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BloodBrief: Increasing awareness to influence transfusion practice

Prepared by Canadian Blood Services Knowledge Mobilization Team
with special thanks to Cheryl Doncaster

Welcome to ......
Presentation Learning Objective:

✓ At the end of this session, participants will be able to describe and provide an overview of the BloodBrief initiative and its impact.
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At the end of this session, participants will be able to describe and provide an overview of the BloodBrief initiative and its impact.

Promote optimal utilization of blood components/products by heightening hospital awareness of issue trends over time and compared to other hospitals.
BloodBrief  Increasing awareness to influence transfusion practice

September 2013

- Introduced to top 50 hospital users
- Engaged transfusion committee chairs
- 1st topic: O negative red blood cells
  - 3 yrs of issue data
  - Anonymized hospital comparator data
  - Ranking

Expanded to include issue data for all hospitals that received the targeted blood component or plasma protein product within the last fiscal year:

- 3 years of data (issue, cost, disposition)
- Available online
- Direct notice to hospital transfusion committee chairs
- Ranking
- Improved hospital peer groups for comparison
- Anonymized and identified hospital comparator data
### Recurring Topics | New Topic
---|---
O-negative red blood cells | Cryoprecipitate and fibrinogen – Nov 2016
AB plasma |  
IVIG / SCIG |  
Single release: CMV seronegative platelets

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#### Rank 2014-2015

<table>
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<tr>
<th>Rank</th>
<th>Total grams issued (IVIG and SCIG)</th>
<th>Total cost (IVIG and SCIG)</th>
<th>Total grams SCIG</th>
<th>Total cost SCIG</th>
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</table>
BloodBrief  Increasing awareness to influence transfusion practice

• February 12 – March 9, 2016
• 77 transfusion committee contacts /100 hospitals
• 89 hospitals identified as a top 50 hospital on at least one of the last 4 BloodBriefs released since January 2015.
• 11 other hospitals were chosen randomly outside of top 50 lists.

BloodBrief  Increasing awareness to influence transfusion practice

Respondents: >100 hospitals (25 started 19 completed: 6 = single hospital, 13 = grp of hospitals)

85% not aware how their hospital(s) ranked with other hospitals

90% highlighted data/information that was new (ranking, top user, 3-yr issue trends, cost)

85% reviewed transfusion practice or blood component/product demand

All BloodBrief topics prompted transfusion policy review or change (29% O-neg RBC, 21% AB plasma, 18% CMV sero-negative plts, 11% IVIG)
Increasing awareness to influence transfusion practice

Changes and policy review:
- requirement for CMV sero-negative plt,
- stock other plasma groups to reduce AB plasma use,
- recommendations guiding use of IVIG,
- O-neg in uncrossed situations limited to women of childbearing age.

Most hospitals opting to not review transfusion practice or policy cite use of already very strict transfusion policy.

Conclusions:

• Results of the 2016 effectiveness survey confirm survey findings from 2014.

• The BloodBrief continues to be effective in promoting optimal utilization of blood components/products.

• Heightened hospital awareness of issue trends over time and comparisons within hospital peer groups influences hospital transfusion practice/policy.
Acknowledgement:

Hospital Customers
Canadian Blood Services

• Dr. Kathryn Webert
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• Karen Gilmore (survey administration)
• Virginia Gaffney (BloodBrief logo)