



Collaborating to actively shape the future of the blood sector

STRATEGIC GOALS 2020-2024



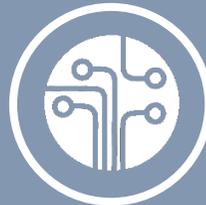
Reimagine the donor experience



Innovate & optimise the vein-to-vein supply chain



Match products & services to evolving clinical need



Embrace data, digital & emerging technologies



Horizon scanning



Knowledge & data sharing



Innovation through collaboration

Areas of mastery

The Alliance of Blood Operators (ABO) is a network of not for profit blood operators with a global focus who recognize the benefits to the blood sector of collaboration and collective action.

ABO is characterized by a suite of existing capabilities (**Areas of Mastery**) which will be leveraged and built upon during the life of this Strategic Plan. ABOs **Strategic Goals** identified for focus in 2020-24 include:



Reimagine the donor experience

Why we will do this:

Unprecedented shifts in society, driven by technology, urbanization, and a more educated population, have resulted in a social transformation that is disrupting people's behaviour and expectations. People want their interactions to be quick, easy and an effective fit with their lifestyle. As a sector reliant on volunteer donors to meet patient needs, we too must transform how we develop donor partners who will be committed to a lifelong journey of helping those who rely on blood, stem cells, and organs to regain or maintain their health.

What we will do:

- Develop an overarching strategy for how our organizations can connect with donors in a way that is meaningful to them and provide them with the kind of personalized donation experience that will motivate them to become long term, committed donors.
- Clearly understand forecasted changes in population demographics, ongoing societal disruptions, and psychosocial factors that affect donor behaviour.



Innovate & optimize the vein-to-vein supply chain

Why we will do this:

Technological transformation is providing us with opportunities to rethink and redesign how we plan, manufacture, manage, and deliver our products and services. Big data, cloud computing and technology-enabled processes can provide manufacturers with a view of the entire supply chain, empowering them to compare and reconfigure it for optimal efficiency. Through the power of collaboration, ABO members can leverage best practices within our individual organizations to design an optimal end-to-end supply chain that integrates all touch points, vein-to-vein.

What we will do:

- Map the current end-to-end supply chain and identify key metrics.
- Explore technologies and solutions from other industries for translational options.
- Create a knowledge bank of best practices for local application.



Match products and services to evolving clinical needs

Why we will do this:

Cellular therapies, personalized medicine, gene editing. The practice of medicine is on the cusp of massive change and clinicians are already looking to blood operators for new products and heightened service. It is vital that we move quickly to respond to changing clinical needs by transforming our product and service portfolios so we will continue to be relevant partners in the healthcare system.

What we will do:

- Understand healthcare disruptors and influencers, including precision medicine and transformative changes in clinical practice.
- Develop the use case for industry response to changing clinical developments.
- Envisage future pipeline capabilities and product development opportunities to meet changing clinical needs.



Embrace data, digital and emerging technologies

Why we will do this:

Data analytics, artificial intelligence, machine learning, automation and new technologies are already transforming service delivery, decision-making, and how businesses are structured and managed. While some early adopter industries have harnessed the value of digital and technology, blood services have been slow to engage fully and consequently are missing important opportunities. We must grasp how data, digital and new technologies could disrupt our future while at the same time seizing the opportunities to gain value from them.

What we will do:

- Identify the top 3 or 4 opportunities for the blood sector relevant to donors, workforce and customers.
- Generate leading practices and possible solutions for use in individual blood services including risk mitigation.



ABOs Areas of Mastery

ABO has a suite of existing capabilities (our areas of mastery), and in 2020-2024 ABO will continue to drive performance improvement by:

- Leveraging benchmarking and deep sector knowledge.
- Offering insights to critical blood sector challenges through partnership and innovation.
- Providing global thought leadership that can be translated into local operational reality.
- Delivering leading edge environmental horizon scanning.