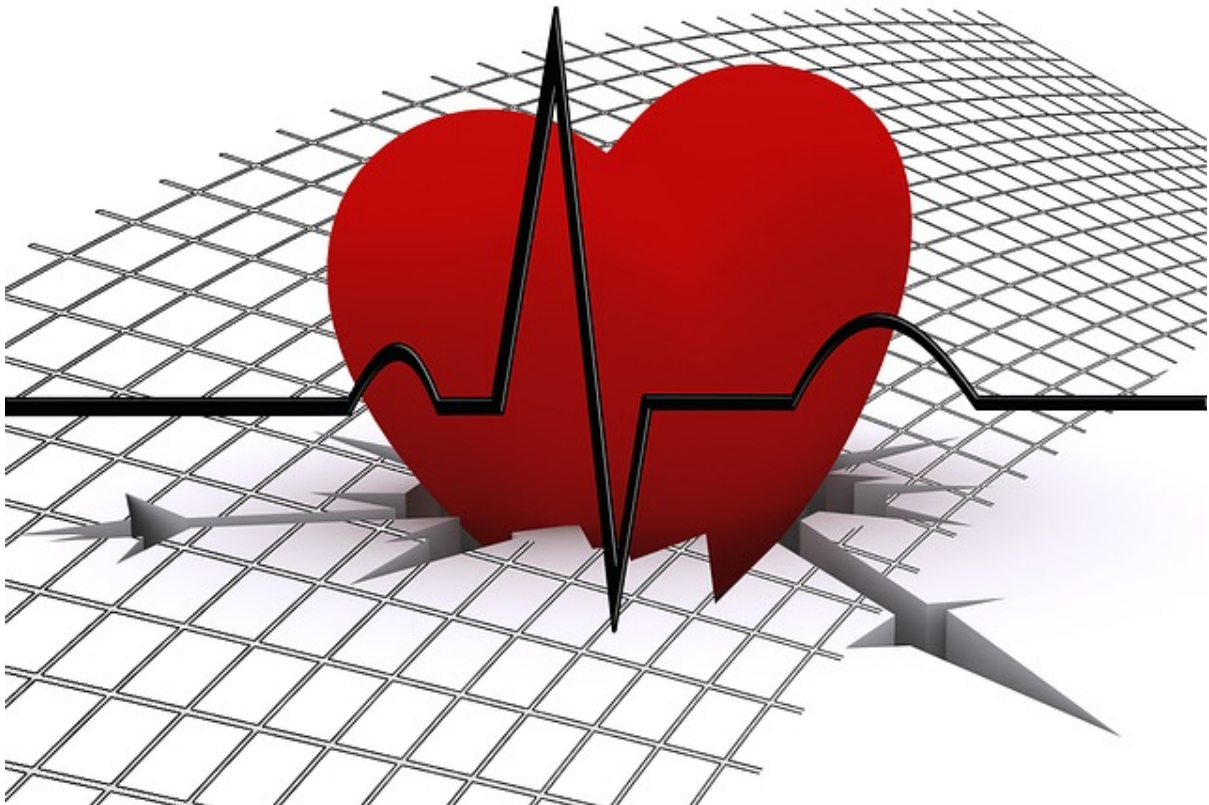


Blood Donor Recruitment

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We provide technical assistance to blood centers on improving blood donor recruitment. Our primary focus is to identify barriers and motivators to blood donations among minority groups. We conduct blood donor behavioral research and identify recruitment strategies for increasing blood donors.

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