



**American
Red Cross**

Blood Services
Great Lakes Region



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Medical Directors

Bruce Newman, M.D. **Medical Director**

Dr. Bruce Newman has been the Medical Director of the American Red Cross Southeastern Michigan Blood Services Region, based in Detroit, since 1994 and was the region's Assistant Medical Director from 1993 to 1994. He has been a Medical Director for the Great Lakes Region since July, 2005. Beyond his usual clinical and administrative duties, he has done clinical research in blood donor complications and has also suggested blood donor suitability criteria changes to increase blood donor recruitment.

Dr. Newman received his medical degree from the University of Illinois in Chicago. He completed an internal medicine internship at Cook County Hospital in Chicago, AP/CP pathology training at Lutheran General Hospital in the Chicago area, and a transfusion medicine fellowship at the University of Minnesota. He subsequently worked for three years as acting blood bank medical director for the University of Chicago Hospitals and for five years at United Blood Services in Chicago before joining American Red Cross in 1993. Dr. Newman is board-certified in transfusion medicine and clinical pathology and board-eligible in anatomic pathology.

Barry Siegfried, M.D. **Medical Director**

Barry Siegfried has been a Medical Director of the Great Lakes Region since 2005. He has been the Associate Medical Director of the American Red Cross Southeastern Michigan Blood Services Region, based in Detroit, since 2004 and was the region's Assistant Medical Director from 2002 to 2004. He is also the Laboratory Director of the American Red Cross National Testing Laboratory in Detroit. His previous positions were in clinical pathology, medical informatics, and hospital administration.

Dr. Siegfried is board-certified in blood banking/transfusion medicine and clinical pathology. He completed a fellowship in transfusion medicine at Ohio State University. He completed a residency in clinical pathology at Barnes Hospital (now Barnes-Jewish Hospital) in St. Louis, MO, and received his MD degree from Washington University in St. Louis.