

The Importance of Patient Blood Management (PBM)

PBM is a patient-centered approach that addresses multiple risk factors for adverse medical outcomes. This series of webinars will introduce the concept of PBM, discuss the pivotal role of managing blood loss, and highlight the wins that can be achieved with a PBM program.

Each webinar will be followed by a live Q&A with respective speaker.

Part 1: An Introduction to PBM

Speaker: Axel Hofmann, PhD

Date/Time: Wednesday, February 16, 10:00 AM EST

[REGISTER NOW](#)

Part 2: Pivotal Role of Managing Blood Loss

Speaker: Aryeh Shander, MD, FCCM, FCCP

Date/Time: Wednesday, February 23, 10:00 AM EST

[REGISTER NOW](#)

Part 3: Multiple Wins with PBM

Speaker: Axel Hofmann, PhD

Date/Time: Wednesday, March 9, 10:00 AM EST

[REGISTER NOW](#)

Speaker Bios

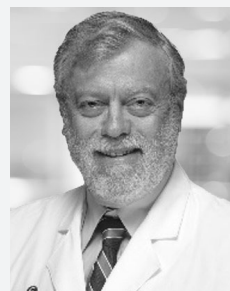


Axel Hofmann, PhD

Adjunct Professor, Health and Medical Science, University of Western Australia and Visiting Professor, Anesthesiology, University Hospital, Zurich, Switzerland

An expert in PBM, Dr. Hofmann focuses his research on the

economic impact and implementation of PBM in both the public health sector and large hospital systems. He serves as Chair of the World Health Organization External Steering Committee and has presented in more than 60 countries. He is a founding member of the Society for the Advancement of Blood Management (SABM), where he currently serves as an advisory board member.



Aryeh Shander, MD, FCCM, FCCP

Executive Medical Director, The Institute for Patient Blood Management and Bloodless Medicine and Surgery, Englewood Hospital, NJ

In addition to serving as medical Director at Englewood Hospital, Dr. Shander is an Adjunct Professor

of Anesthesiology at Icahn School of Medicine and a professor of anesthesiology at Rutgers New Jersey Medical School. He lectures internationally on topics related to Anesthesiology, Critical Care medicine, and PBM. Dr. Shander is a founding member and past President of the National Anemia Action Council, and a founding member and President-elect of the Society of Critical Care Anesthesiologists. In 1997, he was recognized by *Time* magazine as one of America's "Heroes of Medicine."