Each year, NHS Blood and Transplant (NHSBT) requires 1.6 million units of blood to meet the needs of patients across England. To keep up with the demand, they need 200,000 new donors each year. Even with help from partners like Microsoft, there’s still a crucial element to the blood and organ supply that’s missing. That element is you.

This infographic shows you how Microsoft is helping to modernise the donation process, and how you can take part in saving lives across the country.

Scheduling
Donors can use the NHSBT donation site or app to register and book an appointment. The site and app are user-friendly, fast, and available 24/7. You can book online, in the app, or by phone. The site allows donors to track their appointment.

Processing
Donated blood is taken to the blood centre, where it is cleaned, separated, stored, and prepared for use. Each bag contains more than enough plasma and red cells and is tested through a variety of ways.

Blood is then assigned to patients based on their compatibility, and can be tracked as it moves through the system.

Distributing
NHSBT have streamlined the process for hospitals and labs getting the blood they need when they need it. Using OBOS (NHSBT Online Blood Ordering System), hospital staff can order and track blood components.

Using
Once ordered, NHSBT blood may end up being used in any number of locations. This includes on air-ambulances transferring accident victims, in hospital A&E departments, during scheduled surgery or childbirth, and at transfusion services for people with chronic conditions such as cancer, anaemia or other blood disorders.

All that’s missing is you
NHSBT have been able to partner with Microsoft to help transform their service and streamline their operations, making sure that the UK’s blood supply remains safe, available, and used effectively. While the technology pieces are in place, the NHSBT have support missing one vital element: the supply—especially young people, Black and South Asian communities, and people with rare blood types.

Register to give blood and book your donation at blood.co.uk

Microsoft Azure powers the NHSBT donor and the NHSBT Give-Blood app, allowing NHSBT to scale up to handle increased traffic when more people donate.

In 2015, during our company blood drives, Microsoft UK employees donated 277 units of blood. Here’s how it broke down by blood type:

- O+ 73
- A+ 90
- B+ 30
- A- 8
- B- 4
- AB- 3
- AB+ 3
- O- 30

New donor* 36
Total 277

Because your blood donations can be tracked and data is stored in Azure, it’s easy for NHSBT to notify donors of where and when their blood has been used.

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During processing lots of data is collected. Microsoft Azure enables any patient, alternative, minor or other variations that might be used.

As you can see, England’s blood supply can make quite a journey. But always that journey starts with people like you.

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