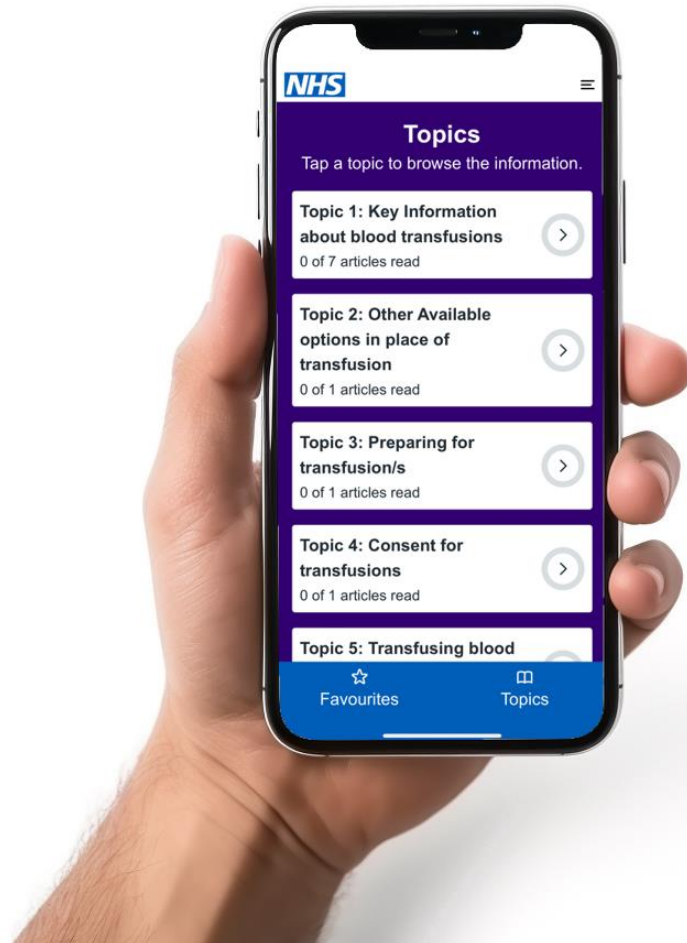




My Transfusion: A Co-Produced Digital Tool Transforming Consent and Safety in Blood Transfusion Care

Presented by:

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Anna Mamwell, Colin Sandiford, Charlotte Silver, David Watson, Dipika Shah, Graham Donald Helen Witham, and Solome Nanziri

Acknowledgements

The SHOT team are grateful to all who have contributed to this app, especially the patient representatives who have generously shared their time and perspectives

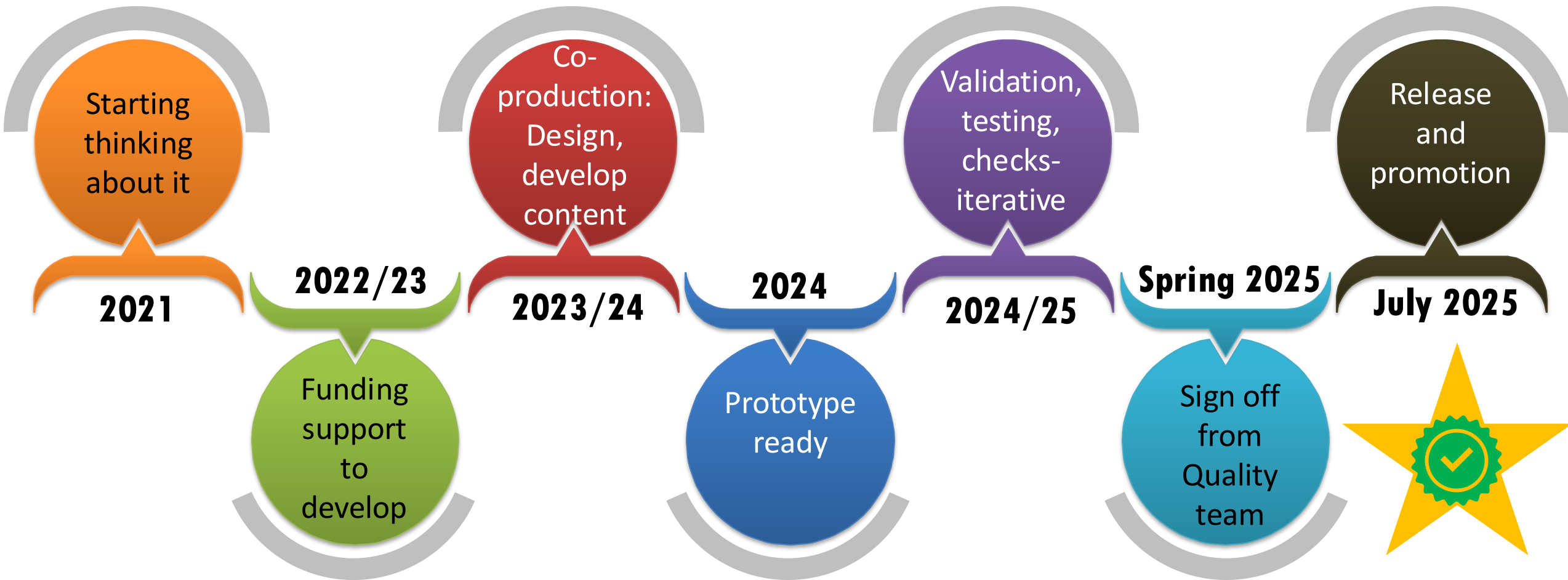
***Fictional story for illustrative purposes**

**Photos by Centre for Ageing Better on
Unsplash**





Timeline of My Transfusion development



Patient perspective – Colin Sandiford

Colin has been a recipient of blood transfusion for a Sickle Cell crisis and also as a routine treatment.

A strong **advocate for transfusion safety**, supporting the Croydon Sickle Cell and Thalassaemia Support Group and **committed to improving patient outcomes through informed representation**.





Why patient involvement

- Address information gap
- Reduce anxiety
- Ensure the solution reflected real-world patient and carer needs



My role in co-production

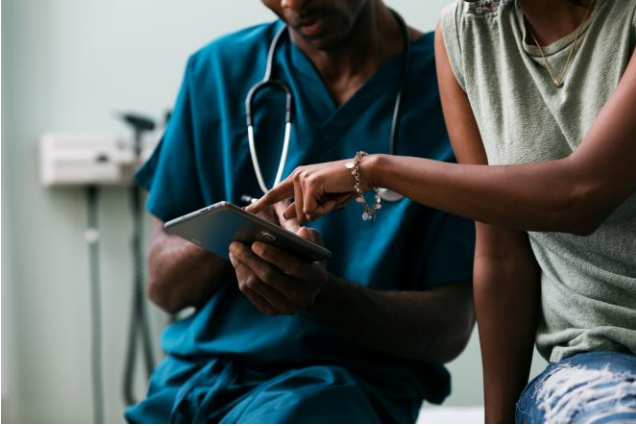
- Provided lived experience and patient insight throughout the process
- Equal partnership with clinicians and developers



How it shaped the app

- Shaped resource content and design
- Addressing practical concerns
- Providing accessible, user-friendly information

Impact



Impact on patients

Increased patient confidence, improved access to reliable information, reduced anxiety for patients and carers, enabled more informed discussions and as based on real patient experiences, it empowers individuals to play a more active role in their transfusions.



Why this deserves recognition

Demonstrates genuine co-production where patient involvement is continuous, meaningful and influential. The result is not simply a digital tool but a patient-centred resources that improves understanding, confidence and engagement in care. Provides a scalable model for innovations being developed with patients, not just for patients.

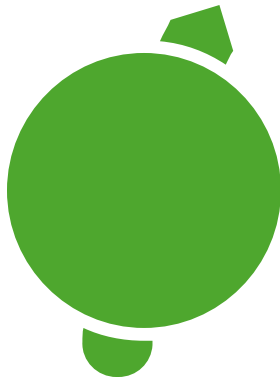
Engagement and dissemination



Engagement and dissemination



Patient Groups



PATIENT EDUCATION EVENT

This **FREE** event is open to everyone interested in learning about blood transfusions - you may be a transfusion patient or family member/friend of someone who is receiving transfusions.

LEARN MORE ABOUT...

- how to use My Transfusion App
- how to report transfusion reactions after leaving hospital
- the risks of blood borne viruses in transfusion



**Tues
2nd
June
2026**
1-3PM
ONLINE



Contact:
bev.ferguson@nhsbt.nhs.uk to
book your place or scan:



Engagement and dissemination

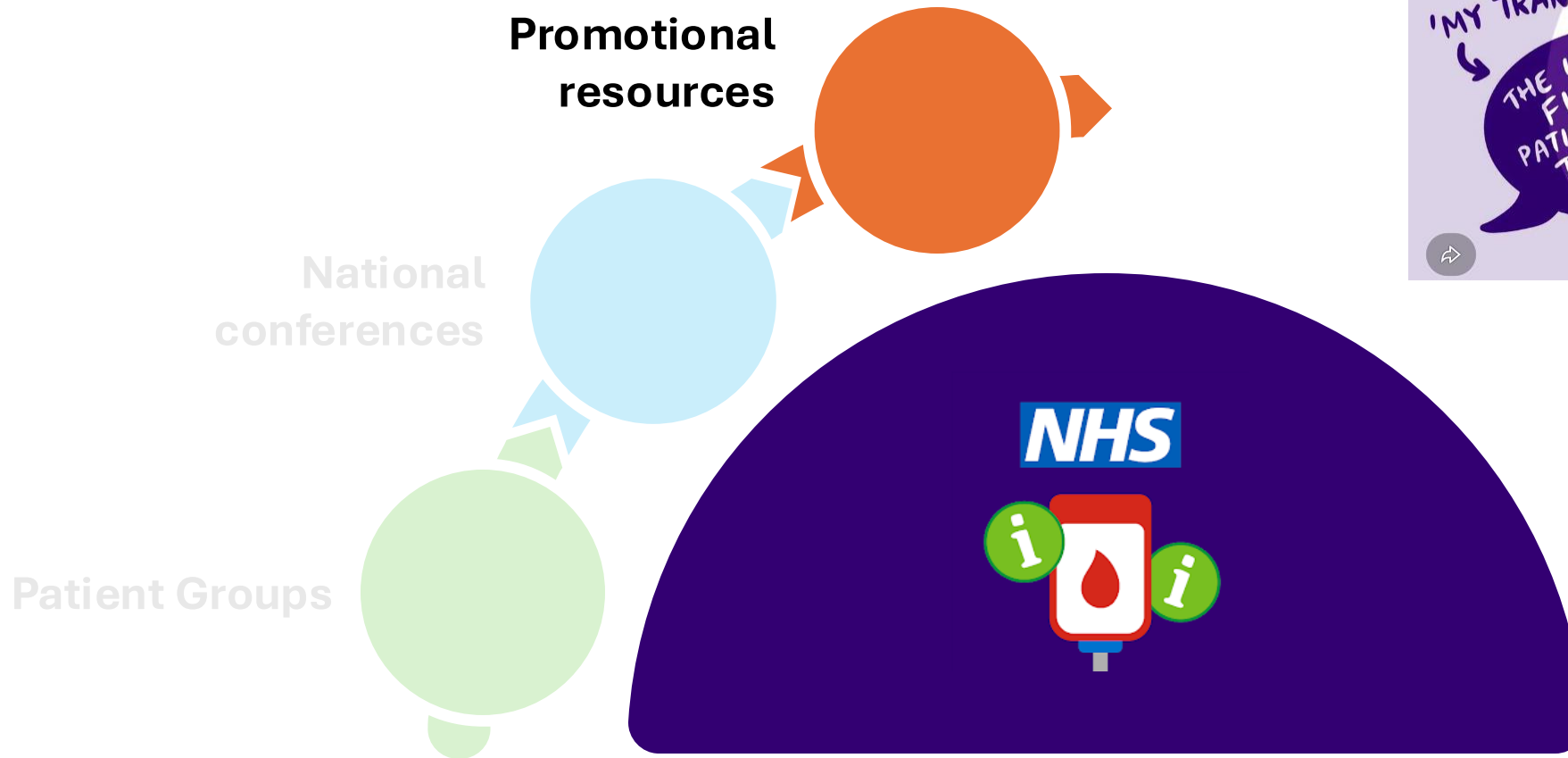
National
conferences

Patient Groups



digitalhealth
REWIRED
2026

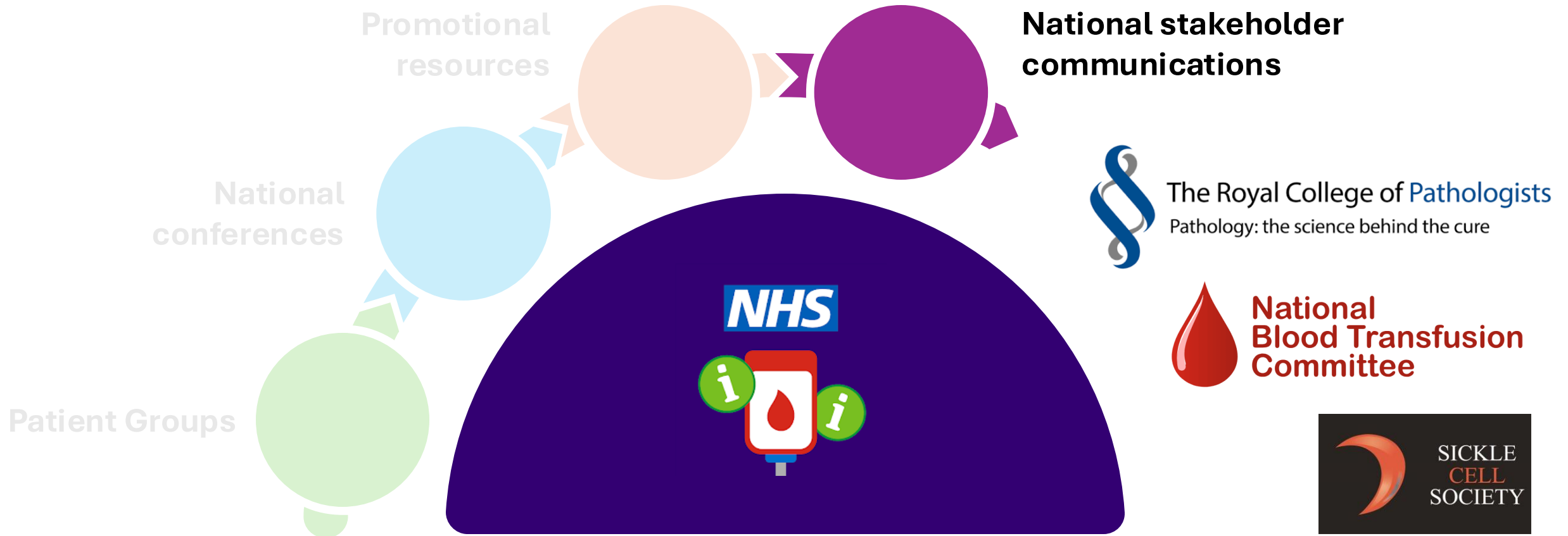
Engagement and dissemination



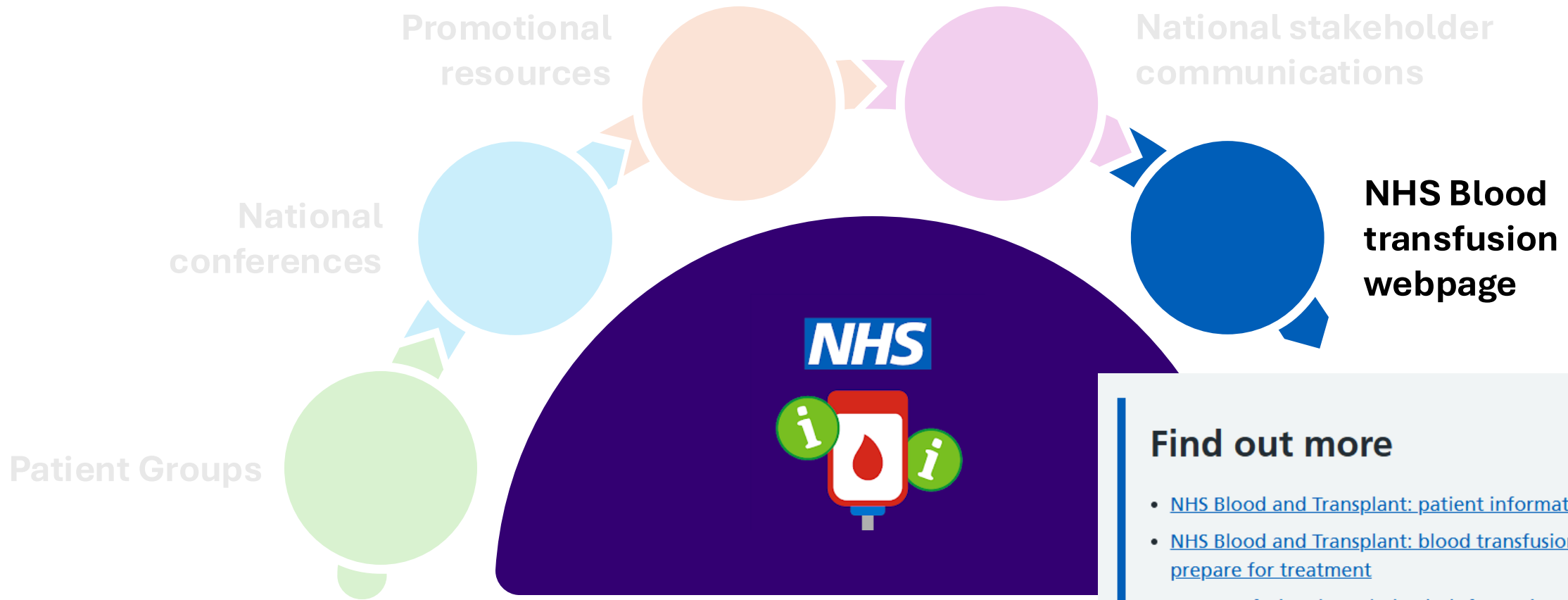
The image displays three screenshots related to the My Transfusion app. The top screenshot shows the app's introduction screen with the text "INTRODUCING 'MY TRANSFUSION' THE UK'S FIRST PATIENT-FACING TRANSFUSION APP" and a QR code. The middle screenshot shows the app's main menu with topics: "Topic 1: Key information about blood transfusions", "Topic 2: Other options in place of blood transfusions", "Topic 3: Preparing for blood transfusions", and "Topic 4: Consent for blood transfusions". The bottom screenshot shows the app's promotional pack, titled "The UK's first blood transfusion information app for patients", which includes a list of features and a table of contents.

Contents	
Who it this pack for?	1
What does it contain?	1
What is the My Transfusion app?	2
Downloading the My Transfusion app	3
Navigation video	4
Promotional leaflet	4
Screensaver	6
Summary video	8
Email template for clinical areas	9
Text for organisational newsletters	10
Summary slide set	11
Frequently Asked Questions (FAQ)	12
Where can I find more information about the My Transfusion app?	12

Engagement and dissemination



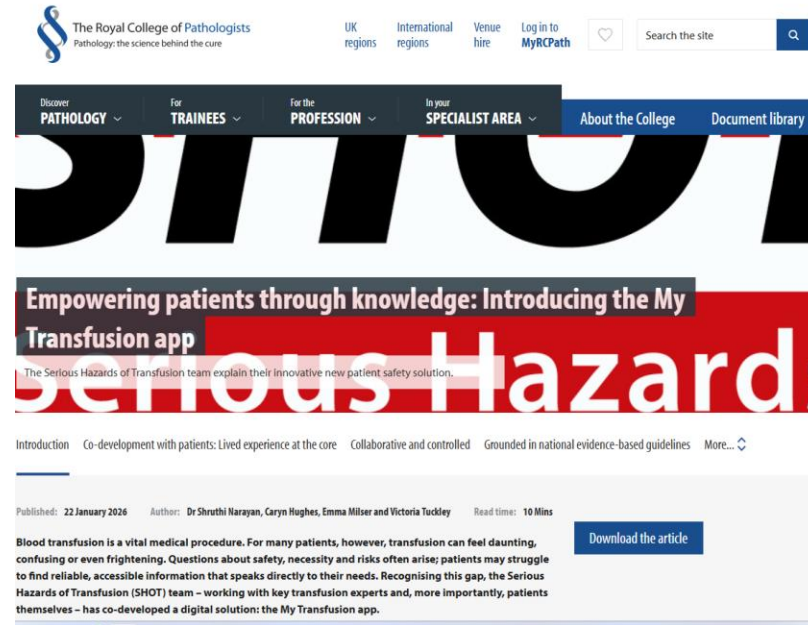
Engagement and dissemination



Find out more

- [NHS Blood and Transplant: patient information leaflets](#)
- [NHS Blood and Transplant: blood transfusion – how to prepare for treatment](#)
- [My Transfusion: knowledge hub for patients](#)

Engagement and dissemination



SHOT launches My Transfusion patient app

JULY 25, 2025

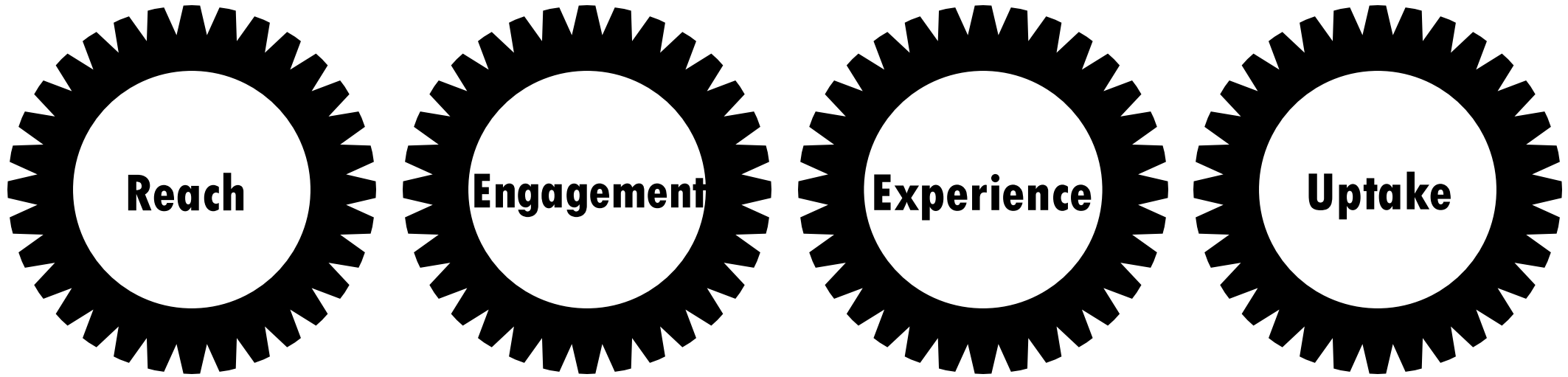


webpage

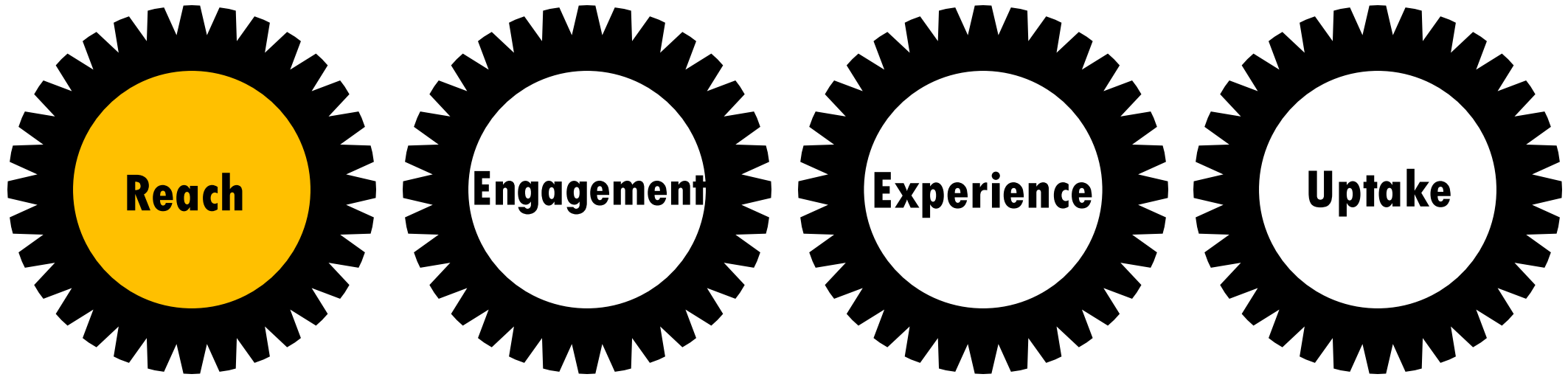
Professional presentations and publications

Patient Groups

Impact



Impact



Improving uptake

>17000 downloads,
>90000 active views,
4000 unique users

Impact



Deep interaction

Averaging 24.3 page
views and over 5
minutes per session

Impact

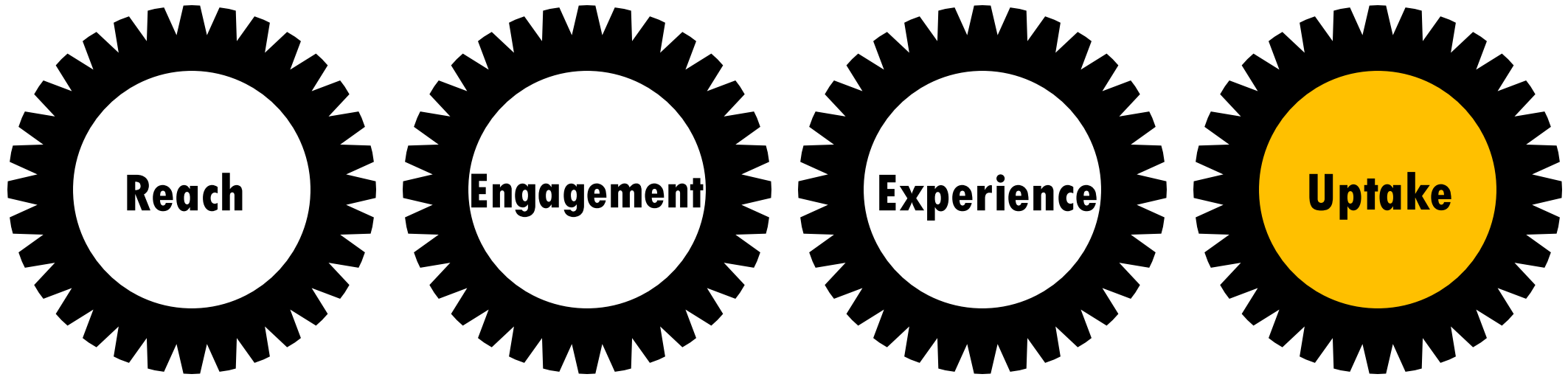


Positive feedback

Patient satisfaction >85%

Great feedback on
content, usability and
good rating from users

Impact



Staff recommending

Staff actively
recommending and
signposting the My
Transfusion resource



Ann Patterson

Transfusion Practitioner at
Cardiff and Vale
University Health Board



Denise McKeown

Regional Haemovigilance Co-
ordinator/ Manager of BHSCT
Haemovigilance Team, Belfast



Aimi Baird

Chair of National Transfusion Practitioner
Network and Advanced Transfusion
Practitioner, Newcastle

Staff & Patient Feedback

Very informative; information about understanding cells in blood is helpful, especially because levels drop during treatment and are not predictable.

App is straightforward and easy to use.

Being told about the app before starting treatment (where a transfusion will be needed at some point) could save a lot of anxieties.

The app is easy to install, and all the topics are very informative.

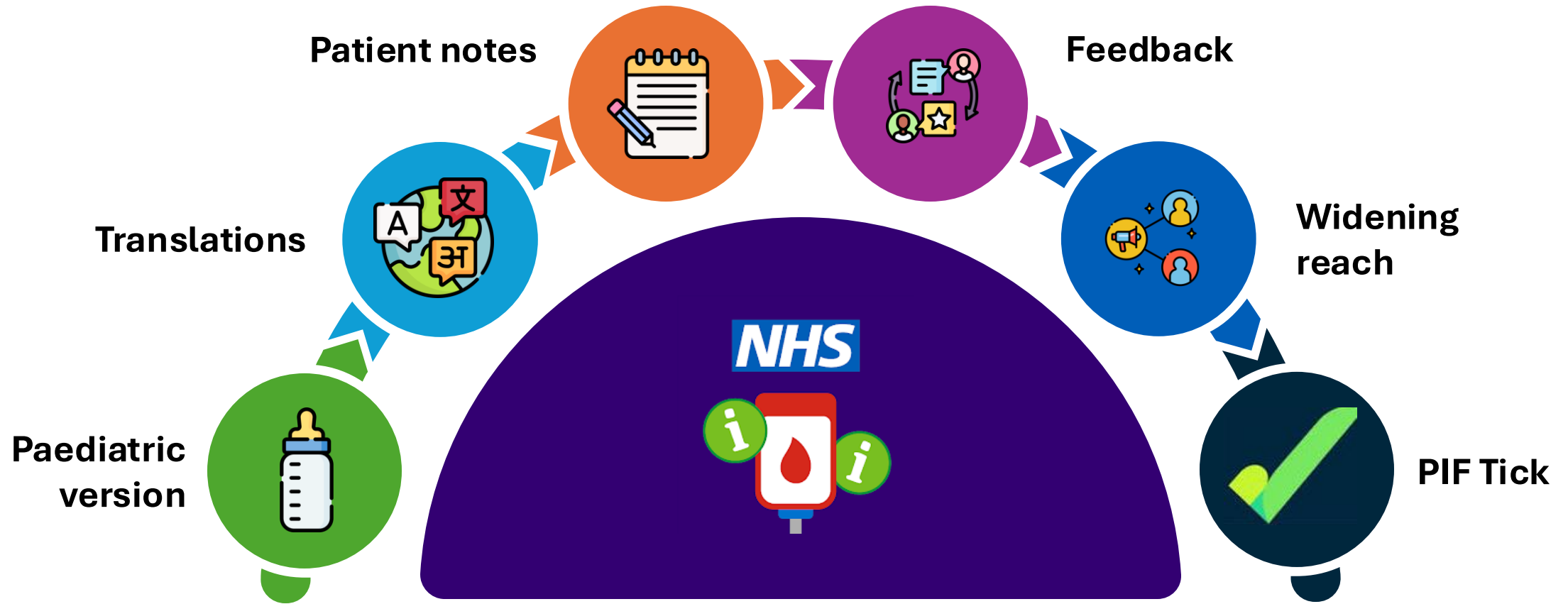
Good for people who have never had a transfusion before.

Gives a clear and comprehensive guide as to what to expect before, during and after a blood transfusion.

As a patient I felt reassured having read through this app in advance as it gave me the understanding of the steps that would be followed throughout the whole process.

Ann Patterson - Transfusion practitioner - Wales

Ongoing plans and ambitions



The UK's first blood transfusion information app for patients

- Provides key information on the transfusion process
- Helps patients make informed choices
- Designed with insights from patients



Co-created with
insights from
transfusion
recipients

DOWNLOAD THE APP

How to download:
The easiest way to download the
My Transfusion mobile app is to scan
one of these barcodes. You can also
search for 'My Transfusion' in the Apple
App Store or Google Play Store.







Thank you for the
opportunity to share the
My Transfusion app

