

# Designing mobile apps to make blood transfusion safer

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Arts & Humanities  
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**97% of errors in  
blood transfusion  
are down to  
human factors.**

Langham 2012

Photo: Daniel J. Redding



Smart phones  
are used in  
clinical practice  
by every other  
medical student  
and doctor.

Franko & Tirrell 2011

Photo: Lauri Kulpsoo





There is an  
“absence of high-  
quality [...] apps  
despite a strong  
desire among  
physicians and  
trainees.”

Franko & Tirrell 2011



Junior doctors and students “endorse the development of more apps to support their education and clinical practice.”

Payne, Wharrad & Watts 2012



Photo: wikimedia contributor Gigabyte250

Reducing transfusion errors has  
health and economic benefits.

Good design is vital for making  
this happen.

Thank you

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