



**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

**HEALTH SCIENCES AUTHORITY AND SINGAPORE RED CROSS
LAUNCH “DONATEBLOOD” – THE FIRST ALL-IN-ONE
MOBILE APP FOR BLOOD DONORS IN SINGAPORE**

SINGAPORE, 28 SEPTEMBER 2021 - The Health Sciences Authority (HSA) and the Singapore Red Cross (SRC) have jointly launched the nation’s first DonateBlood mobile app. This is part of the National Blood Programme’s digital initiatives to improve blood donors’ experience by making the blood donation process more convenient. The DonateBlood app was created as a companion app for blood donors, to allow them to conveniently perform blood donation-related actions anytime and anywhere with their mobile phone.

2 Donors can now easily retrieve information and access the following services using SingPass:

- My Donation Appointment
- Donation History (including their milestones, total number of donations)
- Update My Particulars
- Health Assessment Form
- Digital Donor Card

Other features include:

- Locate a blood bank
- Educational articles on blood donation
- News and events

3 To ensure that the app has all the features that blood donors would find useful, HSA and SRC gathered blood donors’ feedback and inputs on the user experience (UX) via focus group discussions during the app development phase. HSA will continue to gather user feedback after the launch to further enhance and improve the app.

4 Dr Ang Ai Leen, Group Director of HSA’s Blood Services Group, shared, “We are thankful for the constant support of blood donors and wanted to make blood donation even more convenient. With the launch of this all-in-one DonateBlood app, we hope new donors will find it easier to become a blood donor and for existing donors to donate more regularly.”

5 Mr Benjamin William, Secretary General and CEO of the Singapore Red Cross, added, “The DonateBlood app is part of our ongoing efforts to engage the community and to improve our blood donors’ experience. By empowering donors with information at their fingertips, we

hope to see more healthy individuals, especially youth, make blood donation a part of their lifestyles and galvanise their peers to support this lifesaving cause.”

6 Currently, only 1.8% of Singapore’s residential population are blood donors. Among blood donors, only about 40% donate at least twice a year. Regular blood donations are crucial to ensure a steady blood supply to support the nation’s blood transfusion needs. HSA urges healthy blood donors to continue making regular blood donation a priority and to make an appointment today using the DonateBlood app.

7 DonateBlood app is available for both iOS and Android phone users on the Apple App Store and Google Play Store from today.

About the Health Sciences Authority (HSA)

The Health Sciences Authority (HSA) applies medical, pharmaceutical and scientific expertise through its three professional groups, Health Products Regulation, Blood Services and Applied Sciences, to protect and advance national health and safety. HSA is a multidisciplinary authority. It serves as the national regulator for health products, ensuring they are wisely regulated to meet standards of safety, quality and efficacy. As the national blood service, it is responsible for providing a safe and adequate blood supply. It also applies specialised scientific, forensic, investigative and analytical capabilities in serving the administration of justice. For more details, visit <http://www.hsa.gov.sg/>.

For more updates on public health and safety matters, follow us on Twitter at www.twitter.com/HSAsg.

About HSA’s Blood Services Group

The HSA’s Blood Services Group, as the national blood service, secures the nation’s blood supply by ensuring a safe and adequate blood supply. It is responsible for collecting, processing, testing and distributing blood and blood products to all hospitals in Singapore. It also provides specialist transfusion medicine services in immunohaematology and tissue typing and is actively engaged in the cutting-edge therapeutic research area of cell therapy.

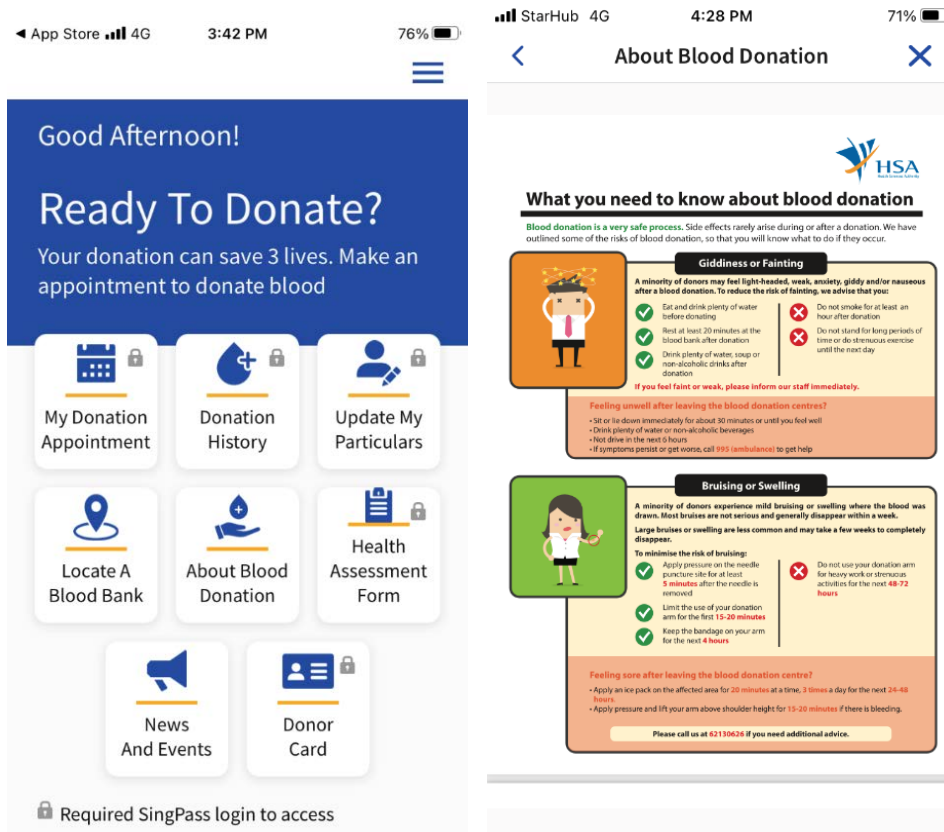
About Singapore Red Cross Blood Donor Programme

The Singapore Red Cross (SRC) was appointed the National Blood Donor Recruiter in April 2001. Together with our partner-in-service, the Blood Services Group of the Health Sciences Authority, we aim to collect sufficient safe blood for the transfusion needs of all our hospitals. The SRC focuses on three main functions in the National Blood Programme:

- Recruitment, Retention and Recognition of blood donors
- Promotion and Education to increase public awareness on the importance of blood donation
- Organisation of mobile blood donation drives in the community

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Screenshots of the DonateBlood app





About Blood Donation

