

## The Time is now: Making Blood Health a Policy Priority

7<sup>th</sup> April 2025 (17:00-18:30) - European Parliament, Brussels

### Agenda

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| <b>17:00 - 17:03</b> | <b>Welcome</b> <ul style="list-style-type: none"> <li>• Tamsin Rose, Moderator</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>17:03 - 17:10</b> | <b>Welcome remarks</b> <ul style="list-style-type: none"> <li>• MEP Tomislav Sokol, Member of the European Parliament</li> <li>• MEP Michalis Hadjipantela, Member of the European Parliament</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>17:10 – 17:20</b> | <b>Presentation – The economic drivers of blood health and the benefits of PBM implementation</b> <ul style="list-style-type: none"> <li>• Prof Axel Hofmann, Chair of the WHO’s External Steering Committee on the Implementation of Patient Blood Management</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>17:20 – 17:30</b> | <b>Blood and Beyond 5-Point Plan for Better Blood Health in Europe</b> <ul style="list-style-type: none"> <li>• Dr Esther Oliva, Department of Haematology, London North West University Healthcare NHS Trust</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>17:30 – 18:20</b> | <b>Panel discussion – Advancing Policies for Better Blood Health in Europe</b> <ul style="list-style-type: none"> <li>• Prof Axel Hofmann, Chair of the WHO’s External Steering Committee on the Implementation of Patient Blood Management</li> <li>• Dr Manuel Pizarro, former Minister of Health of Portugal and current Member of the Portuguese Parliament</li> <li>• Dr Joao Breda, Director WHO Europe Office for Quality of Care and Patient Safety</li> <li>• Dr Androula Eleftheriou, Executive Director Thalassemia International Federation (TIF)</li> <li>• Kalina Bozhkova, Director Global Alliance for Patient Access (GAfPA)</li> </ul> <p>→ Audience Q&amp;A</p> |
| <b>18:20 – 18:25</b> | <b>Wrap-up and next steps</b> <ul style="list-style-type: none"> <li>• Tamsin Rose, Moderator</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>18:25 – 18:30</b> | <b>Closing remarks</b> <ul style="list-style-type: none"> <li>• MEP Tomislav Sokol, Member of the European Parliament</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

*Blood & Beyond is a multi-stakeholder initiative co-funded by Bristol Myers Squibb (BMS) and CSL, involving experts from the fields of haematology, transfusion medicine, anaesthesiology, patient blood management, nursing, patient advocacy, health economics, and hospital management, with support from policymakers committed to driving improvements in this area. The aim of the initiative is to raise awareness of the importance of good blood health and the need to tackle the impact of anaemia on patients, healthcare systems and society at large. Blood and Beyond’s overarching goal is to advocate for and help advance policies and practices that improve patient outcomes by supporting patient-centricity in anaemia prevention, diagnosis, and management through patient blood management (PBM) and innovation.*