



15th – 17th September

2021

Hamburg, Germany

Programme

Wednesday, 15th September

Time (CET)	Room I	Room II
9.00 am – 10.00 am	PhD course: Welcome & introduction	
10.15 am – 11.45 am	PhD course „Medical focus“ <i>Faculty: Pierre Tiberghien, Wim de Kort</i>	PhD course „Management focus“– <i>Faculty: Silke Boenigk, Eva-Maria Merz, Eamonn Ferguson, Michel Clement</i>
11.45 am – 1.15 pm	Lunch break	
1.15 pm – 2.45 pm	PhD course „Medical and Management focus“ <i>Faculty: Silke Boenigk, Eva-Maria Merz, Eamonn Ferguson, Michel Clement, Wim de Kort</i>	
2.45 pm – 3.15 pm	Coffee break	
3.15 – 3.50 pm	Meet the Editor of <i>Transfusion</i> and <i>Vox Sanguinis</i>	
3.50 pm – 4.20 pm	Meet the Editor: <i>Vox Sanguinis</i> (Katja van den Hurk and Jill Storry) Questions from PhD students	Meet the Editor: <i>Transfusion</i> (Richard Kaufman and Jay Menitove) Questions from the audience
4.20 pm – 4.45 pm	Meet the Editor: <i>Transfusion</i> (Richard Kaufman and Jay Menitove) Questions from PhD students	Meet the Editor: <i>Vox Sanguinis</i> (Katja van den Hurk and Jill Storry) Questions from the audience
5.00 pm	Virtual get-together	

Time (CET)	Room I	Room II	Room III	Room IV
9.00 am – 9.15 am	Welcome to ECDHM 2021!			
9.15 am – 10.00 am	Keynote: "Convalescent Plasma for Treatment of COVID-19: Lessons learned." - Hubert Schrezenmeier			
10.00 am – 10.15 pm	Coffee break			
10.15 am – 11.45 am	Session 1: <i>Blood donor relationship management</i> Chair: Wolfgang Rüstig	Session 2: <i>Communication strategies to increase donations</i> Chair: Edlira Shehu	Session 3: <i>Effects of pandemics on donation safety</i> Chair: Wim de Kort	Session 4: <i>Donor health and eligibility</i> Chair: Michael Müller-Steinhardt
11.45 pm – 1.00 pm	Lunch break			
1.00 pm – 2.30 pm	Session 5: <i>Donor recruitment & donor retention</i> Chair: Lars Eberhart	Session 6: <i>Recent developments in plasma donation</i> Chair: Torsten Tonn	Session 7: <i>Effects of pandemics on donation behavior</i> Chair: Pierre Tiberghien	Session 8: <i>Challenges regarding infection & diseases</i> Chair: Christian Erikstrup
2.30 pm – 2.45 pm	Coffee break			
2.45 pm – 3.30 pm	Keynote: "Utilizing Identity To Increase Donations: Research-based Insights" - Karen Winterich			
3.30 pm – 4.00 pm	Coffee break			
4.00 pm – 5.30 pm	Session 9: <i>Donor behavior mechanisms</i> Chair: Silke Boenigk	Session 10: <i>Dealing with donor deferrals</i> Chair: Eva-Maria Merz	Session 11: <i>Current issues in donor health</i> Chair: Tamam Bakchoul	Session 12: <i>Dealing with iron deficiency</i> Chair: Katja van den Hurk
5.35 pm	Virtual get-together			

Friday, 17th September

Time (CET)	Room I	Room II
9.15 am – 10.45 am	Special Session I: <i>How social relations shape blood donation behavior</i>	
10.45 am – 11.00 am	Coffee break	
11.00 am – 12.30 pm	Special Session II: <i>The tricky business of incentives</i>	
12.30 am – 1.30 am	Lunch break	
1.30 pm – 3.00 pm	Special Session III: <i>Donor iron management: Pros and cons of existing strategies</i>	Workshop <i>The Route to Digital Donor Management</i> Chair: Martin Oesterer (GRC Blood Donation Service), Lars Eberhart (Austrian Red Cross)
3.05 pm – 3.30 pm	Closing remarks	

Thursday, 16 th September – SESSION 1	
10.15 am – 11.45 am	Blood donor relationship management <i>Chair: Wolfgang Rüstig</i>
10.15 am – 10.30 am	“Our people won’t feel it is important unless you come directly to us”: Employing co-design with Polynesian-Australian communities to increase blood donation and help find a rare blood type <i>Luke Gahan, Barbara Masser, Kyle Jensen</i>
10.40 am – 10.55 am	Transgender Donors and Blood Donation in the Irish Blood Transfusion Service <i>Jennifer Harkin, Shonagh Ward, Louise Pomeroy, Ellen McSweeney</i>
11.05 am – 11.20 am	Knowing the donor. The setting up of a Donor Relationship Management system to improve the knowledge, engagement and satisfaction of donors <i>Carles Garcia, Antoni Masi, Manel Gastó, Xavi Villalvilla, Eli Buxó, Cristina Moya, Aurora Masip</i>
11.30 am – 11.35 am	The Effect of Smoking on Infection Risk in Healthy Blood Donors <i>Bertram Dalskov Kjerulff, Kathrine Agergård Kaspersen, Khoa Manh Dinh, Susan Mikkelsen, Erik Sørensen, Kaspar René Nielsen, Mie Topholm Bruun, Henrik Hjalgrim, Ole Birger Pedersen, Lise Wegner Thørner, Henrik Ullum, Klaus Rostgaard, Torben Sigsgaard, Christian Erikstrup</i>
11.40 am – 11.45 am	Integrating a biobank into a traditional blood bank: a protocol for the Sanquin Blood Supply Foundation biobank <i>Lotte van Dammen, M. de Bakker, Maartje van den Biggelaar, Ellen van der Schoot, A.W.M. van Weert, Eva-Maria Merz, Elisabeth M.J. Huis in ’t Veld, Eric Boersma, Isabella Kardys, Věra M.J. Novotný, Hans Zaijier, Katja van den Hurk</i>

Thursday, 16th September

Thursday, 16 th September – SESSION 2	
10.15 am – 11.45 am	Communication strategies to increase donations <i>Chair: Edlira Shehu</i>
10.15 am – 10.30 am	Blood donation narratives on social media: a topic modeling study <i>Steven Ramondt, Peter Kerkhof, Eva-Maria Merz</i>
10.40 am – 10.55 am	How and why charities should provide feedback to their donors <i>Pascal Güntürkün, Nils Wlömert, Lars Eberhart, Martin Schreier</i>
11.05 am – 11.20 am	Retain Donors by Sharing Past Donation Use Evidence from Red Cross Blood Donors <i>Besarta Veseli, Edlira Shehu, Michel Clement, Karen Page Winterich</i>
11.30 am – 11.35 am	A little birdy told me you save lives? Blood donation, twitter, and signalling <i>Barbara Masser, Michael Lam, Barnaby Dixson</i>
11.40 am – 11.45 am	Same, same, but different: What does donating blood uniquely signal? <i>Barbara Masser, Michael Lam, Barnaby Dixson</i>

Thursday, 16th September

Thursday, 16 th September – SESSION 3	
10.15 am – 11.45 am	Effects of pandemics on donation safety <i>Chair: Wim de Kort</i>
10.15 am – 10.30 am	Approaches to guarantee the safety and the blood supply continuity adopted by Lisbon Blood Centre during the first year of COVID-19 <i>Ana Paula Sousa, Leonilde Outerelo, Ana Cristina Figueiredo, Eugenia Vasconcelos, Lurdes Tavares, Conceição Malcata, Matilde Santos, Sofia Gouveia</i>
10.40 am – 10.55 am	Rapid increase of SARS-CoV-2 seroprevalence in Dutch blood donors <i>Franke Quee, Katja van den Hurk, Ed Slot, Michel Molier, Hans L. Zaaijer, Boris M. Hogema</i>
11.05 am – 11.20 am	Vasovagal reactions are more common in COVID-19 Convalescent Plasma Donors (CCP) whole blood donors than in non CCP whole blood donors <i>Lorna McLintock, Nicole Priddee, David Fisher</i>
11.30 am – 11.35 am	Detection of arrhythmias in convalescent plasma donors following recovery from SARS-CoV-2 infection <i>Penny Wimbleton, Charlotte Washington</i>
11.40 am – 11.45 am	Establishing Serosurveillance of COVID-19 in Wales <i>Sian James, Courtney Morris, Sophie Harker, Daniel Thomas, James Murphy, Ben Davies</i>

Thursday, 16th September

Thursday, 16 th September – SESSION 4	
10.15 am – 11.45 am	Donor health and eligibility <i>Chair: Michael Müller-Steinhardt</i>
10.15 am – 10.30 am	Considerations for Screening of Blood Donations Destined for Fractionation for Parvovirus B19 DNA and Hepatitis A virus RNA in England <i>Sarah Williams, Jeremy Ratcliff, Peter Simmonds, Heli Harvala</i>
10.40 am – 10.55 am	Risk of common autoimmune disease in Danish blood donors <i>Thorsten Brodersen, Klaus Rostgaard, Cathrine Juel Lau, Knud Juel, Jesper Thorvald Troelsen, Susanne Gjørup Sækmose, Christian Erikstrup, Kaspar Rene Nielsen, Mie Topholm Bruun, Sisse Rye Ostrowski, Henrik Hjalgrim, Ole Birger Vesterager Pedersen</i>
11.05 am – 11.20 am	Better protection for donors of Tissues and Cells: What can we learn from national biovigilance reporting? <i>Josephine W.M. Heijnen, Johanna C. Wiersum-Osselton, Arlinke G. Bokhorst</i>
11.30 am – 11.35 am	Human Breast Milk Bank Frankfurt <i>Sarah Dombos, Veronika Brixner, Sarah Dombos, Mesut Karatas, Sebastian Haase, S. Philippi, Horst Buxmann, Rolf Schlößer, Erhard Seifried</i>
11.40 am – 11.45 am	Delayed blood donor adverse events reported at NHSBT 2015-2020 <i>Shruthi Narayan, Shaminie Shanmugaranjan, Alexandra Griffiths</i>

Thursday, 16th September

Thursday, 16 th September – SESSION 5	
1.00 pm – 2.30 pm	Donor recruitment & donor retention <i>Chair: Lars Eberhart</i>
1.00 pm – 1.15 pm	Warming up Cooler Cooperators <i>Eamonn Ferguson, Claire Lawrence, Sarah Bowen, Carley N. Gemelli, Amy Rozsa, Konrad Niekrasz, Anne van Dongen, Lisa A. Williams, Amanda Thijsen, Nicky Guerin, Barbara Masser, Tanya E. Davison</i>
1.25 pm – 1.40 pm	The impact of marketing interventions on prosocial behavior <i>Sabrina Sandner, Sinika Studte, Valentyna Melnyk, Michel Clement</i>
1.50 pm – 2.05 pm	Why cooperative defaults undermine inclusive fitness: The case of living organ donations <i>Pascal Güntürkün, Sinika Studte, Eamonn Ferguson, Eva-Maria Merz, Michel Clement, Jonathan Tan, Elisabeth Huis in 't Veld</i>
2.15 pm – 2.20 pm	Is it possible to hold a blood donation marathon during a pandemic? <i>Manel Gastó Rodríguez, Laura Munné, José Antonio Pellejero, Lluís Trillo, Aurora Masip</i>
2.25 pm – 2.30 pm	Recruitment of Blood Donors of non-Caucasian Ethnicity <i>Vildana Pehlic, Andreas Holbro, Gregor Stehle, Andreas Buser, Laura Infanti</i>

Thursday, 16th September

Thursday, 16 th September – SESSION 6	
1.00 pm – 2.30 pm	Recent developments in plasma donation <i>Chair: Torsten Tonn</i>
1.00 pm – 1.15 pm	Short-Term Health Outcomes Following Plasma- and Platelet Donation: A Nationwide, Retrospective Cohort Study <i>Fredrik Toss, Jingcheng Zhao, Rut Norda, Gustaf Edgren</i>
1.25 pm – 1.40 pm	Achieving Plasma Self-Reliance <i>Asuka Burge</i>
1.50 pm – 2.05 pm	COVID-19 convalescent plasma donations: incidence of donor complications in comparison to other plasma donations <i>Joke van Marion, Mariël Casparie, Johanna Wiersum-Osselton, Fernando Gonzalez Garcia, Liesbeth Roos</i>
2.15 pm – 2.20 pm	Increased D-dimers in large haematoma after plasma donation <i>Niubel Díaz Padilla, Fernando Gonzalez García, Věra M.J. Novotný</i>
2.25 pm – 2.30 pm	COVID-19 convalescent plasma, the Northern Ireland BTS experience <i>Andrea Piccin, Barbara Mullin, Asma Sadiq, Joanne Murdock</i>

Thursday, 16 th September – SESSION 7	
1.00 pm – 2.30 pm	Effects of pandemics on donation behavior <i>Chair: Pierre Tiberghien</i>
1.00 pm – 1.15 pm	Blood donation in times of crisis: Early insight into the impact of COVID-19 on blood donors and their motivation to donate across European countries <i>Torsten Chandler, Sebastian Neumann-Böhme, Iryna Sabat, Pedro Pita Barros, Werner Brouwer, Job van Exel, Jonas Schreyögg, Aleksandra Torbica, Tom Stargardt</i>
1.25 pm – 1.40 pm	Maintaining trust in a pandemic: Blood collection agency messaging to donors and the public during the early days of COVID-19 <i>Rachel Thorpe, Jennie Haw, Kelly Holloway</i>
1.50 pm – 2.05 pm	Education and blood donation: a polygenic score approach <i>Ting Li, René Bekkers, Eva-Maria Merz</i>
2.15 pm – 2.20 pm	Examining knowledge translation in blood donor research: a review of vasovagal reaction literature <i>Amanda Thijsen, Barbara Masser, Tanya E. Davison, Sarah P. Kruse, Anna Williamson</i>
2.25 pm – 2.30 pm	Standardized post-exposure questionnaire to detect possible infection route(s) in positively screened donors: Swiss experience <i>Soraya Amar El Dusouqui, Anja Grzesiczek, Caroline Tinguely, Christoph Niederhauser, Tiziana Janner</i>

Thursday, 16 th September – SESSION 8	
1.00 pm – 2.30 pm	Challenges regarding infection & diseases <i>Chair: Christian Erikstrup</i>
1.00 pm – 1.15 pm	A new national donor vigilance system in Denmark <i>Christina Mikkelsen, Mie Topholm Bruun, Louise Ørnskov Petersen, Sys Hasslund, Rune Larsen, Bitten Aagaard, Betina Samuelsen Sørensen</i>
1.25 pm – 1.40 pm	Complications reported in COVID-19 convalescent plasma donors- NHSBT experience <i>Shruthi Narayan, Shaminie Shanmugaranjan, Alexandra Griffiths, Dave Roberts</i>
1.50 pm – 1.55 pm	Estimation of SARS-CoV-2 infection fatality rate by age and comorbidity status using antibody screening of blood donors during the COVID-19 pandemic in Denmark <i>Kathrine Agergård Kaspersen, Lotte Hindhede, Jens Kjærgaard Boldsen, Susan Mikkelsen, Lasse Vestergaard, Ann-Sofie Nicole Berthelsen, Ida Rask Moustsen-Helms, Dorte Kinggaard Holm, Anna Christine Nilsson, Mie Topholm Bruun, Susanne Gjørup Sækmose, Erik Sørensen, Lene Holm Harritshøj, Bitten Aagaard, Henrik Hjalgrim, Søren Thue Lillevang, Charlotte Sværke Jørgensen, Tyra Grove Krause, Henrik Ullum, Ole Birger Vestager Pedersen, Sisse Rye Ostrowski, Christian Erikstrup.</i>
2.00 pm – 2.05 pm	SARS-CoV-2 antibody sero-prevalence in established blood donors in Oslo Blood Center, winter/spring 2021 <i>Lise Sofie H. Nissen-Meyer, Elisabeth Lauvbakk</i>
2.10 pm – 2.15 pm	Dynamics of blood banking during COVID-19 pandemic <i>S.V. Skorikova, J.J. Bibekov, L.V. Yun, Z.E. Almenova, S.T. Musilimova, S.P. Kaseinova, S.A. Abdrakhmanova</i>
2.20 pm – 2.25 pm	False-positive syphilis screening results in blood donors <i>Magdalini Pape, Vasiliki Bakaloudi, Ioannis Moschos, Chrisa Pargiana, Parthena Lazaridou, Dimitris, Pisokas, Pashalia Poulioudi, Aikaterini Boukouvala, Christina Andrikopoulou, Soutana Nikolaidou, G. Nikolaidis, I. Pentsiou, Anna Constantinidou, Fotis Girtovitis, Elli Ntinopoulou, George Kaltsounis, V. Voulgaridou, Maria Chatzikyrou.</i>
2.30 pm – 2.35 pm	Older donors during COVID-19: Perspectives on and impact of stay-at-home advice on donation behaviour <i>Rachel Thorpe, Kyle Jensen, Barbara Masser</i>

Thursday, 16 th September – SESSION 9	
4.00 pm – 5.30 pm	Donor behavior mechanisms <i>Chair: Silke Boenigk</i>
4.00 pm – 4.15 pm	Fear and Fainting: who, what and where? <i>Elisabeth Huis in 't Veld, Judita Rudokaite</i>
4.25 pm – 4.40 pm	Dimensions of Trust and Distrust in majority White and Ethnic Minority blood donors and non-donors: Identifying Targets for Recruitment <i>Eamonn Ferguson, Erin Dawe-Lane, Zaynah Khan, Claire Reynolds, Katy Davison, Dawn Edge, Susan R. Brailsford</i>
4.50 pm – 5.05 pm	Blood donors' acceptance of donation appointment-scheduling systems under COVID-19 <i>Carolin Saltzmann, Silke Boenigk</i>
5.15 pm – 5.30 pm	Factors affecting voluntary blood donations among adults in Metro Manila, Philippines as a basis for policy improvement on donor recruitment <i>Arnold Christian A. Mappala, Chloie Anne L. Alican, Daphne Cherlott T. Dulay, Sophia Catherine A. Mancita, Beatrice Ysabel G. Utanes, Benjie M. Clemente</i>
5.35 pm – 5.40 pm	FAINT: FACial Infrared Thermal imaging in the prevention of needle induced fainting. <i>Judita Rudokaite, Mart Janssen, Sharon Ong, Elisabeth Huis in 't Veld</i>
5.45 pm – 5.50 pm	Current state of blood supply service in the republic of Kazakhstan <i>S.A. Abdrakhmanova, K. Kh. Zhangazieva, A.N. Khalykova</i>

Thursday, 16 th September – SESSION 10	
4.00 pm – 5.30 pm	Dealing with donor deferrals <i>Chair: Eva-Maria Merz</i>
4.00 pm – 4.15 pm	Extra information increases the return of deferred whole blood donors: Results from a field randomized controlled trial in the Netherlands <i>Marloes Spekman, Theo van Tilburg, Eva-Maria Merz</i>
4.25 pm – 4.40 pm	Avoiding disappointment: Identifying which donation appointments are most likely to result in a deferral <i>Carley N. Gemelli, Surendra Karki</i>
4.50 pm – 5.05 pm	Increase in low haemoglobin deferral rates following implementation of new haemoglobin point of care analyzers <i>Lorna McLintock, Colin Robertson, Pauline Stewart, Sandra McLachlan, Debbie McNaughton</i>
5.15 pm – 5.20 pm	Does deferral induce bad blood in donors? A qualitative interview study about the experiences of temporarily deferred donors <i>Marloes Spekman, Eva-Maria Merz</i>
5.25 pm – 5.30 pm	An Electronic Donor Health Questionnaire may decrease blood donor deferral rate <i>Johanna Castrén, Mikko Arvas, Martti Syrjälä</i>

Thursday, 16 th September – SESSION 11	
4.00 pm – 5.30 pm	Current issues in donor health <i>Chair: Tamam Bakchoul</i>
4.00 pm – 4.15 pm	Increased Platelet Collections Prompted by Gratitude Messages from Patients to Their Specific Donors <i>Justin Redwine, John Armitage</i>
4.25 pm – 4.40 pm	Effect of genetic variation in the MAPKAPK5 gene on red blood cell and platelet function <i>Tamir Kanias, Kelsey Hazegh, Marcus Muench, Rachael Jackman, Sonia Bakkour, Alvin Hui, Orlando Esparza, Pavel Davizon-Castillo, Pramod Sahadevan, Matthias Gaestel, Fang Fang, Grier Page</i>
4.50 pm – 5.05 pm	Horiba Micros ES 60 blood cell analyzer in donor eligibility: a validation study <i>Vincenzo De Angelis, Silvia Tillati, Ilaria Pati, Michela Delle Donne, Alessandra Meneghel, Donatella Londero</i>
5.15 pm – 5.20 pm	Whole blood donation and risk of cardiovascular diseases in Australian blood donors <i>Surendra Karki, Andrew Hayen, Tanya Davison, David O. Irving</i>
5.25 pm – 5.30 pm	Immunoglobulin shortage and its factors in Japan <i>Makiko Sugawa</i>

Thursday, 16 th September – SESSION 12	
4.00 pm – 5.30 pm	Dealing with iron deficiency <i>Chair: Katja van den Hurk</i>
4.00 pm – 4.15 pm	Ferritin-guided iron supplementation in whole blood donors: Optimal dosage, donor Response, return, and Efficacy (FORTE) – a randomized controlled trial protocol <i>Jan Karregat, Maïke G. Sweegers, Franke A. Quee, Henriëtte H. Weekamp, Dorine W. Swinkel, Věra M. J. Novotny, Hans L. Zaaijer, Katja van den Hurk</i>
4.25 pm – 4.40 pm	Ferritin-Guided Management of Blood Donors with a Marginally Low Pre-Donation Haemoglobin and Its Effect on Donor Return and Retention <i>Monique A. Debattista, Sandra Cutajar, George Galea</i>
4.50 pm – 5.05 pm	New genetic variant for iron deficiency anemia and Hb-deferral at chromosome 17 in gene RNF43 <i>Mikko Arvas, Jarkko Toivonen, FinnGen consortium</i>
5.15 pm – 5.20 pm	Factors associated with iron deficiency and how they can be used in blood donor selection processes <i>Sofie Ekroos, Mikko Arvas, Johanna Castrén</i>
5.25 pm – 5.30 pm	Ferritin measuring in donors at the North Estonia Medical Centre's Blood Centre <i>Astrid Pihlak, Riin Kullaste, Gulara Khanirzayeva, Merle Vahter</i>
5.35 pm – 5.40 pm	Perceptions of whole blood donors on iron supplementation: a qualitative focus group study <i>Jan Karregat, Dayna Blokhuis, Katja van den Hurk</i>

Friday, 17th September

Friday, 17 th September – Special Session 1	
9.15 am – 10.45 am	How social relations shape blood donation behavior <i>Panel leader: Eva-Maria Merz / Organizer: Eva-Maria Merz and Joris Schröder</i>
9.15 am – 9.45 am	Spillovers of prosocial motivation: Evidence from an intervention study on blood donors <i>Lorenz Goette</i>
9.45 am – 10.15 am	Sustaining Prosocial Behavior Through Social Contagion: Normative and Informational Social Influence on Blood Donations <i>Joris Schröder</i>
10.15 am – 10.45 am	Learnings from Australian Red Cross Lifeblood: Lifeblood Teams program <i>Batya Atlas</i>

Friday, 17th September

Friday, 17 th September – Special Session 2	
11.00 am – 12.30 am	The tricky business of incentives <i>Panel leader: Lars Eberhart / Organizer: Eva-Maria Merz and Caroline Graf</i>
11.00 am – 11.30 am	The importance of choice to optimise the effectiveness of incentives on blood donation behaviour <i>Kathleen Chell</i>
11.30 am – 12.00 am	Competing for blood: Competitive effects of paid plasma donations on non-paid blood donations <i>Pascal Güntürkün</i>
12.00 am – 12.30 am	Social norms explain the inconsistent effects of incentives on prosocial behavior <i>Caroline Graf</i>

Friday, 17th September

Friday, 17 th September – Special Session 3	
1.30 pm – 3.00 pm	Donor Iron Management: Pros and Cons of Existing Strategies <i>Panel leader: Katja van den Hurk / Organizer: Katja van den Hurk and Johanna Castrén</i>
1.30 pm – 2.00 pm	Donor iron deficiency mitigation policy in Finland <i>Johanna Castrén</i>
2.00 pm – 2.30 pm	Donor iron deficiency mitigation policy in Denmark <i>Christian Erikstrup</i>
2.30 pm – 3.00 pm	Donor iron deficiency mitigation policy in the Netherlands <i>Katja van den Hurk</i>

Friday, 17th September

Friday, 17 th September – Workshop	
1.30 pm – 3.00 pm	The Route to Digital Donor Management <i>Panel leader: Martin Oesterer, Lars Eberhart</i>
1.30 pm – 3.00 pm	Content: Email invitation, booking systems, apps or digitalization of the medical history form: Various digital topics have accelerated in the last one and a half years - and thus fundamentally changed the donation experience. The workshop will use Germany and Austria as examples to outline how far and how quickly the individual topics have developed in the two regions. Following impulse contributions that touch on the respective status quo and the challenges that have arisen, the workshop will offer extensive time for exchanging experiences and best practices.