For information about Hospital Central Services, Inc. or any of its affiliates, call 610.791.2222 or 1.800.444.HCSC (4272) or visit our website at www.hcsc.org.
ALBERT EINSTEIN ONCE SAID,

"IN THE MIDDLE OF DIFFICULTY LIES OPPORTUNITY."

THE PAST SEVERAL YEARS have created new and complex challenges for the healthcare industry and for those who serve it. Implementation of the Patient Protection and Affordable Care Act represents the most significant overhaul to our healthcare delivery system in nearly 50 years, and the impact of this legislation will continue to be felt for many years to come.

Every organization across the continuum of care, including HCSC, must now carefully navigate these changes, along with the potential ramifications they are creating. Since our inception more than 40 years ago, we have grown from serving 10 regional hospitals to more than 400 healthcare facilities in the Mid-Atlantic region. Our ability to forge a successful path through often uncharted territory begins with the dedication and commitment of our 1,000+ employees and the communities we serve. These successes and the trust of our customers are reflected in our steady performance during some of the most tumultuous transformation this industry has seen.

Over the course of the past fiscal year, all divisions of HCSC embarked on a comprehensive strategic planning process designed to chart our course and prioritize objectives to ensure we are in step with our customers and the changes they are facing. As the entire healthcare industry continues to steer through unfamiliar and daunting waters, we recognize that a well-defined course is necessary to sustain our mission and continue to grow.

The foundation of the strategic plan began with the establishment of our Core Values, attributes that embody the organization and are demonstrated by each of our employees every day:

INTEGRITY — Acting with Honesty and Consistency
PASSION — Enthusiasm for Our Mission
TRUST — Counting on One Another
CUSTOMER CENTRIC — Doing the Right Thing

Several key initiatives of our redefined strategic plan were kicked off during the year. Our Linen Services division launched a new Ambulatory Care Services offering that will leverage our market-leading Acute Care brand and operational expertise. The program will expand our high-quality, cost-effective solutions to all sites of care as patient care continues to migrate to this rapidly growing segment.

Miller-Keystone Blood Center completed a comprehensive business review that resulted in reorganizing the division to meet the needs of our hospitals, donors and the community. We also launched a donor optimization strategy, aimed at streamlining the donation process and making it easier for those who give the gift of life.

Through this myriad of change, our core commitment to the community and education remains as a cornerstone of our organization. This year, donor recruitment scholarships were awarded to 16 well-deserving students who demonstrated exemplary dedication to community service through our Miller-Keystone Blood Center division. Educational grants were also presented to numerous regional non-profit organizations, including the Cancer Support Community of the Greater Lehigh Valley, Children’s Home of Easton, Fund to Benefit Children and Youth, Lehigh Valley Children’s Centers, The Literacy Center, Meals on Wheels, Mercy Special Learning Center, Project Child, Second Harvest Food Bank and the Weller Health Education Center.

The future of HCSC will always be tied directly to the needs and success of our customers; and even though the prevailing winds of change will continue to alter our course, opportunities will remain.

Now more than ever, we must work as one team, delivering on our commitments and capitalizing on those opportunities.

PETER J. CASTAGNA JR.
President & CEO

ROCCO A. DELVECCHIO
Chairman of the Board
Addressing our capacity and cost structure were identified as the most critical requirements in meeting the future needs of our customers. A comprehensive analysis of options led to a planned 21,000-square-foot expansion of our Allentown Laundry. As we head into the new fiscal year, construction will be commencing on the new state-of-the-art, fully automated plant that is anticipated to be operational in mid-2015. The facility expansion will give HCSC the capacity to service new customers and expand the breadth of our service offerings while improving our overall operating costs. Having five high-performance facilities in the Mid-Atlantic region ensures that our customers will benefit from uninterrupted service in the event of a weather emergency.

HCSC also launched a new Ambulatory Care Services division in Spring 2014. The new service provides smaller delivery vehicles, personal service and inventory/cost management. It also leverages the considerable resources of our Linen Services division to provide cost-effective linen rental programs and services to all types of outpatient settings, including but not limited to, surgery centers, physician/medical group practices, physical therapy centers, laboratories, and imaging, radiation, endoscopy or behavioral health centers.

Products offered by the new Ambulatory Care division include healthcare linen, scrub wear, lab coats, Select Supply commodities and walk-off mats. The Ambulatory Care program also offers a personalized touch as the service team performs all restocking of clean linen and garments on pre-scheduled deliveries. As the healthcare landscape has changed the profile of our acute care customers from stand-alone hospitals to multi-site, fully Integrated Delivery Networks (IDNs), the Ambulatory Care program now enables HCSC to offer a one-stop-shop service to any site where patient care is delivered.

HCSC also launched a newly designed website this past year at HCSC.org in order to improve the user experience. The updated site, created and hosted by LaunchOM, a Wyomissing, Pa.-based, industry-leading new media studio, vastly improves the user experience. Among the enhancements are improved navigation that quickly defines and connects visitors with the appropriate HCSC program or service, while delivering timely information to help run their business.

The ever-important Healthcare Laundry Accreditation Council (HLAC) accreditation for HCSC’s Allentown, Kingston, Delaware Valley and Asbury Park plants was completed and updated this year. The accreditation process at our Baltimore plant is in process, with expected completion by the end of 2014. HLAC certifies that HCSC is meeting the highest industry standards for processing healthcare textiles, including strict adherence to federal government regulations and guidelines. This gives our customers complete confidence that they will receive a consistent and smooth flow of clean textiles that are safe for their employees and the end user — the patient.

Plant-wide this year, total productivity increased an average of 1.5%, with our Delaware Valley facility demonstrating significant improvements. Total poundage decreased approximately 4% over the past fiscal year, while distribution costs increased by approximately 7%.

Prices for natural gas are expected to remain at current levels until the start of next winter’s
management, sales tools and marketing. Also this year, we introduced a partnership with Open Markets, which will drive additional savings on capital equipment purchases. This unique program leverages the data, technology and capital equipment needs of a growing 300-plus nationwide network. Group savings will also be realized via MarketBuy™.

The contract portfolio continued to grow, with the addition of a customized mobile device charging station and kiosk agreement available through goCharge, while a new trend in all-in-one (hot and cold) vending machines was made available by EatWave. In addition, UltraViolet Devices, Inc. brought a comprehensive approach to environmental disinfection in healthcare with its contract and new partnership with Clorox.

Our affiliation with Mid-Atlantic Group Network of Shared Services, Inc. (MAGNET) delivers formidable contract negotiating power and enhances our portfolio with capital equipment, technology and healthcare service agreements. This enables HCSC to offer our members the advantages of national program content, innovation and unmatched technology, while preserving regional relationships and customer service.

MAGNET introduced an array of new services and contracts throughout the fiscal year. A contract growth plan was implemented by Healthcare Data Solutions (HDS) in an effort to drive future success and revenue while providing improved service. HDS served as the financial underwriter and creator of a customized solution that now serves our vendor needs through roster management, sales tools and marketing.

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Our strength is derived from the commitment of our professional staff who support over 2,000 blood drives annually, and our volunteers who provide nearly 24,000 hours in support of our blood drives and blood center operations.

The management of the blood center also realigned its strategic plan this year, which took on a greater importance due to recent market changes that have significantly changed the competitive dynamics and customer landscape. The strategic priorities have been refocused on our donor base and improving internal processes to meet the cost and quality standards our hospital customers require.

Historically, our community and the donors that provide the gift of life have been the cornerstone of Miller-Keystone’s ability to serve all of our hospitals’ needs. Our efforts this year included several initiatives to improve how we communicate with our donors to ensure that we are collecting the right products and the right mix of donations based on the AB0/Rh type of our donors. To do this, we engaged one of our vendor partners to extract data on blood drives and provide recommendations to improve our drive efficiency. We will be completing the training phase of the program and implementing the data-driven recommendations as we begin the new year.

We also have invested in a new automated collections technology called "iScreen™" that allows donors to register and enter pre-health history online at their home or office up to 24 hours prior to donating. This new system will eliminate potential transcription mistakes and cut down on the time it takes to donate, while making much of the process paperless and further ensuring regulatory compliance. "iScreen" is scheduled to deploy in the new year as staff training is implemented and approvals by the Food and Drug Administration (FDA) are completed.

The safety of our donors and patients is the highest priority of the Miller-Keystone team. This past year we instituted an American Association of Blood Banks (AABB) recommendation to defer donors who have low hematocrit levels for 56 days. This is based on studies that find that iron stores of blood donors may become depleted over time if not deferred appropriately to allow for a rebound of iron levels. We also implemented a Hemovigilence program, which targets fluid intake, salt replenishment, muscle exercises and donor engagement as ways to prevent donor reactions. Scheduled regulatory inspections by the FDA, AABB/Clinical Laboratory Improvement Amendments and Internal Organization for Standardization (ISO) were also conducted with no significant deficiencies reported.

This year our laboratory implemented a new technology called Genotyping. This state-of-the-art DNA extraction and analysis device allows Miller-Keystone to identify donors of rare blood groups and assist hospitals that require these units of blood for patients with complex antibodies and blood compatibility problems. We also introduced a new product, FP24 (frozen plasma), which can be used in lieu of FFP (fresh frozen plasma) and helps maintain our supply of FFP and cryoprecipitate inventory for the hospitals we serve. Additionally, in the coming year, we are expecting licensure approval by the FDA on pooled cryoprecipitate product.

As the result of a merger within the blood bank and group purchasing industry, MKBC is now a member of Blood Centers of America, Inc. (BCA). Participating blood banks within BCA are responsible for collecting a majority of the blood in the United States. MKBC’s membership in BCA, we are aligned with community blood centers with similar missions and goals. BCA will also act on its members’ behalf to bid on opportunities from national chains that may have hospitals in our service area.

In addition, Miller-Keystone is privileged to have great partners that actively promote our mission. A TV spot created by Viamedia was named “Best Television Public Service Announcement (PSA)” of the year at the 2014 Association of Donor Recruitment Professionals Conference. The commercial can be seen on our YouTube channel and has run on cable stations throughout our service area. This year, the blood center was also very fortunate to have a new song written and performed by up-and-coming country singer and Berks County native Stephanie Grace. As always, important support was received from radio stations throughout the communities we serve, and our social media activities expanded beyond Facebook and Twitter to include YouTube and Pinterest.

Miller-Keystone redesigned our website to improve the user experience by making it more visually appealing, interactive, and easier to navigate. The navigational improvements to GIVEaPINT.org include easy access to...
information on donating blood, planning a blood drive, providing financial support or becoming a volunteer. Donors can also log into our donor portal to view their past donation history and medical screening results or schedule appointments online for any of our donor center locations or community blood drives.

This year, 86 high schools sponsored blood drives, and their achievements were acknowledged at annual recognition events in the Spring where 16 exceptional high school blood drive coordinators were presented with donor recruitment scholarship awards. MKBC was also able to reach out to more than 3,900 students in over 39 schools within our community to provide an educational program, “My Blood Your Blood.” Prior to the presentation, 66% of students were unaware that one unit of blood could save up to three lives. After receiving information from this highly successful program, 94% understood the importance of donating blood. Among secondary students, 88% indicated they would be inclined to become a donor in the future. This elevated level of understanding is important given that more than 30% of our community blood donors are over 40 years old. High school donors are needed to ensure that we have adequate donors for the future.

Our 20th annual “Cruise Aboard the Lifeline” signature fundraiser with the theme of “Cruise the Roaring ’20s” was once again a successful event. More than 450 attendees were aboard at Steel Stacks in Bethlehem, enjoying delectable Cruise cuisine and participating in live and silent auctions to raise much-needed funds for the Blood Center. With its own “speakasy” and entertainment by the “Truth and Soul” band, attendees had a spirited time and generously contributed to help support the Center’s mission. Funds donated at the event helped offset the costs associated with this year’s successful event. More than 450 attendees were aboard at Steel Stacks in Bethlehem, enjoying delectable Cruise cuisine and participating in live and silent auctions to raise much-needed funds for the Blood Center. With its own “speakasy” and entertainment by the “Truth and Soul” band, attendees had a spirited time and generously contributed to help support the Center’s mission. Funds donated at the event helped offset the costs associated with this year’s successful event.

BLOOD PRODUCTS

TESTING CLIENTS

WHOLE BLOOD

DONATIONS

REGISTERED

DRIVES

HCSC BLOOD CENTER

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DEDICATED TO THE
CONTRIBUTIONS OF:

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Vice President, Finance & CFO
December 4, 1990 – December 31, 2013
(Retired)