



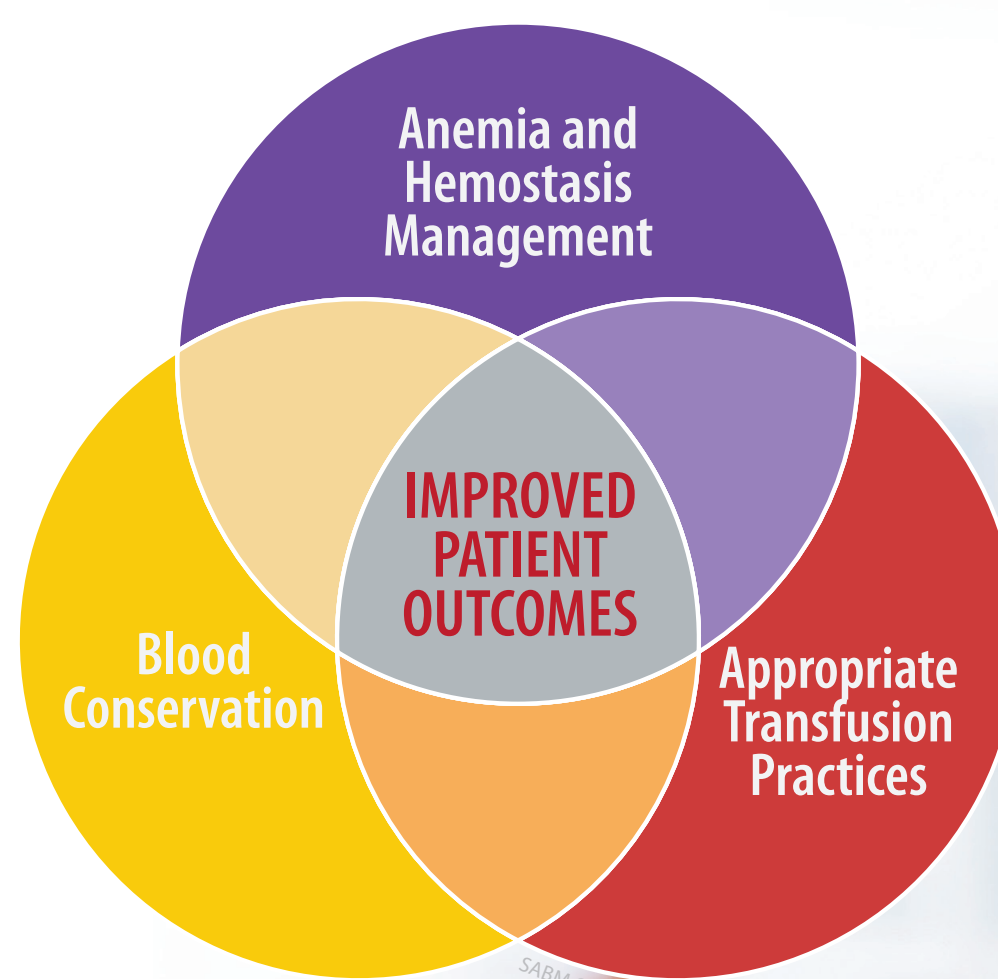
SOCIETY FOR THE ADVANCEMENT
OF BLOOD MANAGEMENT®

INTRODUCES

PATIENT BLOOD MANAGEMENT AWARENESS WEEK November 7-11, 2011

What is Patient Blood Management?

Patient Blood Management (PBM) is the scientific use of safe and effective medical and surgical technologies designed to prevent anemia and decrease bleeding in an effort to improve patient outcomes.



Why is Patient Blood Management necessary?

- Conserves use of a precious community resource
- Reduces unnecessary hospital and patient care costs
- May reduce hospital length of stay and exposure to viruses and other blood-borne diseases
- May reduce the risk of hospital-acquired complications and infections

Transfusion. You have a right to:

- Have a physician who will work with you in a knowledgeable and respectful way
- Understand the risks and benefits of blood transfusion
- Learn about strategies to reduce your risk of needing a blood transfusion
- Know what your blood counts are and what the results mean

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