BloodBrief: Increasing awareness to influence transfusion practice

Transfusion medicine is a well-established clinical practice. However, blood and blood product use in transfusion is not always optimal and varies from hospital to hospital. To encourage optimal use of blood and blood products, we developed an effective approach to engage and inform hospitals.

In 2013, we tried out a new format to share data with hospitals. Primarily aimed at chairs of hospital transfusion committees, the BloodBrief focuses on a specific blood product and its utilization based on data collected by Canadian Blood Services. By sharing this information we hope to raise hospitals’ awareness of issue trends and product utilization over time.

BloodBrief topics covered so far include: O-negative red blood cells, group AB plasma, CMV seronegative platelets, and intravenous/subcutaneous immune globulin. These BloodBriefs are available on our website.

Topics and data continue to evolve based on feedback and follow-up survey results. Currently, BloodBrief data are anonymized. If you are not aware of your hospital’s identifier for any of the BloodBrief topics, please contact your local hospital liaison specialist.

To read more articles, please visit the BloodNotes section of blood.ca