

The Blood Center of Iowa

Mission and Values

Our Mission

We save lives by creating access to a safe blood supply in partnership with the communities we serve.

Our Vision

We will be trusted by patients, sought by hospitals, favored by communities and chosen by employees.

Our Guiding Pillars & Core Values

The Blood Center is dedicated to a set of guiding pillars and core values that define and shape our organization's commitment to our customers; blood donors and hospitals, community and employees.

It's Achievement...

Recognizing donors, hospitals and employees for their achievement of being a part of a special team of contributors committed to providing a vital community resource.

Providing our customers with only the highest **quality** products and services, on time, and in the best possible way, through continuous improvement in the quality of our work and people.

Adhering to a strict code of ethics and will promote **integrity** through honest, fair and moral behaviors.

It's Service...

We strive to understand and exceed the current and future **service** expectations of our customers, our donors and each other and to serve with personal humility and the highest level of professional courtesy.

We will exercise full **respect** for the contributions and needs of all people and processes affected by our organization.

It's Community...

We will assume responsibility for **stewardship** of the blood supply and pledge to represent our community's best interests in making wise use of all resources and doing our part to keep blood costs affordable for our customers.

We assume personal **accountability** for our actions and the quality and outcomes resulting from our work. We strive for excellence and are accountable when we do not achieve desired results.

