

# Info

## Héma-Québec



INFORMATION BULLETIN FOR HÉMA-QUÉBEC PARTNERS, VOLUNTEERS AND DONORS

Vol. 6 No. 2 – December 2003



### A WORD FROM THE CHIEF EXECUTIVE OFFICER

Another exciting and effervescent year is drawing to a close. The appearance of severe acute respiratory syndrome and the confirmed presence of the West Nile Virus in Québec are two examples among the files and “new challenges” that called upon the collaboration of almost all of Héma-Québec’s departments over a period of several months.

Over the past five years, we have invested a great deal of energy and money in the implementation of new measures to continuously ensure the safety of the products we manufacture. As a matter of fact, and we should continue to remind ourselves, all blood donations we collect are treated and tested with state-of-the-art technology that is recognized in our area of specialization.

We are conscious of the fact that the security of blood supply involves not only the safety but also the sufficiency of blood products. This year, we conducted a veritable brainstorming process with regard to our blood collection procedures. An important business project that we have called “Opération Héma-croissance” emerged from this examination of our traditional ways of conducting our business. It is a strategic supply plan for a five-year period extending from 2003 to 2008. We are in year one of implementing this plan and certain actions we have taken are already bearing fruit.

The success of the new Globule Blood Donor Centre at Place Laurier has already exceeded expectations. Although we agree that the decision to open this new centre may have created some difficulties for several of our regular donors, it was given careful consideration, and a great number of arguments swung the balance in favour of this change. In addition to the aesthetic and logistical improvements of this new approach to blood collection, the Globule centres generate an impressive amount of traffic that we need and for which, I would add, recipients are hoping.

In addition to the new environment that Globule centres represent, initiatives targeting improvements in the mobile blood drive procedures are also underway. We are committed to changing, correcting, and improving our methods, procedures and habits. It is our wish and our obligation to innovate in order to meet the demand and the needs of our blood product recipients. All of that requires a period of adaptation and adjustment for staff members, volunteers, organizing committees and donors. I want to thank you for your patience and your confidence during this necessary period of transition. We know that our goals are in line with our mission.

During this holiday season, I would like to extend our very best wishes to you for health and happiness.

**Dr. Francine Décary**



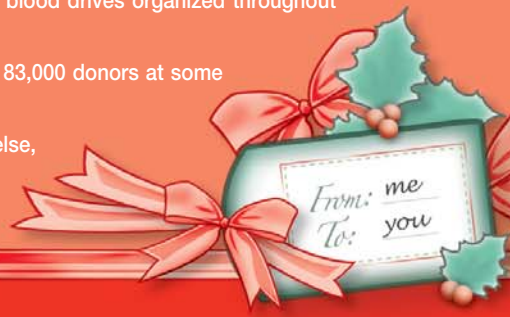
### MORE THAN 35,000 DONORS ARE EXPECTED DURING THE HOLIDAY SEASON

We can't say it often enough: a gift of blood is a gift of life; a unique gift. “To you from me” is the theme for Héma-Québec's campaign that runs from December 1, 2003, to January 11, 2004. Teams are ready for large numbers of donors at both the mobile blood drives organized throughout Québec and the Globule blood donor centres in Montréal and Québec City.

During its summer campaign that ran from June 2 to September 7, 2003, Héma-Québec welcomed nearly 83,000 donors at some 500 blood drives organized with the participation of community partners.

During this holiday season, good health is the most beautiful wish a person can extend to someone else, and patients who need blood transfusions are counting on donor generosity.

HAPPY HOLIDAYS!



# GIVE BLOOD. GIVE LIFE.



**Jonathan**  
10 transfusions



**Mrs. Bergeron**  
New Donor



**Catherine**  
Blood transfusion every month



**Mrs. Fournier**  
New Donor



**Patrizia** with her daughter  
213 transfusions



**Mr. Garner**  
Regular donor



**Charles**  
2 transfusions



**Mrs. Rioux**  
3<sup>rd</sup> donation



**Christine**  
15 transfusions

You will remember the first two blood donation awareness campaigns that Héma-Québec developed under the themes: “Give blood, a question of life” and “Give blood. Give life.” Young children were featured from 1999 to 2001, and adults were featured from 2001 to 2003. All were recipients.

For the first time, the new Héma-Québec awareness campaign presents donors in addition to recipients. This campaign continues with the concept of authentic testimonials. Raising the population’s awareness of the importance of blood donation, its goal is to entice as many potential donors as possible to make a first donation, and regular donors to increase the frequency of their donations.

This third advertising campaign creates a fictional exchange between a donor and a recipient, child or adult, while at the same time safeguarding the anonymous nature of this generous gift. One sees Patrizia, a young mother who has had 213 blood transfusions while treating leukemia, expressing her thanks to Mrs. Fournier who is giving blood for the first time. From the donor chair she is sitting in, Mrs. Bergeron replies “It’s a pleasure” to young Jonathan, who has been transfused 10 times to cure his leukemia. Charles, a young man who was transfused twice following an accident, thanks Mrs. Rioux, who is giving her third gift of life. Catherine, who has to receive blood on a monthly basis to make up for an immunodeficiency, expresses her thanks to Mr. Garner who is making his 21<sup>st</sup> donation. A heart transplant beneficiary, Christine, also expresses her gratitude to a donor.

This awareness campaign is presented on television and radio. A billboard campaign has also been underway since September.

## INFO-DRIVE

To find out where and when blood drives will take place:

Montréal Area and Western Québec  
(514) 832-0873 or 1-800-343-SANG (7264)

Québec City Area and Eastern Québec  
(418) 650-7230 or 1-800-761-6610

Customer service (information for donors)  
1-800-847-2525

Blood drive schedules and results are also posted on our Web site at: [www.hema-quebec.qc.ca](http://www.hema-quebec.qc.ca)

# CAREER DONORS

## BONE MARROW DONOR RECOGNITION

At a special function on the evening of September 27, Héma-Québec recognized the courage and generosity of seven bone marrow donor registrants who made a donation in 2002. This very successful event was an initiative of the Bone Marrow Donor Registry department.



As a sign of recognition, a recipient presented a plaque to each of the 2002 bone marrow donors.

From left to right: Ms. Margie Ste-Croix, donor; Mr. Lucien Morrissette, donor; Ms. Élise Trudel, donor; Ms. Nancy Godbout, donor; Mr. André Lamontagne, recipient; Mr. Gilles Larouche, Héma-Québec laboratory technician and donor, and Mr. Pierre Laterreur, donor.



The most moving moment of the evening was, without a doubt, the meeting between Ms. Lucie Yelle who has received a bone marrow transplant and her donor, Mr. Pierre Laterreur.

## TRIBUTE TO DONORS WHO HAVE MADE 100 DONATIONS OR MORE

On September 30, Héma-Québec highlighted in a special way the commitment of 41 donors who have made 100 or more donations of platelets, plasma or whole blood. The Honourable Lise Thibault, Lieutenant Governor of Québec, also attended this memorable evening organized by Héma-Québec's Marketing Department.



From left to right: Mr. André Roch, Héma-Québec's Vice-president, Public Affairs; the Honourable Lise Thibault; Mr. Serge Maynard, career donor and Mr. Charles Beaulieu, recipient.

## BLOOD TYPE COMPATIBILITY

		DONORS							
		O-	O+	B-	B+	A-	A+	AB-	AB+
RECIPIENTS	AB+	●	●	●	●	●	●	●	●
	AB-	●	●	●	●	●	●	●	●
	A+	●	●	●	●	●	●	●	●
	A-	●	●	●	●	●	●	●	●
	B+	●	●	●	●	●	●	●	●
	B-	●	●	●	●	●	●	●	●
	O+	●	●	●	●	●	●	●	●
	O-	●	●	●	●	●	●	●	●

For example, if you are a donor whose blood group is type O-, you are a universal donor. All blood groups are compatible with your blood. However, as a recipient, you can only receive O- blood.

## A CYCLING CHALLENGE TO RAISE AWARENESS ABOUT BLOOD DONATION

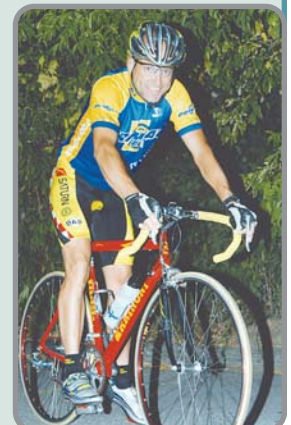
Yves Lemieux is a donor who is also a cycling enthusiast. A 43-year-old resident of Laval, Yves decided to combine his passion for biking and concern about blood donation and make the round trip from Montréal to Québec City by bike "to encourage as many people as possible to make an effort to get out and give blood."

Mr. Lemieux began his 500-kilometre trip in the rain, wind and cold on September 4, the day of the 30<sup>th</sup> *Collecte de sang des Lavallois*. His brother-in-law, Richard Bélisle, accompanied him by car from the starting point at Laval's Maison des arts right to Héma-Québec's building in Québec City. They returned the next day, making it back to the Maison des arts while the Laval blood drive was still in progress.

Mr. Lemieux's will and determination to drive home a message to his fellow citizens were sparked by a personal experience. His mother succumbed to leukemia two and a half years ago, making her son realize just how important it is to give blood.

Today, Yves Lemieux has completed his eighth donation. A regular donor at the Place Versailles Globule Blood Donor Centre, Yves says he greatly appreciates the care shown to donors by the Globule staff. "They make us feel welcome, they're extremely kind and provide an excellent service," he added.

Without hesitating, Yves Lemieux confirms that he intends to transform his first cycling challenge into an annual event to foster awareness about the importance of donating blood—of course, if his health permits. A convinced donor!





# MINISTER PHILIPPE COUILLARD VISITS HÉMA-QUÉBEC

Québec's Minister of Health and Social Services, Dr. Philippe Couillard, visited Héma-Québec's facilities in Montréal on Thursday, September 25, 2003. His visit coincided with Héma-Québec's fifth anniversary. The Minister, accompanied among others by his parliamentary secretary, Mr. Russell Williams, was welcomed by Mr. Claude Pichette, Chairman of the Board, Dr. Francine Décary, Chief Executive Officer, and Mr. André Roch, Vice-president, Public Affairs.

Simultaneously, the Minister issued a press release highlighting Héma-Québec's fifth anniversary, in which he wrote: *"The 1990s was a time when society as a whole asked a number of important questions about the supply of blood products. In Québec, this process notably led to the creation of Héma-Québec, which began its activities in the fall of 1998. During the past five years, this organization has constantly met the expectations of the population in an area of activity that is particularly sensitive for the health of Quebecers."* In his release, the Minister referred to the work carried out during the 1990s by the Krever Commission and by the Québec committee on the supply, management and distribution of blood. *"This work brought to light a certain number of problems that absolutely had to be dealt with."*

*It was in this perspective that the Québec blood system was completely redesigned and that Héma-Québec was designated as the supplier of blood products for Québec,"* explained Mr. Couillard.

The Minister also insisted on paying tribute to all Héma-Québec staff: *"Our fellow citizens are reassured by your presence within the Québec community because they know that you are committed to helping them in a competent and sensitive manner."*



From left to right: Mr. Claude Pichette, Chairman of the Board of Héma-Québec, Mr. Russell Williams, parliamentary secretary and member of the National Assembly for Nelligan, Dr. Philippe Couillard, Minister of Health and Social Services, Mr. André Roch, Vice-president, Public Affairs and Dr. Francine Décary, Chief Executive Officer.

According to a survey conducted a few months ago for Héma-Québec by Baromètre, marketing research and public opinion polls, 90% of Quebecers have a positive impression of the organization. The very large majority of people who are familiar with Héma-Québec (86%) agree that since its creation, blood donation is safer and there is less risk of a blood shortage (78%).



Upon its **fifth anniversary**, Héma-Québec wishes to pay tribute to the **1,400,000 donors** welcomed at the **9,000 community blood drives** organized since September 28, 1998.

On behalf of all  
blood recipients,  
*many thanks!*



GIVE BLOOD. GIVE LIFE.

# HOSPITAL REPRESENTATIVES VISIT HÉMA-QUÉBEC

On September 16, Héma-Québec was honoured to welcome staff members from Québec hospital blood banks to their first visit to the new Saint-Laurent facility. Some 60 laboratory technicians and safety officers representing 34 hospitals visited the laboratories, the Vertu Globule Blood Donor Centre and various other departments, all at the initiative of the Hospital Client Service Department.

Héma-Québec fills orders for blood components from its Québec hospital clients on a daily basis. In 2002-2003 alone, Héma-Québec delivered nearly 400,000 products to hospitals, which are responsible for transfusion of patients.

The visit by these representatives is part of Héma-Québec's goal to maintain close communications with its partners to ensure a safe and adequate supply of blood products for the population of Québec. The tour of the premises was a success and pleasure for both the hosts and their guests!



Mr. Yvan Charbonneau, Vice-president, Operations, welcomed the delegates.



The guests listened intently to the presentations made in the laboratories.

## Platelet Collection Technology

### HÉMA-QUÉBEC INTRODUCES TRIMA ACCEL™ EQUIPMENT

Héma-Québec recently installed ten new TRIMA ACCEL™ machines for platelet collection by apheresis in its Globule blood donor centres.

The technology supplied by Gambro BCT is even more effective than the technology Héma-Québec was using previously. The TRIMA system allows for a substantial reduction in the length of thrombapheresis procedures thereby increasing the productivity of the Globule centres. The number of thrombapheresis procedures carried out daily can be increased by 40% without having to adjust the centres' operating hours or staffing. Furthermore, the TRIMA technology improves the blood donation experience by providing better control of the entry and return flows as well as better anticoagulant control.

Each new apparatus was subjected to an installation qualification (IQ) process, operation qualification (OQ) process and performance qualification (PQ) process. The performance qualification process was carried out with donor blood, including blood from Héma-Québec employee donors. All of the samples collected during this phase have been destroyed.

Héma-Québec is the first blood component supplier in Canada to use TRIMA state-of-the-art technology. The acquisition of this equipment is in line with Héma-Québec's supply strategy to efficiently meet the needs of Quebecers.



## DR. FRANCINE DÉCARY, RECIPIENT OF THE PRIX FEMMES D'AFFAIRES DU QUÉBEC



On October 8, at the third annual *Prix Femmes d'affaires du Québec* gala, Héma-Québec's Chief Executive Officer captured the highest honours in the *Executive or Professional, Public or Parapublic Agency* category. Dr. Décary tied for this award with the former President and Chief Executive Officer of the AMT (Agence métropolitaine de transport).

Dr. Francine Décary's award pays tribute to her career, vision, determination and accomplishments, while at the same time placing Héma-Québec in the spotlight. During her acceptance speech, Dr. Décary said she was honoured to manage an organization like Héma-Québec. "Having dedicated my professional life to the development of blood services, I must say that Héma-Québec is an undertaking that fills me with enormous pride," she added.

Furthermore, Dr. Décary insisted on sharing this honour with Héma-Québec's entire team: "Our board, advisory committees, 1,300 employees, 25,000 volunteers and 300,000 donors—both women and men—share this honour with me." BRAVO!

# A NEW GLOBULE BLOOD DONOR CENTRE IN QUÉBEC CITY

globule  
CENTRE DES DONNEURS DE SANG



It's in your blood

To be in a position to supply the products required for patients, Héma-Québec must develop procedures for supplying blood that will notably allow it to ensure a daily volume of whole blood, plasma and platelets; increase total blood collection in the metropolitan or heavily populated regions of Québec; and improve accessibility to its points of service.

It was in this spirit that Héma-Québec opened its first Globule blood donor centre in Québec City on November 3. The centre, located right in the heart of the Place Laurier shopping mall, welcomes donors from the Québec City region on a permanent basis, in a pleasant, warm and friendly atmosphere, and with the theme "It's in your blood". The weekly goal has been set at 325 donations for the first year. It should climb to 700 in the next five years.



At the centre's official opening ceremony, Mr. Pierre Léveillé, Administrator of Place Laurier and Dr. Francine Décary, Chief Executive Officer of Héma-Québec were accompanied by Ms. Julie Gravel who received transfusions during a heart transplant and Mr. Robert Bédard, blood donor volunteer and former plasma donor, both of Québec City.

Reflecting Héma-Québec's desire to offer the best-adapted services to its donors, this new 465 square-metre space has been specially designed to facilitate blood donations. The new centre is located near the Hochelaga Boulevard (Door 9) entrance to the Place Laurier shopping mall. Easily accessible, Globule is open seven days a week to better meet donor availability. You can make a gift of blood, plasma or platelets at the new centre.

Two other Globule blood donor centres have been in operation since winter 2001. One is located in Saint-Laurent in Héma-Québec's establishment at 4045 Côte-Vertu Boulevard, and the other is located in the Place Versailles shopping centre in Montréal. The Globule concept is greatly appreciated by both the public and Héma-Québec staff, and it has been enjoying a growing success.

It is important to note that Héma-Québec will continue to organize mobile blood drives with its community partners in educational, community and industrial settings. It is the combination of all these initiatives for collecting blood that allows to adequately meet the demand.

Staff and volunteers at Globule Place Laurier are pleased to welcome donors seven days a week. Here is their schedule:

#### FOR BLOOD DONATION

(418) 650-7264 or 1 800 267-9711, ext. 264

Monday & Tuesday	10 am to 5:30 pm
Wednesday to Friday	10 am to 9 pm
Saturday	9 am to 5 pm
Sunday	12 pm to 5 pm

#### FOR PLASMA DONATION – BY APPOINTMENT ONLY

(418) 650-7232 or 1 800 267-9711, ext. 232

Monday to Friday	7:15 am to 2 pm and 5 pm to 8 pm
Saturday & Sunday	8:15 am to 2 pm

#### FOR PLATELET DONATION – BY APPOINTMENT ONLY

(418) 650-7275 or 1 800 267-9711, ext. 275

Monday to Friday	7:15 am to 7 pm
Saturday & Sunday	8:15 am to 3 pm

## Info Héma-Québec

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Editor: Nicole Pelletier, Director, Communications  
Writing: Angela Avgoustakis, Josette Martel, Michel Thisdel  
Graphic Design: Dominic Armand  
Photos: Marc Couture, Annie Dallaire, Gilles Fréchette, Yves Renaud

#### How to reach us:

4045 Côte-Vertu Blvd, Saint-Laurent (Québec) H4R 2W7  
Telephone: (514) 832-5000 • Fax: (514) 832-1021  
Interactive telephone line: 1 888 666-HEMA  
info@hema-quebec.qc.ca • www.hema-quebec.qc.ca

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