

ABO Strategic Plan

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*Collaborating to solve at scale,
what none of us can solve alone*



Foreword and Strategic Context

As Chair of the Alliance of Blood Operators (ABO), it is my privilege to present our strategic plan, which will guide the work we do as a collective group of blood services. Since our establishment in 2002, the ABO has been a powerful network of leading, not-for-profit blood services, united by a commitment to collaboration, innovation, and excellence.

Our six member organisations – American Red Cross (USA), Canadian Blood Services (Canada), Australian Red Cross Lifeblood (Australia), NHS Blood and Transplant (England, UK), Sanquin Blood Supply Foundation (Netherlands), and Vitalant (USA) – operate across five countries but are bound by a common purpose: advancing the future of blood and biotherapies by collaborating to solve at scale what none of us can solve alone. Together, we share expertise, address sector-wide challenges, and strive for continuous improvement in everything we do.

The global blood sector is undergoing significant transformation, driven by rapid advancements in technology, shifting clinical needs, and evolving donor expectations. It is constantly being shaped by other external influences including geopolitics, economics, environmental and social factors. To navigate this dynamic landscape and secure operational and sector readiness, the ABO focuses simultaneously on optimising day-to-day operations and addressing the future-focussed transformational requirements of our sector through three strategic goals which focus on donors, the vein-to-vein supply chain, and evolving clinical needs. These goals reflect the collective priorities of our members and our shared ambition to stay at the forefront of change in our sector.

Achieving these goals is grounded in the ABO's three core strengths: horizon scanning, which enables us to anticipate and respond to future challenges; trusted data & shared wisdom, which fosters collaboration and drives informed decision-making; and innovation through collaboration & partnerships, which empowers us to pioneer new solutions together.

This strategic plan is intended to be a living document. It reflects the dedication of our members to advancing the global blood sector and ensuring it continues to meet the needs of patients today and in the future. I look forward to working with our members, partners, and stakeholders as we deliver on this bold plan.



Dr. Graham Sher, O.C.
ABO Chair
Chief Executive Officer,
Canadian Blood Services

About the Alliance of Blood Operators

WHO WE ARE

Established in 2002, the Alliance of Blood Operators (ABO) is **a network of leading, not-for-profit blood services** committed to advancing the global blood sector. Our six member organisations include the American Red Cross, Canadian Blood Services, Lifeblood, NHS Blood and Transplant, Sanquin, and Vitalant.

OUR PURPOSE

Guided by its Board of CEOs, the ABO is united by a shared purpose: **advancing the future of blood and biotherapies by collaborating to solve at scale what none of us can solve alone.**

OUR VALUES

- **People First – Always:** We exist to serve donors, patients, communities and our workforces.
- **Stronger Together:** We thrive on rapid, proactive collaboration to drive better outcomes for everyone we serve.
- **Respect Without Exception:** We treat every person with fairness, empathy and respect.
- **Integrity at Our Core:** We do what's right, transparently and ethically.
- **Pursuit of Excellence:** Quality and continuous learning fuel our mission.
- **Anticipate change:** In a rapidly evolving world, we anticipate change and apply innovative thinking to embrace new ideas and opportunities.

OUR PARTNERSHIPS

In addition to our member-driven collaboration, ABO maintains strong partnerships with leading organisations such as the European Blood Alliance (EBA) and the Asia-Pacific Blood Network (APBN), amplifying our collective impact across the global blood sector.



Our Strategic Plan

Three Strategic Goals



Advance the
customer (donor) value proposition



Innovate and optimise
supply chains



Anticipate future products
and services

Two Key Enablers



Data, digital &
emerging
technologies



People talent

Three Core Strengths



Horizon
scanning



Trusted data
& shared
wisdom



Innovation through
collaboration &
partnerships

We apply core optimisation (mode 1) and transformational (mode 2) abilities and thinking across delivery of our goals, enablers and core strengths to secure operational readiness and security for our organisations and our industry

OUR PURPOSE

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Our Strategic Goals: What and Why



Advance the customer (donor) value proposition

What:

We will focus on evolving expectations and needs of donors and our advocates within the community in a rapidly changing world to help our members build sustainable, healthy donor communities that feel valued, empowered and inspired to keep giving.

By sharing insights, we support our members to both understand donor expectations and enable donor relationships that retain existing and attract future donors.

Why

- Changing demographics
- The “Transition Generation”
- Shifts in consumer behaviour
- Technology acceleration and convergence
- Globalisation challenges



Innovate and optimise supply chains

What:

As critical components of each member’s national healthcare infrastructure, we will focus on ensuring the communities our members serve have access to life-saving and life-improving products and services.

By identifying data-driven insights and sharing our experiences implementing emerging technologies, we support members to run efficient, resilient and sustainable supply chains to meet patient needs.

Why

- Technology acceleration and convergence
- Climate change and environmental impact
- Economic pressures
- Resource optimisation
- Vendor vulnerabilities
- Geopolitical instability
- Health equity



Anticipate future products and services

What:

We will focus on monitoring and engaging in developments in clinical practice to guide our research and development efforts, encourage innovation and establish strategic partnerships.

By anticipating clinical needs and aligning product development with global demand trends, we ensure our products and services are relevant and required. A close watch on the biotech sector, the expansion of precision medicine and specialised services, such as cellular and gene therapies, will inform and enhance development and delivery of products that improve health outcomes.

Why

- Advances in healthcare
- Shifting disease patterns
- Aging populations
- Resource optimisation
- Health equity



Delivering Our Strategy

We purposefully designed our Strategic Plan to be a living document, enabling flexibility and adaptation of our actions and outcomes as our sector evolves. We will focus on exploring future business models, emerging opportunities and ensuring strategic readiness for disruptive change in our sector. We will deliver the plan through a structured Execution Plan, overseen by our Board of member organisation CEOs, coordinated through our Secretariat. Three Steering Committees made up of senior organisational leaders, each supported by working groups and communities of practice, will deliver key actions linked to our strategic goals and evolving operating environment.



Our Strategic Plan

Three Strategic Goals



Two Key Enablers



Three Core Strengths



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