

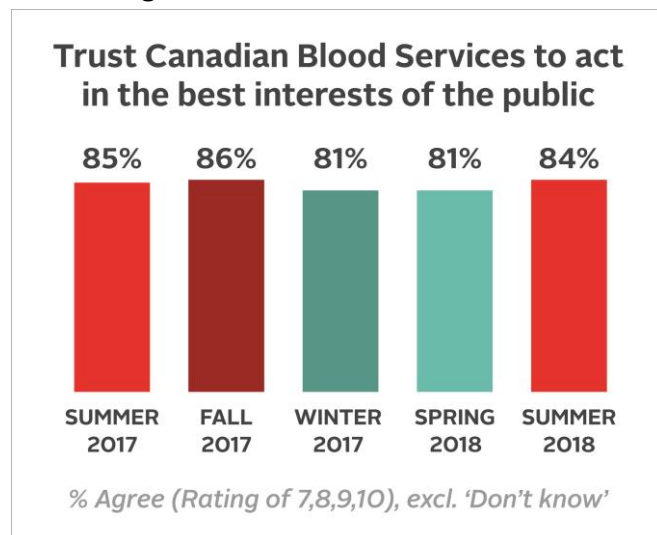


A 20-year story: Our brand and what it means for the next chapter in renewal of brand promise to Canadians

A two-decade journey from crisis to confidence began in 1998

- In May of 1998, only 56 per cent of Canadians surveyed felt receiving blood was completely or somewhat safe.
- Currently, approximately 85 per cent of Canadians believe receiving blood is completely or somewhat safe.

Source: Ipsos polling data



Sept. 28, 1998: Twenty years ago, at the height of the contaminated blood crisis, Canadian Blood Services opened its

doors as the country's blood authority in all provinces and territories except Quebec, taking over the role of blood operator from the Canadian Red Cross Society.

At that time, a framework focused on patient need and sustainability was put in place to govern how we operate the blood supply system. That framework is informed by blood system principles outlined in our founding memorandum of understanding, which dates from 1997 and remains in force today. The principles and recommendations in the Krever report, published by the Commission of Inquiry on the Blood System in Canada that same year, also provide Canadian Blood Services with essential guidance.

Over the years, through many changes, trust in Canadian Blood Services to act in the best interest of the public has been consistently high, reflecting the organization's commitment to safety, quality, and improving outcomes for patients.

Sept. 28, 2018: We know that trust is fragile and are committed to earning it every day. Today, Canadian Blood Services provides life essentials for Canadians in many more areas than blood.

We undertake a broad range of activities in four main areas:

- **Blood:** We collect, test and manufacture blood and blood products, including red blood cells, platelets and plasma. We distribute these products to hospitals and work with provincial and territorial governments to meet the needs of patients across the country. We also provide diagnostic laboratory testing services in some provinces.
- **Plasma:** We collect plasma from volunteer, unpaid donors in Canada. We retain some of this collected plasma to meet the transfusion needs of Canadian patients, but most is shipped to contract manufacturers who use a process called fractionation to create plasma protein products. In addition to these activities, we also bulk purchase and distribute Health Canada-approved plasma protein products made with commercial plasma and carry some synthetic alternatives for these lifesaving drugs.
- **Stem cells:** We operate a stem cell program that supports better outcomes for patients living with any of the more than 80 diseases and disorders that can be treated with stem cell transplants. We collect cord blood and manufacture stem cells through our cord blood bank. We operate a robust national registry of potential adult stem cell donors and participate in an international network of donor registries. We provide human leukocyte antigen (HLA) typing services to ensure the best possible matches between those willing to donate stem cells and those who need them.
- **Organs and tissues:** We manage a national transplant registry for interprovincial organ sharing and related programs for organ donation and transplantation. Working with partners across the organ and tissue donation and transplantation community, we develop and share leading practices, provide education resources and collaborate on new ways to share data on health system performance in these areas in Canada.

To support these activities, as well to advance transfusion and transplantation science and medicine in Canada and around the world, Canadian Blood Services conducts a wide range of research and development activities and participates in research led by others. Through these efforts, we help to translate new knowledge, processes and technologies into the manufacturing environment.

Key facts and figures

- Over the past 20 years, approximately five million patients have received a blood transfusion, which remains the most common medical intervention in a hospital setting.
- Over 1,000 patients have received kidney transplants through the Canadian Transplant Registry, built and managed by Canadian Blood Services.
- And 3,900 patients have received stem cell products through the national registry, whether from Canadian or international donors.
- Canada's blood supply is recognized as one of the safest in the world. There has not been a single recorded instance of blood-borne infection from either hepatitis C or HIV, since 1998.



**Canadian
Blood
Services** BLOOD
PLASMA
STEM CELLS
ORGANS
& TISSUES

Backgrounder

Sept. 28, 2018

Together, we are Canada's lifeline

Canadian Blood Services is the central link for patients in a system of connections and collaborations between donors, recipients, employees, volunteers, researchers, medical professionals and healthcare partners.

Our new logo is based on the universal shape for infinity. It represents the infinite power of those connections, and it symbolizes the infinite lengths to which we must always go to save lives. Our mission is to help every patient, match every need, serve every Canadian.

This brand renewal — the first in more than a decade — is just one piece of a major, multi-year effort to revitalize and improve the donor experience and to enable Canadian Blood Services to more effectively deliver value to all Canadians. It is being undertaken for the ultimate benefit of the Canadian patients that need blood, plasma, stem cells, and organs and tissues.

It is an important and necessary investment in the future of Canada's biological lifeline.

About Canadian Blood Services

Canadian Blood Services is a not-for-profit charitable organization. Regulated by Health Canada as a biologics manufacturer, and primarily funded by the provincial and territorial ministries of health, Canadian Blood Services operates with a national scope, infrastructure and governance that make it unique within Canadian healthcare. In the domain of blood, plasma and stem cells, services are provided for patients on behalf of all provincial and territorial governments except Quebec. The national transplant registry, for interprovincial organ sharing and related programs, reaches into all provinces and territories, as a biological lifeline for Canadians.