

The Blood System Program
Product Standards Specifications and Nomenclature (PSN) Unit
Medicines and Health Products Policies
and Standards (HPS) Department

Present

WEBINAR

WHO GUIDANCE ON IMPLEMENTING PATIENT BLOOD MANAGEMENT TO IMPROVE GLOBAL BLOOD HEALTH STATUS

The event will be held on:

Tuesday 18.11.2025

13.00 - 16.15 CET

Opening Remarks



Dr. Deudedit Mubangizi

Medicines and Health Products Policies
and Standards (HPS) Department
WHO Headquarters

Register in advance

[https://who.zoom.us/webinar/register
/WN_v_hxFLJoQHIEE9FfIQmDfQ](https://who.zoom.us/webinar/register/WN_v_hxFLJoQHIEE9FfIQmDfQ)

Speakers of Part 1 Introduction



Dr Yuyun Maryuningsih

Leading the Blood System Program
PSN Unit
WHO headquarters



Dr Axel Hofmann

Chair of the WHO's External Steering
Committee on the Implementation of PBM,
The University of Western Australia, Perth,
Australia



Dr Irwin Gross

Co-Chair of the WHO's External Steering
Committee on the Implementation of PBM,
The University of Western Australia, Perth,
Australia



[https://iris.who.int/handle/
10665/380784](https://iris.who.int/handle/10665/380784)

Speakers of Part 2

Sharing the experience of the PBM implementation from the clinicians' point of view



Dr Denise Brunetta

Centro de Hematologia e Hemoterapia do
Ceara, Fortaleza,
Brazil



**Dr Angel Augusto Perez
Catalayud**

General Hospital Mexico City,
Mexico



Dr Tarek Ansari

Corniche Hospital, Abu Dhabi,
UAE



Sherri Ozawa, RN

Engelwood Hospital, Englewood, NJ,
USA



Dr Diana Castro Paupério

Unidade Local de Saude de Vila Nova de
Gaia/Espinho, Portugal



Dr Petro-Lize Wessels

South African National Blood Service,
Johannesburg, South Africa



Dr Daniela Filipescu

World Federation of Societies of
Anaesthesiologists,
United Kingdom



Dr Neil Blumberg

University of Rochester Medical Center,
Rochester, NY, USA

Moderator



Contact:

bloodsafety@who.int

Agenda

Time	Topic	Speaker/Moderator
	<i>Introduction</i>	
13:00 – 13:05	General Welcome and objectives of the webinar	Dr Deusdedit Mubangizi HPS Director WHO headquarters
13:05 – 13:15	Overview: From the WHA63.12 resolution to the PBM Policy Brief to the PBM Implementation Guidance	Dr Yuyun Maryuningsih, Leading Blood System, WHO headquarters
13:15 – 13:35	The 8-model: navigating the pathway for national/jurisdictional PBM implementation	Dr Axel Hofmann, Medical School, The University of Western Australia, Perth, Australia
13:35 – 13:55	PBM implementation metrics and toolkits for specific patient populations and diverse resource levels	Dr Irwin Gross, Medical School, The University of Western Australia, Perth, Australia
	<i>Sharing the experience of the PBM implementation from the clinicians' point of view</i>	
13:55 – 14:10	Significant reduction of resource utilization through PBM in the low-income state Ceara and how this is fitting with the 8-model	Dr Denise Brunetta, Centro de Hematologia e Hemoterapia do Ceara, Fortaleza, Brazil
14:10 – 14:25	Fully applying the 8-Model for PBM implementation in the upper-middle income country Mexico	Dr Ángel Augusto Pérez-Calatayud General Hospital, Mexico City, Mexico
14:25 – 14:40	Improved outcomes, zero mortality and 84% reduction of blood component utilization in postpartum haemorrhage following PBM implementation	Dr Tarek Ansari, Corniche Hospital, Abu Dhabi, UAE
14:40 – 14:55	PBM implementation in tertiary hospitals: experiences from high-income countries	Sherri Ozawa, RN, Engelwood Hospital, Englewood, NJ, USA
14:55 – 15:10	Presenting a PBM continuum of care in cardiac surgery with improved outcomes and reduced cost in line with the WHO PBM Implementation Guidance	Dr Diana Pauperio, Unidade Local de Saude de Vila Nova de Gaia/Espinho, Portugal
15:10 – 15:25	How the leading blood service of a country under severe resource constraints facilitates PBM implementation	Dr Petro-Lize Wessels, South African National Blood Service, Johannesburg, South Africa
15:25 – 15:45	How the world's anaesthesiology societies drive global perioperative PBM implementation along the 8-model	Dr Daniela Filipescu, World Federation of Societies of Anaesthesiologists, United Kingdom
15:45 -16:10	Q & A	Dr Neil Blumberg, University of Rochester Medical Center, Rochester, NY, USA
16:10 - 16:15	Closing remarks and next steps	Dr Yuyun Maryuningsih