
INFORMATION ONLY

Discontinuation of Directed Donations

Customer Letter # 2024-01

2024-01-15

Dear Colleagues,

Effective March 31st, 2024, Canadian Blood Services will be permanently discontinuing directed donations. The decision follows extensive review of the medical literature and external analysis of other blood operator practices, in conjunction with analyses of the declining demand for these components which may be associated with a higher risk over allogeneic donations. Patients with rare RBC and platelet needs will continue to be supported through the Canadian Blood Service's Rare Blood and Specialized Cells Program.

Please be advised to make the necessary updates on your respective hospital websites or other relevant platforms to accurately reflect the discontinuation of directed donations.

Please share a copy of this customer letter with healthcare professionals at your hospital who might be interested in this information.

This customer letter can also be viewed at www.blood.ca in the "Hospital Services" section. If you have questions about this letter, or if you require it in an accessible format, please contact your local hospital liaison specialist.

Sincerely,

Isra Levy, MB BCh, MSc, FRCPC
Vice President, Medical Affairs and Innovation