

Innovation Symposium in Transfusion Medicine

Advancing towards the Transformation of Blood Banks in Latin America

- **Background:** Blood screening improvement is a challenge in LATAM and every country has a different reality that need to be taken in account. It is not possible to develop a one-fits-all strategy, thus a customized or, at least, segmented strategy needs to be developed. This strategy included communication and events, that needs to be properly target to each one of the segments.
- **Event objective:**
 - To keep positioning Roche as a key partner of the Blood Banks and governments for improving blood safety in LATAM.
 - One way to do that is to educate them by sharing other countries experiences, best practices, last trends and innovations.
- **General target (internal)** – we have different realities in LATAM and all have different information needs. In this sense we will try to achieve that the event can be interesting for all the different realities:
 - No-NAT, partial-NAT and NAT countries
 - No centralized, partially centralized and centralized countries
- **General target (persona):**
 - Blood Bank technical personeel
 - Blood Bank directors
 - Blood Bank key opinion leaders
 - Authorities
- **Event structure:** it will be a modular event in 2 days. The idea is that each day will have a different topic, so we can target different segments appropriately and all LATAM countries can find the agenda attractive for their customers and authorities.

MODULE 1 - The importance of NAT adoption and benefits of Blood Bank centralization

Date: Saturday October 17th, 2020

- **Specific module objective:** To share the benefits of NAT adoption and of the migrating towards a model of centralization in order to increase blood bank systems efficiency

Hour	Topic	Speaker/Moderator
10:00 AM	Agreements & event format explanation	Presenter and moderator: TBD
10:05 AM	Welcome words	
10:10 AM	Experience of Centro Comunitario de Sangre y Tejidos de Asturias (Spain)	Dra. Ana Ojea – <i>Technical director of Centro Comunitario de Sangre y Tejidos de Asturias, Spain</i>
11:00 AM	Roche Virtual 360°C experience	Dedicated time to see the Blood Bank virtual 3D room and/or break time
11:20 AM	Experience of Hemocentro de Quito (Ecuador)	Dr. Marco Herdoiza – <i>Technical director of Hemocentro Nacional de la Cruz Roja Ecuatoriana, Ecuador</i>
12:10 PM	Q&A	
12:25 PM	Closing	
12:30 PM	End of the event	

MODULE 2 – New perspectives in Blood Bank

Date: Tuesday October 20th, 2020

- **Specific module objective:** To share some of the new trends in Blood Bank, what is coming next, so the most advanced customers can gain some insights to the future and learn something new in this event.

Hour	Topic	Speaker/Moderator
5:00 PM	Agreements & event format explanation	Presenter and moderator: TBD
5:05 PM	Welcome words	
5:10 PM	Latest trends in Quality Assurance in serological screening in Blood Bank	Dr. Gabriel Migliarino - <i>Director of Gmigliarino Consultores, Argentina</i>
5:50 PM	Roche Virtual 360°C experience	Dedicated time to see the Blood Bank virtual 3D room and/or break time
6:10 PM	New NAT screening markers (Dengue, Chikunguya, Malaria and HepE)	Dr. Jose Levi - <i>Universidade de São Paulo & Laboratorios Dasa, Brasil</i>
6:40 PM	Discovering the new cobas 5800	Roche Medical Scientific Affairs - TBD
07:05 PM	Q&A	
7:20 PM	Closing	
7:25 PM	End of the event	