

Engaging with Canadian Blood Services

Engagement, and working with stakeholders is one of Canadian Blood Services' foundational pillars. Indeed, it is one of the three principles highlighted in our corporate brand – Safeguard, Engage, Improve.

It's an important commitment this organization makes to its stakeholders and is key in ensuring we are meeting the needs of the communities we serve and contribute to the broader healthcare systems across Canada.

This guide has been developed to help organizations looking to kick-off their interactions with Canadian Blood Services, and to learn more about the formal and informal ways we can work together.

Below, you'll find several examples of the ways in which we typically interact with our stakeholders, and some suggestions for how you can leverage these opportunities as well.

Connect with the Stakeholder Engagement Team

The best place to start is by connecting with a member of our in-house Stakeholder Engagement team. You can reach us by email at engage@blood.ca. Someone from our team will respond, usually within 24 hours, to begin the conversation. We'll talk about your interests or the interests of the group you represent, how they connect with the blood and transplant system, and help identify the engagement vehicles that fit best. We know that a one-size fits all approach doesn't work in healthcare, so let's talk and see what we can do together.

Observe or participate in our bi-annual open board meetings

Each year the Canadian Blood Services' board of directors holds two open board meetings - one in June and another in December - that are open to the public. This is a chance to watch as the board goes about its work on behalf of Canadian patients.

Unlike typical board meetings though, our open meetings provide opportunities for interested parties to interact with the board.

You can submit a question via the web during the meeting (or in advance) on any aspect of the blood or broader healthcare systems. Members of the CBS executive team and board will answer as many questions as time allows.

Further, organizations are welcome to apply to make a five-minute presentation to the board, either in person or via video conference. [Presentation parameters, meeting schedules and application forms are available on our website](#). Presenters will have a chance to address the board on a topic of strategic interest or concern and receive a response during the session.

Apply to join our Patient Engagement Forum

Patient organizations (organized groups that represent patients that use products or services facilitated by Canadian Blood Services), can apply to join our Patient Engagement Forum.

The Patient Engagement Forum is designed to bring together a diverse group of patient organizations and representatives from across Canadian Blood Services' blood, plasma and stem cells operations to discuss key health policy issues and directions.

It provides an opportunity for both Canadian Blood Services and participants to share perspectives and concerns, updates on operations and priorities, and to engage in meaningful dialogue and discussion.

The Forum meets twice per year, in the spring and again in the fall, and all meetings are conducted virtually.

For more information, or to apply for membership, please contact our stakeholder engagement team at engage@blood.ca

Conferences and meetings

As the national blood authority in Canada, we have a great deal of expertise in matters related to blood and blood products, and many other health and healthcare issues. If you are holding a conference, or a meeting of your team and would like to have someone from Canadian Blood Services attend or present, please reach out to our engagement team with the details and timing.

Subscribe to our bi-weekly stakeholder bulletin

For an easy way to stay up to date on engagements and upcoming Canadian Blood Services' events, you can subscribe to our bi-weekly stakeholder bulletin. To subscribe, simply visit blood.ca/engage and complete the subscription form.