



More personal. More plasma.

HAEMONETICS®



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Donors come in every size.

Now, so do collection volumes, with the **Persona™ Plasma Collection Solution**.

Persona™, a proprietary integrated plasma collection solution built upon the **NexSys PCS® platform**, is the first and only donor-tailored solution clinically shown to yield +9% to 12%* more plasma per donation on average to maximize both cost-efficient output and patient impact.

+9% to 12%* AVERAGE INCREASE IN PLASMA VOLUME



*Based on baseline device, software configuration and donor population

THE PERSONA™ NOMOGRAM

The Persona Plasma Collection Solution uses the **Persona Nomogram**—a novel, personalized percent plasma nomogram that tailors donation targets to each donor based on total available plasma. This allows an overall average increase in plasma volume collected per donation. Unlike the simplified nomogram in place in the United States since 1992, which was based solely on weight, the Persona Nomogram is based on body mass index (BMI) and hematocrit.

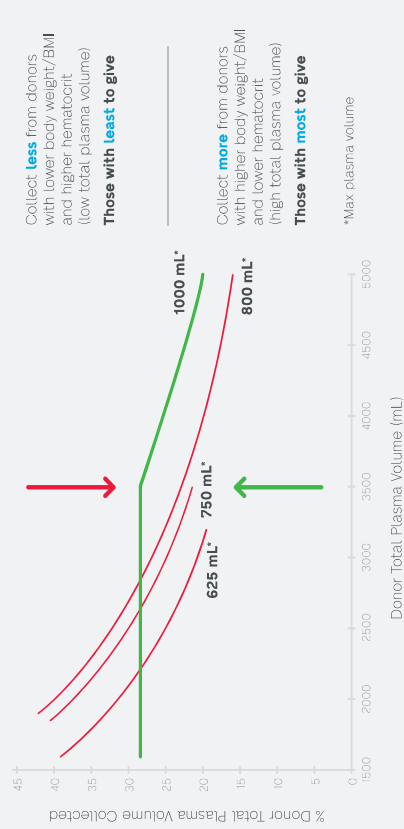
Persona Nomogram



23K

THE NEXSYS PCS SYSTEM WITH PERSONA TECHNOLOGY, USING THE PERSONA NOMOGRAM, WAS SHOWN TO BE SAFE AND EFFECTIVE IN A CLINICAL TRIAL INVOLVING 23,137 PLASMA DONATIONS—ONE OF THE LARGEST EVER CONDUCTED FOR PLASMAPHERESIS.¹

THE PERSONA™ NOMOGRAM



— % plasma collection range from 1992 simplified nomogram weight tiers* — Persona: Consistent % plasma collection for all donors, up to 1000 mL

*FDA Memorandum, Volume Limits - Automated Collection of Source Plasma 11/14/92, Center for Biologics Evaluations and Research, US Food and Drug Administration.



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INDIVIDUAL DONOR-TAILORED COLLECTIONS

A **transformational approach** to plasma collection, the Persona® Plasma Collection Solution enables a more tailored collection target using donors' individual characteristics. Plasma collection becomes **more personalized** to better align with an individual's body composition.



NexSys DMS® software with Persona® Technology streamlines the Persona Nomogram.

HIGHER PLASMA YIELDS

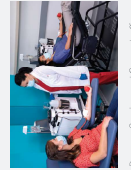
Uses the Persona® Nomogram to collect a consistent percentage of plasma volume based on height, weight, BMI and hematocrit across all donors, up to a maximum of 1,000 mL, resulting in an **average increase in plasma volume collected per donation†**



New Larger Persona Plasma Pooling Bottle accommodates increased donation volumes.

IMMEDIATE AND LONG-TERM GROWTH VALUE

Persona® can **immediately increase collection volume output** from existing plasma centers, providing a new option to meet the growing demand for plasma. Persona can also increase productivity of potential future plasma center expansions. Longer-term, more personalized experiences can meaningfully increase loyalty and trust, according to research**. This potentially leads to **improved quality and longevity of donor relationships**, meeting head-on the difficulty of cost-effectively expanding a donor base and improving retention.



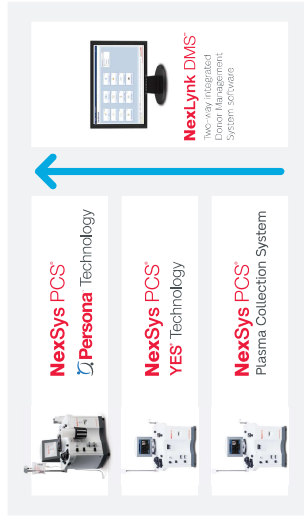
Persona Services and Support offers **fully supported implementation and on-going conversion** to minimize disruption to center operators.

†Demonstrated by the IMPACT study, a multicenter, retrospective, outside-laboratory, randomized controlled clinical trial involving 23,197 plasma donations
**Coates, P.S., & Hennessy, J. Creating customer loyalty through service customization. *European Journal of Marketing*, 2012, 46(3-4), 413-426.


A TRANSFORMATIONAL APPROACH LEVERAGING THE PROVEN NEXSYS PCS PLATFORM

The Persona™ Plasma Collection Solution is built upon the NexSys PCS®/NexLynk DMS® integrated platform, which has been shown to deliver:

- ↑ plasma yield: +3% (with YES® Yield Enhancing Solution)
- ↑ productivity: increased average Lums/den/day
- ↑ quality/compliance: fewer errors
- ↑ donor satisfaction: quieter with more procedure progress information



The world needs more plasma. You can deliver more, with Persona.



Contact us today to learn more about how Haemonetics can help tailor your plasma donations and improve your plasma collection productivity.

For more information on how the novel, proprietary and personalized Persona™ Plasma Collection Solution can create immediate and long-term value for you, contact your local Haemonetics representative today or visit [persona.haemonetics.com](https://www.persona.haemonetics.com).

References

1. (2020), Plenary Oral Abstract Session. *Transfusion*, 60: 7A–260A. <https://doi.org/10.1111/trf.16041>

For a list of worldwide office locations and contact information, visit www.haemonetics.com/officelocations

U.S. Patent Numbers 10,792,416, 10,758,652

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