16th World Congress on Public Health – World Leadership Dialogue

Thursday 15 October, 11:00 – 12:00 CET

Disrupting Blood Policy

Organiser
International Foundation for Patient Blood Management (IFPBM) & Vifor Pharma

Background
Patient Blood Management (PBM) is a disruptive multi-disciplinary healthcare approach to optimise the care of patients who might need a blood transfusion. It improves patient outcomes by avoiding unnecessary blood transfusions. PBM strategies improve patient care, reduce the risk for infections and hospital stays, and yield net savings for healthcare systems. By contributing to a more efficient healthcare system in several fields of care, it allows resources and efforts can be allocated to other priorities and build a sustainable, future-looking health system.

The World Health Organisation emphasised the importance of PBM in a 2010 resolution and in its recent Action Framework to advance universal access to safe, effective and quality assured blood products, and the European Commission also showed its support for this practice by publishing two guides to support the implementation of national PBM strategies. The topics of blood and PBM are expected to gain additional relevance as the European Commission is expected to review the EU Blood Directive.

Following a successful workshop at the 2019 European Health Forum Gastein, which highlighted the lack of understanding among healthcare professionals whilst conveying the importance of PBM, this World Leadership Dialogue (WLD) would be a forum to take the key findings from Gastein forward and discuss the desired and concrete outcomes. The panellists will present a Manifesto calling for action and leadership on the PBM agenda.

The session will discuss the importance of safe and sufficient blood for healthcare systems and patient care. Panellists will introduce the concept of PBM as a disruptive approach to modern healthcare practices which puts patients at the centre and ensures the limited EU blood supply is saved for those who need it most. Session participants will be asked to discuss how PBM can be applied in their countries and what support is needed.

The WLD would consist of a five-person panel, each of whom will make a short presentation of approximately 5 minutes. Panellists will provide a brief overview of the concept of PBM, practical experiences and best practice, as well the current state of the policy environment (please see the section below on Presentations and Panellists for further details). Subsequently, the panel will discuss how PBM can be advanced in Europe for no more than 15 minutes before opening the floor to the audience for an open conversation about PBM, its implications and how to drive change that will last approximately 20 minutes.

Objectives
• The purpose of this session would be to raise awareness of PBM at the European level and reflect on how stakeholders, national governments, and the EU can support it. PBM is not limited to a single discipline, therapy area, or disease. Owing to its widespread applicability and impact, it is an issue of public health.

• Second, the session will highlight the fact that several member states have already implemented PBM healthcare strategies in order to encourage others to do the same.

Main messages
• Approximately 5 million people receive blood transfusions in Europe annually, ensuring ample blood supplies are available for those who need them most has significant public health implications.

• PBM represents a fundamental paradigm shift in patient care that should be understood and implemented, leading to safer treatment and reducing burdens on health systems.

Presentations
(Panellist details below)
• “From Transfusion to PBM: a paradigm shift” – Dr Axel Hofmann will introduce the concept of PBM and the benefits it has on both patients and healthcare systems.

• “Reinforcing patient rights” – Professor Christoph Zenger will discuss the importance and challenges with true informed consent in patients as non-experts.

• “Applying the WHO Action Framework on Blood and Blood Products” - Dr Yuyun Maryuningsih will outline the content of the recent WHO Action Framework and how it is being implemented worldwide

• “Enacting Change in Hospitals” – Dr Danny Havenith will discuss change management and the role of hospital managers in implementing PBM

Panellists
• **Assistant Professor Dr Axel Hofmann**, University of Western Australia, Curtin University Australia, University Hospital Zurich, Switzerland; Trustee International Foundation for Patient Blood Management

• **Professor Christoph Zenger**, President International Foundation for Patient Blood Management, and Member of the Faculty of Law and the Director of the Center for Health Law and Management at the University of Bern

• **Dr Yuyun Maryuningsih**, Health Products Policy and Standard Department, World Health Organization

• **Dr Danny Havenith**, CEO MercurHosp and Board Member Belgische Vereniging van Ziekenhuisdirecteuren (BVZD)/ Association Belge des Directeurs d'Hôpitaux (L'ABDH)

• **Dr Anna Mezzacasa**, Medical Director, Vifor Pharma (moderator)