



**FOR IMMEDIATE RELEASE:**

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## **Gulf Coast Blood Partners with CGS Immersive to Launch AI Avatar Coach Teagan, Delivering Around-the-Clock Donor Support**

**HOUSTON, Texas** — [Gulf Coast Blood](#) has partnered with [CGS Immersive](#), creator of the Cicero™ platform, to debut Teagan, an AI avatar coach now available at Gulf Coast Blood – The Medical Center and on [giveblood.org/teagan](https://giveblood.org/teagan). With this launch, Gulf Coast Blood is the first organization in North America’s blood collection industry to introduce a human-like AI coach supporting donors around the clock.

“Teagan represents a transformational step forward in how we support and engage our donors,” Theresa Pina, Chief Growth Officer at Gulf Coast Blood, said. “At Gulf Coast Blood, we’re always looking for ways to remove barriers, answer questions, and make the donation process as simple and welcoming as possible. Introducing Teagan underscores our commitment to meeting donors where they are and building the future of blood donation.”

[Teagan](#) marks a significant advancement in donor engagement and accessibility offering 24/7, real-time guidance for both new and returning donors. She delivers instant, accurate conversational support on everything from eligibility questions and appointment preparation to recovery tips — helping individuals feel informed, confident, and supported throughout their donation journey and encouraging more people to give.

A defining feature of Teagan is her around-the-clock availability. Donors can access Teagan online at any time without waiting for operational hours or staff assistance. This ensures that questions can be answered promptly, reducing uncertainty, and helping individuals move more easily from consideration to action. The availability of 24-hour donor support represents an important milestone in expanding access to lifesaving donations across the Gulf Coast region. Since her launch, Teagan has supported a substantial volume of donor interactions, accelerating their journey from consideration to donation.

The launch of Teagan at Gulf Coast Blood – The Medical Center highlights how advanced technology can be used to enhance public health and strengthen donor relationships. The

AI Coach will continue to evolve through ongoing use and community feedback, enabling Gulf Coast Blood and CGS Immersive to expand her capabilities and further refine the donor experience.

“Through our Cicero™ AI platform, we’re applying immersive, human-centered technology to real-world challenges that demand empathy and precision,” said Doug Stephen, President of CGS Immersive. “By combining lifelike avatars with advanced conversational intelligence, Teagan shows how AI can extend human connection, improve donor confidence, and make lifesaving health information accessible anytime.”

Gulf Coast Blood invites the community to meet Teagan online and at Gulf Coast Blood Medical Center to see firsthand how this new technology is transforming access to lifesaving information.

To meet Teagan and learn more, visit [www.giveblood.org/teagan](http://www.giveblood.org/teagan).

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#### **About Gulf Coast Blood**

*Gulf Coast Blood is the sole provider of blood and blood components 24/7 to more than 170 hospitals and health care facilities in a 26-county Texas Gulf Coast region. Gulf Coast Blood is a nonprofit organization accredited by the Food and Drug Administration. For more information or to help save lives, visit [giveblood.org](http://giveblood.org).*

#### **About CGS Immersive**

CGS Immersive is a trusted transformation partner helping organizations address workforce and operational challenges with breakthrough business outcomes. We combine a future of work driven change methodology with Extended Reality (XR), Artificial Intelligence (AI), and lifelike simulations to deliver faster, smarter, and more impactful on-the-job experiences. Our team of leading strategists, designers, and technologists is recognized by Fast Company as one of the top 10 most innovative companies in human resources for our work with global enterprises in building resilient, future ready workforces and operations.