



## **Blood Pricing**

In the late 1990s, central Ohio hospitals began facing large price increases for blood and blood products from the American Red Cross, Central Ohio Region. As a result, the hospitals entered into discussions with the Red Cross, which led to the formation of the Joint Committee on Local Accountability (JCOLA) with the goal of assuring a safe, effective, and cost efficient blood supply for the Central Ohio region. In February 2006, hospitals entered into a Memorandum of Understanding with the American Red Cross, and a price structure and other transparency provisions were negotiated and agreed to. This MOU is still in place and is set to expire in February 2011.

The JCOLA group continues to meet to discuss the provisions of the MOU. COHC is working to support JCOLA and its representatives for local hospitals. The Hospital Council will work to renegotiate and extend the MOU when it expires in February 2011 and acquire benchmark pricing information from Red Cross competitors for evaluation, primarily from the association of America's Blood Centers, to ensure ongoing market competitive pricing.