

Versiti™ Selects HemaTerra Technologies

Recruitment tie-in is vital for true supply chain management.

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/EINPresswire.com/ -- HemaTerra Technologies, an end-to-end systems software provider to organizations that collect [blood](#), platelets, plasma and other biologic products, has been selected by Versiti, an affiliation of four blood centers,

for the unique features of HemaConnect, HemaMobile and the VoIP dialer. HemaConnect, the industry's preferred [donor recruitment](#) CRM, processed nearly 40 million products and 16 million donations last year. HemaConnect is the only integrated system to provide vital recruitment data for true supply chain and [inventory management](#), when combined with HemaControl. Also unique is its robust VoIP dialer and smartphone-friendly applications, available with HemaMobile.



"We look forward to the collaboration and streamlined resource allocation this enterprise system will provide," said Todd Abner, vice president of recruitment at Versiti. "HemaConnect fully supports our commitment to provide high-quality service at a reduced cost. It enables us to quickly adjust to meet the changing needs of our healthcare system partners and communities, and helps us to fulfill our mission of advancing patient care. The intelligence of this system is in the features, which from our account, puts it on an innovation level of its own."

The enterprise features of HemaConnect enable Versiti affiliates to see the recruitment and supply chain needs of the entire network, or those of a specific center, region, division, event, blood type or product. The four Versiti affiliates are BloodCenter of Wisconsin, Heartland Blood Centers, Aurora, Ill., Indiana Blood Center and Michigan Blood. With HemaConnect, recruitment activities can easily increase and decrease, or move to different collection locations, based on hospital product demand. The unique features of HemaConnect helped solidify its preference among recruitment professionals, sending 50 million emails and using 11 million cloud call minutes in 2014.

Implementation of the enterprise CRM was completed last month with the BloodCenter of Wisconsin and will begin later this summer for Michigan Blood. Heartland Blood Centers and Indiana Blood Center have each used HemaConnect for more than two years.

"To have a group of respected industry leaders – visionaries – select HemaTerra as their partner for increased supply chain management is an exciting acknowledgement for us," said Todd Collins, President & CEO of HemaTerra Technologies. "The economic trend propelling blood centers to form strategic alliances calls for an innovative system that enables alliance members to peer across their entire supply chain. HemaTerra's system is being selected for that reason, as well as for the responsive service we provide."

About Versiti

Versiti was formed with the mission to improve the health of patients and enable the success of our healthcare partners nationally. We provide innovative, value added solutions in the fields of transfusion medicine, transplantation, and blood-related diseases to meet the needs of each of our customers. The collective efforts of Versiti affiliates result in improved patient outcomes, expanded access to care, and cost efficiencies for healthcare systems nationwide. For more information, visit

www.versiti.org.

Versiti

Deep Expertise. Broad Impact.

About HemaTerra Technologies

HemaTerra Technologies works exclusively with organizations that collect blood, platelets, plasma and other biologic products. Its web-enabled technology products bring choices back to blood and plasma centers. HemaTerra provides creative end-to-end operational software systems that have more features, more power and cost less: HemaConnect, donor recruitment CRM; HemaControl, inventory management; HemaComply, quality control management; and HemaMobile, smartphone applications. www.hematerra.com

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