

PRESS RELEASE

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ICCBBA Presents “One World Award” to Dr. Clive Hohberger

November 18, 2011, REDLANDS, CA and SAN DIEGO, CA – Honoring original research and innovative technical development for the advancement of global information standards in transfusion and transplantation, ICCBBA has presented Dr. Clive Hohberger with its One World Award.

The One World Award recognizes international efforts to standardize information management for blood, tissue, cellular therapies, and organs. The presentation by Dr. Jørgen Georgsen, Vice Chairman of the Board of Directors of ICCBBA, took place at the annual AABB meeting in San Diego, CA on October 24, 2011.

A leader in the automatic identification and data capture industry, Hohberger has played a leading role in developing global information standards for blood, tissue, cellular products and organ identification and tracking. Hohberger served as a member of the International Society of Blood Transfusion Working Party on Information Technology and was a key figure in the development of the ISBT 128 Standard. His work at Zebra Technologies prior to his retirement was instrumental in converting blood labeling to on-demand printing. His recent work involves developing an RFID solution for the complete transfusion medicine supply chain and confirming the safety of RFID labeled blood products. His work exemplifies his commitment to blood safety and efficiency.

“Dr. Clive Hohberger is the honorary recipient of the One World Award,” announced ICCBBA Executive Director Paul Ashford, “for his numerous publications and patents demonstrating his original research and innovative technical development. Through his positions on ISBT and ISO Standards committees he has promoted the adoption of international information standards for transfusion and transplantation.”

ICCBBA is headquartered in Redlands, CA, USA and can be found online at <http://www.iccbba.org>. ICCBBA manages and promotes ISBT 128, the international information standard for use in transfusion and transplantation.

