

My Transfusion app promotional pack



Who it this pack for?

The pack is for any healthcare professional who wishes to share information about the UK's first patient facing transfusion information app.



What does it contain?

It contains background information about the My Transfusion app, promotional leaflets, screensaver, summary video, instructions on how to download the app and much more. Please click on the links below to access each part of the pack.

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What is the My Transfusion app?

The My Transfusion app is the UK's first patient facing transfusion app. It was co-created with transfusion experts at Serious Hazards of Transfusion (SHOT) and transfusion recipients. It contains information on the whole transfusion journey, from reasons why a blood transfusion might be needed to what to do following a transfusion. The key topics covered are shown below:

Topics	
Tap a topic to browse the information.	
Topic 1: Key Information about blood transfusions 5 of 5 articles read	✓
Topic 2: Other options in place of blood transfusions 1 of 1 articles read	✓
Topic 3: Preparing for transfusions 1 of 1 articles read	✓
Topic 4: Consent for transfusions 1 of 1 articles read	✓
Topic 5: Transfusing blood suited to you 3 of 3 articles read	✓
Topic 6: Safety checks prior to transfusion and acute transfusion reactions 2 of 2 articles read	✓
Topic 7: Post transfusion advice 1 of 1 articles read	✓
Topic 8: For patients receiving regular transfusions 1 of 1 articles read	✓
Topic 9: Blood donation 2 of 2 articles read	✓
Topic 10: Top 10 things to remember 1 of 1 articles read	✓
Topic 11: Other questions you may have 4 of 4 articles read	✓



How to download the My Transfusion app

Option 1:

- Scan the relevant QR code below
- Press 'download' to get the My Transfusion app on your device
- Open and begin learning about My Transfusion!



Option 2:

- Open the Apple 'App Store' or 'Google Play' on your device
- Search for 'My Transfusion'
- Select the option with this icon



- Press 'download' to get the My Transfusion app on your device
- Open and begin learning about My Transfusion!



Navigation video

The SHOT team have also recorded a navigation video for the app. This covers:

- Topics and articles
- Favourites
- Progress ring
- Finding app terms and conditions

This can also be found on the patient page of SHOT website using this link:

<https://www.shotuk.org/resources/my-transfusion-app-information-for-patients/>



Promotional leaflet

Printed leaflets will be available to order through the NHSBT leaflet website under stock code **BLC816P**

Please use this link to access the website: <https://hospital.nhsbtleaflets.co.uk/>

An example of the leaflet's appearance is shown on the next page and a PDF of this leaflet is also available on the SHOT website, here: <https://www.shotuk.org/resources/my-transfusion-app-information-for-healthcare-professionals/>



The UK's first blood transfusion information app for 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.



Looking for information in a web page format?

Visit mytransfusion.co.uk or scan the QR code below:



You can also visit the '[Information for patients](http://www.shotuk.org/patients)' web page on the SHOT website www.shotuk.org/patients to find out about:

- Taking an active role in your transfusion care
- Guidance about consent in transfusion
- Many more interesting transfusion safety topics





Screensaver

The below screensaver image can be used freely throughout your organisation with attribution to SHOT. In addition to use as a PC screensaver you may wish to display this on:

- Electronic notice boards
- TV's within waiting areas or
- Within internal communications
- On your website

The PDF of this screensaver is also available on the SHOT website, here:

<https://www.shotuk.org/resources/my-transfusion-app-information-for-healthcare-professionals/>



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.





Summary video

The below video gives a brief overview of the My Transfusion app's purpose. Please feel to use this with attribution to SHOT wherever you see fit. For example:

- Electronic notice boards
- Television screens within waiting areas
- Within internal communications
- In educational presentations

The video can be found on the SHOT patient page: <https://www.shotuk.org/resources/my-transfusion-app-information-for-patients/> or on the SHOT YouTube channel <https://www.youtube.com/watch?v=M0OLiAa1fHI>





Email template for clinical areas

Please feel free to use the below email template to share the exciting news about My Transfusion with your healthcare colleagues.

Dear Colleagues,

Serious Hazards of Transfusion (SHOT), the UK's independent professionally led haemovigilance scheme, is delighted to announce a new patient information app:

My Transfusion

This app has been developed in collaboration with patient representatives and transfusion professionals and is the first of its kind in the UK.

My Transfusion is suitable for patients, carers, their families, or anyone who may encounter blood transfusion during their treatment journey. It includes information on topics such as:

- Key information about blood transfusions
- Other available options in place of transfusion
- Preparing for and consent transfusion/s
- Transfusing blood most suited to you
- Safety checks prior to transfusion and acute transfusion reactions
- Post-transfusion advice

The app is free to download from Apple App and Google Play stores by searching 'My Transfusion'.



It is also available as a web-based format, and can be accessed using this link

<https://www.mytransfusion.co.uk/>

Please share this information with your patient and professional groups for awareness.

For more information including, a screensaver, summary video, and leaflets please contact your local transfusion practitioner. Alternatively contact SHOT@nhsbt.nhs.uk directly.



Text for organisational newsletters

Please find below text you may wish to include in your organisation's newsletters/intranet news items. Please feel free to edit this to suit your own organisation's needs.

Title: UK's first transfusion information app for patients

Do you provide or assist in the care of patients with blood transfusions? A patient information app has been developed by the Serious Hazards of Transfusion, the UK's independent professionally led haemovigilance scheme. The app is free and contains information on transfusion risks, benefits, safety and many more topics. Please share this information with your patients to provide them with more information about their treatment options.

Simply search for 'My Transfusion' in relevant app stores, or scan the link below



My Transfusion is also available as a web-based format, and can be accessed using this link: <https://www.mytransfusion.co.uk/>

If you'd like more patient information about blood transfusions, including an aide memoire, please visit the SHOT patient information page: <https://www.shotuk.org/patients/>



Summary slide set

SHOT have developed a slide set which can be used in daily huddles or team meetings to inform staff about the app, so they may pass this information onto their patients.

The presentation can be found on the SHOT website at:

<https://www.shotuk.org/resources/my-transfusion-app-information-for-healthcare-professionals/>





Frequently Asked Questions (FAQ)

A list of FAQ for patients can be found on the SHOT website using this link:

<https://www.shotuk.org/resources/my-transfusion-app-information-for-patients/>



Where can I find more information about the My Transfusion app?

If you have queries which have not been answered by this document, please contact shot@nhsbt.nhs.uk and include 'My Transfusion app' in your subject title.



SHOT would like to thank you for your engagement with the My Transfusion app and would encourage you to share it widely within your organisations, both for healthcare professionals and patients. Please contact SHOT on the above email address if you would like to discuss this further.