biotherapies field. Our innovative assessment methods are effective in identifying specific challenges and opportunities unique to each facility, matching implementation plans with institutional requirements and resources.

AABB Consulting Services offers collaborative, custom-designed consultations and technical assistance to deliver the best possible outcomes, on time and within budget. Committed to the highest level of professionalism, we provide exceptional results while guiding clients to achieve sustainable goals.

# Example of Our Work

## The Challenge

AABB Consulting Services was asked by an AABB Corporate Partner to identify an expert in the field and coordinate a call to gain insight on current trends. This expert call was designed to inform the corporate partner's strategic planning activities.

## The Customer

AABB Corporate Partners are highly valued organizations that work closely with AABB in making transfusion medicine and biotherapies safe, available and effective worldwide. The AABB Corporate Partner Program helps these companies and organizations align their brand with the advancement of blood and biotherapies. AABB Corporate Partners receive several benefits, including discounted fees on AABB Consulting Services.

**“As an industry expert involved in this consultation, I am grateful to have been able to contribute insights that the client found valuable. Our collaborative conversation aimed to assist their strategic planning efforts, and it is gratifying to know that it exceeded their expectations. This experience highlights the potential for expertise to make a positive impact and foster stronger relationships within the AABB community.”**

– AABB Consultant

## The Solution

In order to deliver on this goal, AABB Consulting Services followed a four-step process, which included the following:

1. Develop specific questions to guide the conversation.
2. Identify an expert to participate in the call using AABB's vast international network.
3. Coordinate the conversation between members of the Corporate Partner company and the identified expert in the field.
4. Facilitate the conversation using the pre-established questions.

## The Outcome

The client found the conversation and content to be valuable and went on to schedule more calls with additional experts. Leaders of the company expressed that this experience was beneficial for their strategic planning activities and helped to further their long term goals and growth initiatives. Through this effort, AABB Consulting Services expanded the reach of our industry partners and helped to pave the way for innovation and technological improvements for patients.

Contact us:

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