



HÉMA-QUÉBEC

CORD BLOOD DISTRIBUTION

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ranked 10th in the world**

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Louis-David,
80 transfusions
and one stem cell
transplant



Efficiency and innovation: Héma-Québec presses on!

Héma-Québec provides Quebecers with leading edge services as well as biological drugs to meet their needs, as demonstrated by its most recent initiatives, presented in this issue.



As you leaf through the pages of our newsletter, you will discover our PLASMAVIE Plasma Donor Lounge, a collection centre unique to Québec where plasma is collected exclusively; as well as our brand new GLOBULE DIX30 Blood Donor Centre. Both sites are specially designed to provide donors with a personalized and pleasant experience.

You will be informed about great advances made by Héma-Québec, specifically with regard to its distribution of cord blood units and the innovative fields in which it is involved. You will learn about the first Canadian cell production facility, the construction of which will begin in 2014, as well as the Public Mothers' Milk Bank, which will become fully operational in April.

Always striving to improve the tools aimed at communicating with you, Héma-Québec recently launched an optimized version of its Web site, a first ever mobile site, and a microsite for PLASMAVIE. In addition, you have probably noticed that the *Info Héma-Québec* newsletter is now available at blood drives rather than sent by the mail. It will also be published twice a year—in spring and fall—for even more up-to-date news.

Lastly, be sure to read the Lessard family's testimonial. It is a touching story that reminds us just how important your generosity and commitment are.

Enjoy your read.

Dr. Jean De Serres

President and Chief Executive Officer

A family transformed by the gift of life



In this picture taken in February, Louis-David is surrounded by his family. From left to right: Charles-Étienne, Geneviève, Louis-David, Louis-Philippe, Marie-Jeanne and Antoine.

For the past two years, the Lessard family has been living life very differently and very intensely. Their three-year-old son, who underwent a bone marrow transplant and 80 transfusions, recently overcame a very difficult battle with cancer.

Louis-David was 15 months old when doctors discovered he had cancer of the nervous system. The main tumour in his stomach was the size of a grapefruit and was growing at an alarming rate. Infected cells had attacked his bones and organs.

His condition required a shock treatment: chemotherapy, radiation, abdominal surgery and a bone marrow transplant,

coupled with multiple blood transfusions. The treatment was spread out over fifteen months and involved several transfusions per week, and at times, even per day.

After the first of six cycles of chemotherapy, the child's kidney function suddenly deteriorated and he required several blood donations, mostly platelets. "The doctors in intensive care made it clear that if his kidneys didn't start working again, it would be difficult to continue chemotherapy. And without it, we knew what would happen. Being faced with the possibility of your child dying is extremely painful. The transfusions were vital," recount his parents, Geneviève Grondin and Louis-Philippe Lessard.

"Each time we saw a blood bag being hung beside his bed, we would send a huge virtual thank you to the donor. Thank you for taking the time to give. It's so important," shares Ms. Grondin, who says she has been completely transformed by this experience.

"I used to be scared of blood. But after all the blood bags I saw Louis-David receive and knowing how much they helped him, now I love blood. I'm happy when I see blood bags. I want to tell people who are scared or still hesitant to give blood that the importance of the gesture and the way you feel after the donation far outweigh the little moment of fear or discomfort that you may experience beforehand. Try it, you'll see," she says.

Today, Louis-David is doing well. He has been in remission for ten months and approaches life with a lot of enthusiasm and energy. "It's as if he's making up for lost time. He's always in a good mood. He doesn't stay still for a minute. He plays tricks on us. It's really wonderful to see him enjoy life the way he does," his parents say. "As for us, we have learned to live in the present. We try to appreciate every moment because you never know what the future holds." •

QUARTIER DIX30

A different experience for donors in the Montérégie

Héma-Québec inaugurated its Quartier DIX30 GLOBULE Blood Donor Centre in Brossard on February 12, 2014. This new GLOBULE Centre provides an alternative to mobile blood drives in the Montérégie.

The inviting atmosphere and personalized service provide a pleasant collection experience seven days a week, with or without an appointment.

Héma-Québec hopes to welcome 12,000 donors in 2014 and up to 20,000 donors per year afterward. This is an ambitious goal, and the call has gone out to blood donors in the area!

Just like at other GLOBULE Centres, various types of donations can be made at the Quartier DIX30 Blood Donor Centre. Not only are traditional blood donations possible, but so are donations by apheresis. •

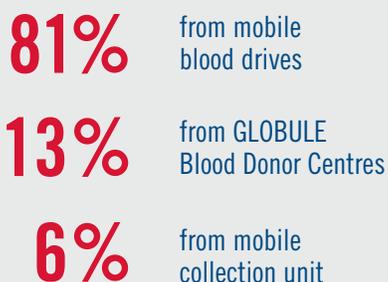
+ For more information:
www.hema-quebec.qc.ca

To schedule an appointment:
514-832-5000, ext. 525



DID YOU KNOW?

In Québec, donations come from...



Last year, GLOBULE Centres welcomed an average of 1,500 donors per week.



What is donation by apheresis?

This type of donation is performed using an apheresis machine, which:

- receives the donor's blood;
- separates it into its various components;
- directs the desired component(s) into a collection bag; and
- returns the non-selected components to the donor.

In other words, it's a collection technique in which blood components (red blood cells, platelets and plasma) are collected selectively.

WHY DONATE BY APHERESIS?

To better meet needs...

When a person receives a transfusion, he or she receives only the blood component he or she requires. Donating by apheresis makes it possible to:

- give a larger amount of the desired component than with traditional blood donation; and
- give more often.

WHAT IS EACH COMPONENT USED FOR?

- **Platelets** are often prescribed after chemotherapy (treatment used for certain cancers, such as leukemia).
- **Plasma** is particularly effective in treating severe burn victims and controlling bleeding.
- **Red blood cells** are often administered following an accident, during surgery or to treat anemia.

WHERE CAN YOU DONATE BY APHERESIS?

GLOBULE Blood Donor Centres

- For more information: www.hema-quebec.qc.ca, *Blood > Blood donors > When and where to donate?* section

PLASMAVIE Plasma Donor Lounge

- For more information: www.plasmavie.ca

Your blood type can make a difference...

You are type

O

We need your **RED BLOOD CELLS**

You are type

A

We need your **PLATELETS**

You are type

B

We need your **PLASMA**

You are type

AB

We need your **PLASMA**



Many donors prefer donation by apheresis. View their video testimonial here:





PLASMAVIE welcomed its first donors of plasma by apheresis on November 15, 2014. Michel Corneau was one of them. He is pictured here with Julie Baillargeon, Agent – Donor Services.

PLASMAVIE

Off to a great start!

Héma-Québec has created a collection centre that is unique to Québec: the PLASMAVIE Plasma Donor Lounge in Trois-Rivières. This lounge, dedicated exclusively to the collection of plasma—a blood component in growing demand—welcomed its first donors in November 2013.

The results have been promising, with 1,225 donors already registered as of February. Its daily capacity, up until the end of March, was 32 appointments per day. This goal was met, and eventually, PLASMAVIE aims to offer 48 appointments per day.

Donors with A+, B+, AB+ or O+ blood types are particularly sought after for this type of

donation. It should be noted that plasma donation restrictions often apply in terms of donor height and weight.

To determine your eligibility for donation, please contact **Donor Services** at **1-800-847-2525**.



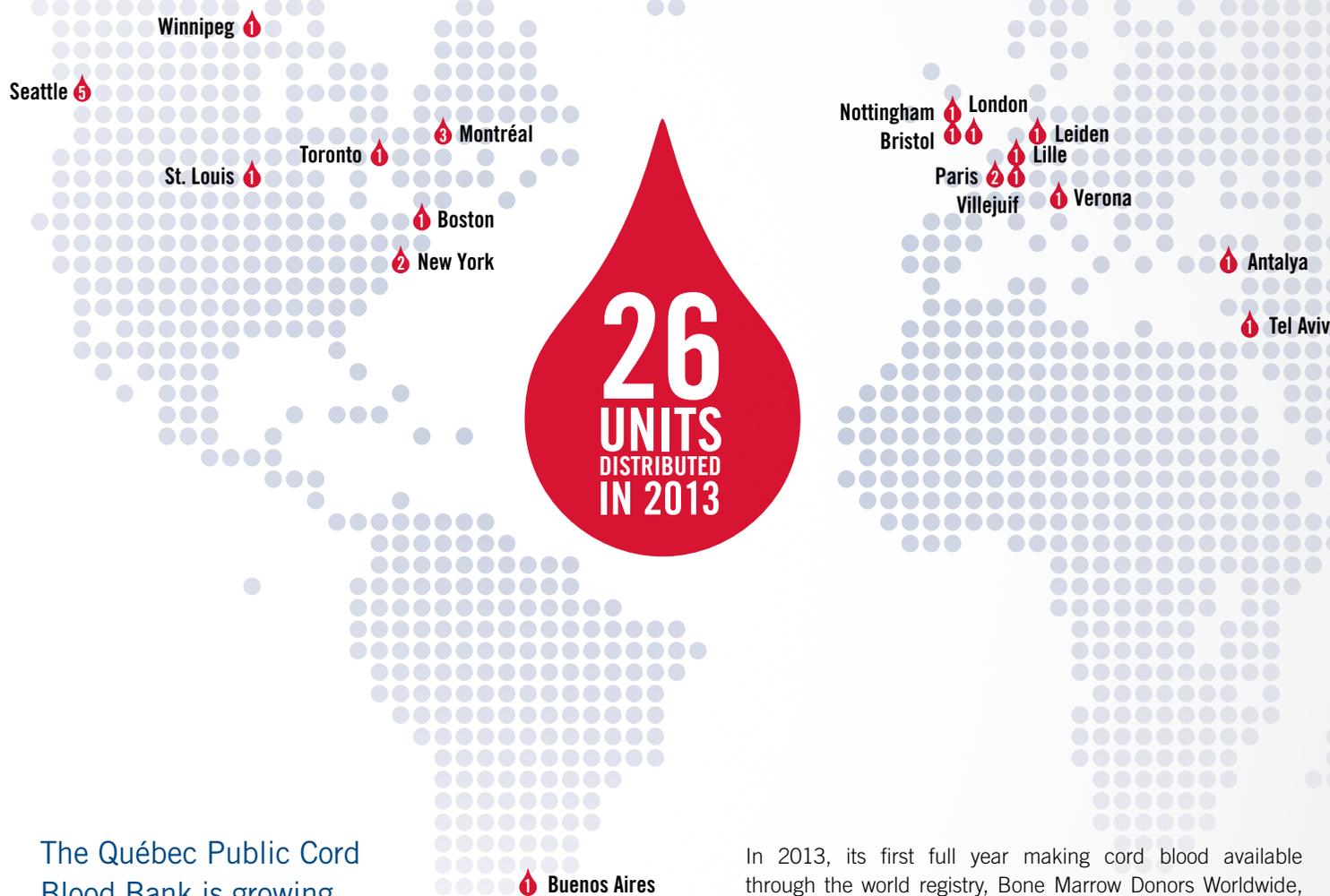
New schedule (from April 28)

Monday to Friday	7 a.m. to 7 p.m.
Saturday	8 a.m. to 2 p.m.
Sunday	closed

+ To find out more about plasma donation and PLASMAVIE:
www.plasmavie.ca

+ To schedule an appointment:
1-888-666-4362, ext. 408

Cord blood distribution: Héma-Québec ranked 10th in the world

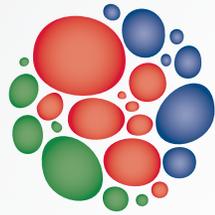


The Québec Public Cord Blood Bank is growing steadily and showing promising results not only on the local and national scene, but also internationally.

In 2013, its first full year making cord blood available through the world registry, Bone Marrow Donors Worldwide, Héma-Québec distributed 26 cord blood units. Among them, three were delivered in Québec, one in Ontario, another in Manitoba and 21 abroad.

This excellent result will hopefully be surpassed in 2014. Héma-Québec is currently ranked 10th in the world as a cord blood exporter, based on the percentage of cord blood units it exports relative to the number in inventory (nearly 9,000). •

Héma-Québec takes on cell production



c.lavie

Cell
production
facility

This year, Héma-Québec will begin construction of a cell and tissue production laboratory in the City of Québec's Michelet innovation space. The work will be completed over three years.

Cell and tissue products, which are made from stem cells, represent a hope of treatment for numerous patients. Héma-Québec will put its operational, scientific and regulatory expertise to use for Québec stakeholders in standardized cell and tissue production. The objective is to speed up the process of translating research into clinical use and provide medications at a lower cost to Québec hospitals.

Héma-Québec will provide the only local option to date, since in the absence of a Canadian project, production is currently handled in the United States. This new mandate will complement the current activities of Héma-Québec, which already processes and distributes a wide range of human products, including over 25 blood-based medications, 17 human tissues and stem cell products, and breast milk. •

HUMAN TISSUES

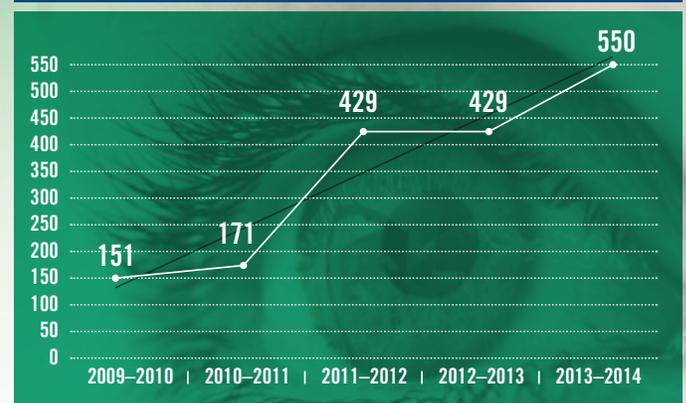
CORNEAL TRANSPLANTS

Wait times for Quebecers significantly reduced

Between November 2010 and December 2013, the wait time for a corneal transplant was decreased from five years to six months. This accomplishment can be attributed to the increase in the volume of local corneas available for transplant.

In 2009–2010, 151 corneas were qualified for eye banks. In 2013–2014, this number will reach 550: a 28% increase over the two previous years. Raising awareness about human tissue donation among donors and health care professionals contributed to this achievement. •

GROWTH IN VOLUME OF LOCAL CORNEAS FOR TRANSPLANT



A Public Mothers' Milk Bank in April 2014



In May 2013, the government entrusted Héma-Québec with the creation of the Québec Public Mothers' Milk Bank. The organization will begin distributing its latest product to hospitals in April, after a ten-month gestation.

The mandate of the Public Mothers' Milk Bank is to provide pasteurized human milk with a recognized nutritional value to babies born at 32 weeks or earlier who require medical care and are unable to be breastfed by their mother.

The needs are therefore very specific. To compare, the number of blood donors

needed to maintain the collective blood supply at an optimal level is one thousand per day, whereas only 300 donors per year are required to meet the needs in breast milk.

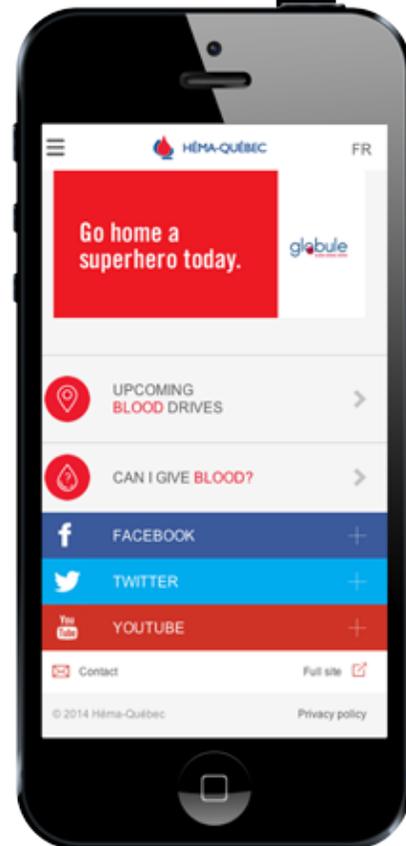
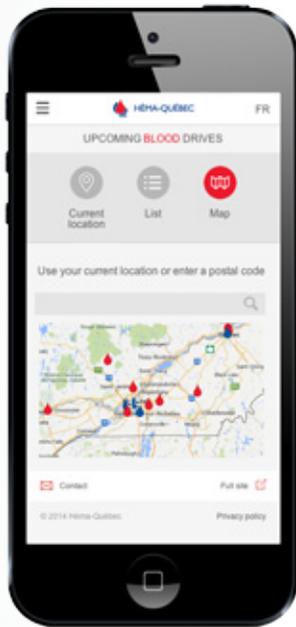
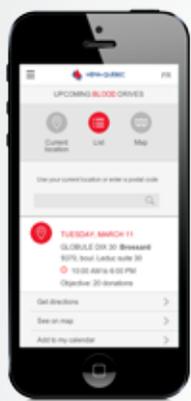
Donor recruitment began in February, and the response has been very positive, with close to 40 women already enrolled. The

300 donors required are recruited from among the 7,000 mothers who register for the Public Cord Blood Bank. The use of breast milk should translate into, among other things, a decrease in the mortality rate of premature newborns. •

+ For information on breast milk donation or to register for the mothers' milk bank:
www.hema-quebec.qc.ca, *Mothers' milk* > *Donors* section

Héma-Québec enters the mobile era

Héma-Québec recently launched its very first mobile Web site to meet the growing need for content adapted to mobile devices. The organization also unveiled a modernized Web site in February.



We asked what types of features would be useful to you. You answered, and we listened. You'll notice that the content layout is more user-friendly and the design has been streamlined. The home page as well as the main pages of each section contain more images, providing a greater visual focus on important information such as qualification criteria or blood drive locations.

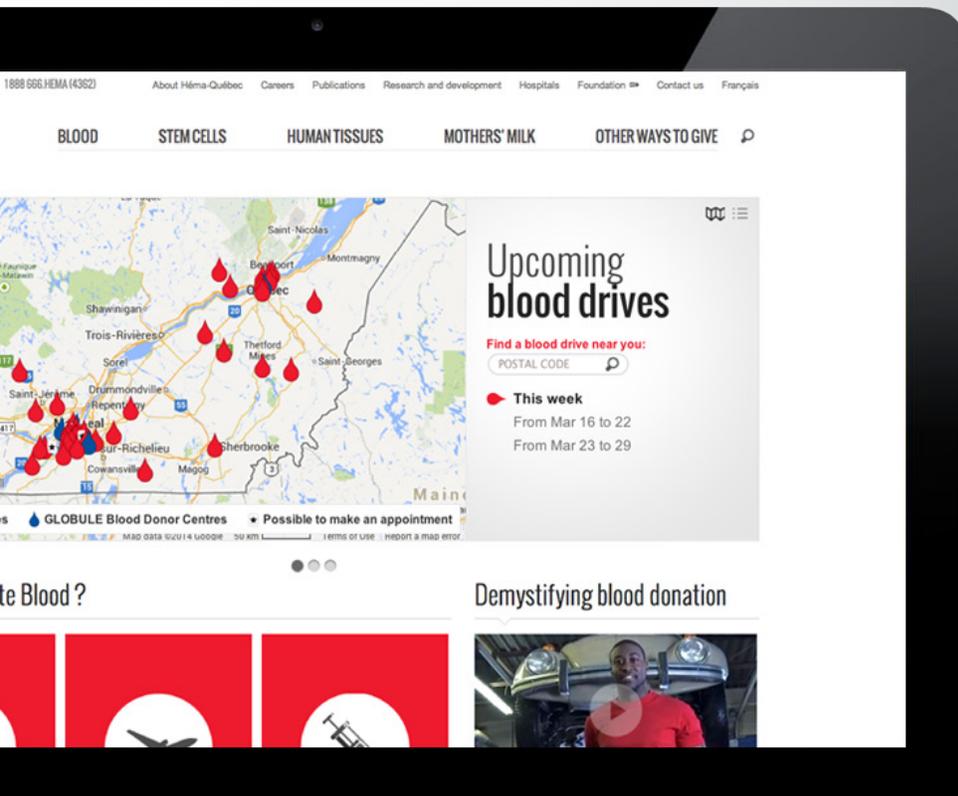
Among the new features is the option to view blood drives by map or by list. On the map, the color of the drop indicates whether it is a mobile blood drive (red) or a collection centre (blue). You can now

add blood drives to your calendar with a few clicks, and the route is provided for each blood drive location. In addition, a red star makes it easy to see which blood drives provide the option of making an appointment.

Lastly, sections were created for health care professionals working in the stem cell and human tissue fields, as well as for the recently launched Public Mothers' Milk Bank. The platform also includes a greater offering of videos and content related to blood donation. •

HÉMA-QUÉBEC FOUNDATION

The mission of the Héma-Québec Foundation is to provide financial support for the creation and development of innovative projects that will help to keep Héma-Québec at the forefront of knowledge and services in all its areas of activity and expertise, allowing them to do more, do it better and do it faster.



DANCE TO GIVE LIFE!

The Héma-Québec Foundation invites you to its benefit gala “Dance to Give Life with Patrick Bérard,” to be held on Saturday, April 26 at La Tohu, located at 2345 Jarry Street East, in Montréal.

This charity event is a unique opportunity to enjoy a memorable evening while helping save lives. All profits will go toward funding projects to raise awareness about blood donation. The cost of the ticket is \$150 per person.

+ For more information, visit the event Web page at www.givelifedifferently.com or to reserve, write to josee.perrier@hema-quebec.qc.ca



Go home a superhero today.

PLACE VERSAILLES,
CENTRE LAVAL,
QUARTIER DIX30,
LAURIER QUÉBEC.

7 DAYS A WEEK.

globule
BLOOD DONOR CENTRE



Editor
Laurent Paul Ménard

Writer
Julie Vaudry

Graphic designer
Stanko Josimov

How to reach us:
4045 Côte-Vertu Blvd.
Saint-Laurent (Québec) H4R 2W7
Telephone: 514-832-5000
Toll-free: 1-888-666-HEMA (4362)
Fax: 514-832-1021
info@hema-quebec.qc.ca
www.hema-quebec.qc.ca

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