
INFORMATION ONLY

Implementation of a National Hospital Customer Feedback Form

Customer Letter # 2014-12

2014-08-27

Dear Customer:

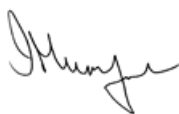
On September 15th, 2014, a National Hospital Customer Feedback form will be available from www.blood.ca by following the links to the “Hospital Customer Forms” section. A draft copy of the form has been attached for reference purposes to this Customer Letter.

This form will standardize how each Canadian Blood Services site processes and responds to feedback received from our hospital customers (note that this form does not replace the current Adverse Reaction Reporting process). By standardizing the feedback process, it can be assured that hospitals’ comments and concerns will be addressed to enhance safety and to improve our relationships with our customers.

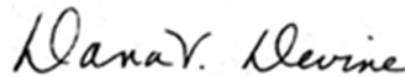
As the hospitals and each Canadian Blood Services site transition to the National Hospital Customer Feedback form, usage of the current local forms and processes for submitting hospital feedback may continue. However, **by no later than November 17th, 2014**, all site forms will be rescinded from the “Hospital Customer Forms” section on the internet so that only the new feedback form will be available.

This Customer Letter can also be viewed at www.blood.ca in the “Hospitals” section. If you have questions about this Customer Letter, please contact your local Hospital Liaison Specialist.

Sincerely,



Ian Mumford
Chief Supply Chain Officer



Dana Devine, Ph.D.
Chief Medical & Scientific Officer

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