You are cordially invited to attend a virtual presentation on:

Blood Transfusion Landscape Evolution: **Feel Better**

June 17th, 2021

6:00pm – 7:00pm PST

**On-line Event**

**Program Overview:**

1. Highlight how common iron deficiency anemia is, and how tenuous patient iron stores are even in developed countries
2. Understand the benefit of patient blood management strategies in reducing transfusions and adverse outcomes
3. Explore current strategies of treating iron deficiency anemia and systems limitations that prevent treatment in Canada

**Presenter:**

**Dr. Andrew Shih**

MD, FRCPC, DRCPSC, MSc

Vancouver General Hospital, Hemopathology Dept

Clinical Associate Professor, UBC

Dr. Andrew Shih completed his BSc and his medical degree at the University of Saskatchewan, Internal Medicine residency at Western University, Hematology fellowship at McMaster University, and the Transfusion Medicine residency at McMaster University/Canadian Blood Services. He also has completed thesis-based masters in the Health Research Methodology program at McMaster through the Ministry of Health Clinical Investigator Program. Currently, he works as the Transfusion Medicine Director at Vancouver Acute and as the Regional Medical Leader at Vancouver Coastal Health Authority.

Dr. Shih’s research interests as well as both provincial and national roles include promotion and education regarding the safety and appropriate utilization of blood products and cell therapeutics. In particular, he is interested in using administrative databases and electronic health records to assess utilization and adverse outcomes of transfusion, the management of acutely bleeding patients, and technology to advance blood transfusion as a personalized medical therapeutic intervention.

**Moderator:**

**Dr. Anna Hayden,** MD, FRCPC

Surrey Hematology, BC Cancer,

Clinical associate professor, UBC

**Contact**

For any questions in relation to this event, please contact:

Name: Scott Ellerbeck/Colin Williams

Telephone: 604-619-4896

Email: colin.williams@pfizer.com

Please note a minimum number of attendees is required for this learning event to take place. Under the guidance of the Innovative Medicines Canada Code of Conduct, this event is for healthcare professionals only.

This learning program was supported by a grant from Pfizer Canada ULC.