



**Canadian  
Blood  
Services**

BLOOD  
PLASMA  
STEM CELLS  
ORGANS  
& TISSUES

1800 Alta Vista Drive  
Ottawa ON  
K1G 4J5  
Canada

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**INFORMATION ONLY**

Improving Red Blood Cell Utilization  
Customer Letter # 2020-40

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2020-09-01

Dear Colleagues:

We are very pleased to announce that Canadian Blood Services is collaborating with Choosing Wisely Canada in support of a pan-Canadian initiative to reduce the unnecessary transfusion of red blood cells.

Entitled [Using Blood Wisely](http://www.usingbloodwisely.ca) (www.usingbloodwisely.ca), the intention of this campaign is to challenge hospitals to benchmark themselves on appropriate transfusion practices.

Hospitals that choose to participate will be invited to conduct a spot audit of recent red blood cell transfusions in their hospital to see how they compare to national appropriateness benchmarks. All hospitals who meet benchmarks will be designated a Using Blood Wisely Hospital by Choosing Wisely Canada and Canadian Blood Services. Complete the spot audit by **December 1, 2020** and your hospital could be among the first to be recognized with this designation.

More information will be available through your regional blood office and provincial/territorial Choosing Wisely Canada campaigns.

Please share a copy of this customer letter with healthcare professionals at your hospital who might be interested in this information.

This customer letter can also be viewed at [www.blood.ca](http://www.blood.ca) in the "Hospitals Services" section. If you have questions about this letter, or if you require it in an accessible format, please contact your local hospital liaison specialist.

Sincerely,

Tanya Petraszko  
Director, Medical Services and Hospital Relations