**Thursday 27th May 2021**

**IBTS publishes organisation strategy ‘Connections that Count 2021 to 2025’**

The Irish Blood Transfusion Service (IBTS) today (Thursday) published its organisation strategy for the next five years.

IBTS CEO Orla O’Brien said that blood transfusion remains a critical part of modern healthcare. “Connections that Count has been devised after a lengthy process of consultation throughout 2020 involving internal and external stakeholders. The onset of COVID-19 forced us to rapidly introduce new ways of working and do many things differently and in the process revealed us as a dynamic and agile organisation. Taking this learning and the outputs of the consultation process, we distilled our priorities into a plan that will stretch and challenge us in its ambition”.

“The three pillars of our strategy, supporting better health care; achieving operational excellence; and improving customer experience will be enabled by technology, quality, partnerships, our people and our culture”.

The ambition in this plan rests heavily on the implementation of new technology which will underpin a lot of the projects identified over the lifetime of the strategy. There will be opportunities during the timeframe to assess where we are with progress and in response to changing circumstances reprioritise if necessary.

IBTS Medical & Scientific Director Professor Stephen Field said that the plan provided the IBTS with a clear road map for future developments in our blood, blood components and tissue services. “As we bring our strategic priorities to life through carefully considered decision-making and focused action, we will be guided, as always, by the principle of providing safe blood and tissue services to the people of Ireland. We remain committed to being an agile and responsive organisation, and upholding the highest standards of safety and quality,” he added.

**ENDS**