

Beyond Transfusion: The Patient-Centred Evolution of Blood Health.

**Chairs: Professor Mike Murphy
and Professor Cheng-Hock Toh**

**Join us as we discuss the latest
WHO and SaBTO guidance,
hearing from leading experts on
PBM and patient empowerment**

Register here:



Date: 4th November 2025

Time: 10:00 - 12:50

Location: Virtual - Teams

Registration - Free

Beyond Transfusion: The Patient-Centred Evolution of Blood Health.

Agenda

10:00 - 10:10 Welcome - Prof Mike Murphy and Prof Cheng-Hock Toh

10:10 - 10:40 Informed decision making and choice - a patients perspective
Anna Mamwell

10:40 - 11:10 Consent: The updated SaBTO guidance
Dr Megan Rowley

11:10 - 11:25 Break

11:25 - 11:55 Blood health, redefining blood as an organ, and latest WHO
Guidance
Dr Irwin Gross

11:55 - 12:25 Implementing PBM
Prof Patrick Meybohm

12:25 - 12:45 Panel Q&A
Prof Mike Murphy and Prof Cheng-Hock Toh and guests

12:45 - 12:50 Closing remarks
Prof Mike Murphy and Prof Cheng-Hock Toh