Designing mobile apps to make blood transfusion safer

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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 highquality [...] apps despite a strong desire among physicians and trainees."

Franko & Tirrell 2011

Original photo: Osman Kalkavan

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

Payne, Wharrad & Watts 2012

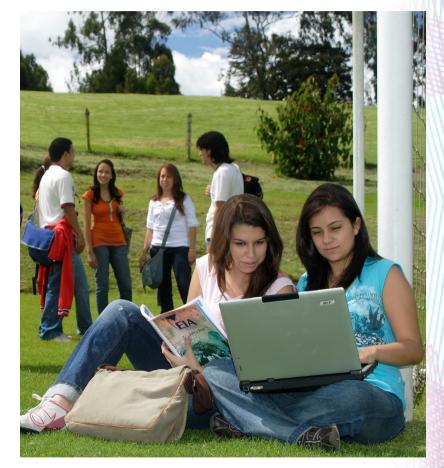


Photo: wikimedia contributor Gigabyte250

Reducing transfusion errors has health and economic benefits.

Good design is vital for making this happen.

Thank you

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