

# Patient Blood Management: Improving Outcomes and Lowering Costs



**Speaker:** **Axel Hofmann, ME**

Visiting Professor, Institute of Anesthesiology  
University Hospital, Zurich, Switzerland

Adjunct Associate Professor, School of Surgery  
University of Western Australia

Adjunct Professor, Centre for Population  
Health Research  
Curtin University, Western Australia

**Date:** **November 16, 2017**

**Time:** **5:00 PM CEST**

Register at  
<http://ce.instrumentationlaboratory.com/patient-blood-management-improving-outcomes-and-lowering-costs>

Note: Streaming audio will begin with presentation.

# Speaker



## Axel Hofmann, ME

Dr. Axel Hofmann is a recognized expert in the field of Patient Blood Management (PBM). His professional focus is the implementation of PBM programs in the public health sector and in large hospital systems. He has an extensive background in PBM-related clinical and health economic outcomes research and is a frequent presenter and thought leader for these research areas.

Dr. Hofmann is widely published in international peer-reviewed medical journals, including *Anesthesiology*, *British Journal of Anesthesia*, *Current Opinion in Anesthesiology*, *Anesthesia & Analgesia*, *British Medical Journal Open*, *Journal of Thoracic and Cardiovascular Surgery*, *Journal of Clinical Oncology*, *The Oncologist*, *Transfusion*, *Transfusion and Apheresis Science*, *Vox Sanguinis* and *Transfusion Medicine Reviews*. He has authored and co-authored numerous book chapters. He is an invited speaker at international symposia and congresses, numerous universities, medical schools, government agencies and health economic expert meetings. He is also a consultant to major pharmaceutical companies and NGOs, particularly in the field of PBM.

Dr. Hofmann is a founding member of the Society for the Advancement of Blood Management (SABM), where he served on the Board of Directors from 2001 to 2004, and is a co-founder of the International Foundation for Patient Blood Management (IFPBM), where he serves as a board member. He is a member of the Austrian Society for Anesthesiology, Intensive Care and Reanimation.

# Program

## Patient Blood Management: **Improving Outcomes and Lowering Costs**

Patient Blood Management (PBM) is an evidence-based, multidisciplinary approach to optimizing the care of patients for whom a transfusion is considered. With its focus on minimizing blood loss and optimizing red cell mass, PBM can reduce the need for allogeneic blood transfusions and reduce healthcare costs, while ensuring that blood components are available for patients who need them.<sup>1</sup> PBM is supported by the World Health Organization (WHO), the European Commission (EC) and other standardization bodies.

In this webinar, PBM expert Axel Hofmann, ME, will provide an overview of PBM—what it is and why it is important to hospitals, physicians and patients. Dr. Hofmann will discuss how PBM can address the challenges of healthcare today and lead to both improved patient outcomes and lower cost of care. Last, he will describe how viscoelastic testing fits into the PBM concept.

### **Presentation Topics**

- PBM: what it is and why it matters
- The benefits of PBM
- The role of viscoelastic testing in PBM



## About the ILuminations Webinar Series

*ILuminations Webinars* are educational, web-based seminars led by experts and opinion leaders. The Series features timely topics and clinical challenges that impact the effectiveness and success of healthcare.

Register to attend

at <http://ce.instrumentationlaboratory.com/patient-blood-management-improving-outcomes-and-lowering-costs>

by Wednesday, November 15, 2017

Registrants will receive an email confirmation with instructions on how to join the live webinar. For questions and registration assistance, contact your local IL sales representative.

This webinar is free to attend.

1. AABB. Patient blood management. Available at [www.aabb.org/pbm/Pages/default.aspx](http://www.aabb.org/pbm/Pages/default.aspx). Accessed July 31, 2017.  
©2017 Instrumentation Laboratory. All rights reserved.