

A10. MEDICAL STAFF AND BLOOD DONORS RELATIONSHIP: IMPACT ON BLOOD DONATION.

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Even from the very beginning, the potential blood donor will have to interact directly with the medical assistant who will advise and provide him any necessary assistance during the blood donation performance. Thus, the medical staff will inform the potential blood donor about blood donation process, will perform individual evaluation of the potential blood donor, will perform blood collection and pre-donation tests, and provide emergency medical assistance, if any post-donation incidents occur.

This work is dedicated to the activity of medical assistants whose activity is directly related to the people, respectively to the blood donors. BTC medical staff is aware that medical profession should be performed with patience, generosity, compassion, and sincerity, its attention being focused on the person with “medical care needs” who is accepted “as it is”. In our specific activity, the expression “as it is” has a special meaning, the medical act being totally dedicated to the blood donor. The blood donor is a person aged between 18 and 65 years, totally open to blood donation and assuming completely this noble act. In consequence, the medical staff is not confronted with the need and fears of a sick person searching for his health, but with a healthy person, sometimes too shy and nervous, sometimes too impetuous,

determined to donate his blood in order to help the people in need.

The relationship between blood donors and medical staff is an every day challenge due to the individuals' diversity, people with different personalities, social status, culture level, religion or ethnicity. Therefore, the medical staff has the duty to develop a trustful and respectful relationship with the blood donor, serving the common purpose that is a safe and harmless blood donation, as well as a secure and conform blood unit. As a conclusion, we may say that blood donors represent a great variety of individuals, so the medical staff should comply accordingly.

Medical staff and blood donor interaction should be in accordance with the physical and mental status of each individual, in compliance with its understanding capacities that, in association with other helping elements, will lead to a successful blood collection. An inappropriate attitude of the medical might negatively influence the blood donor, generating suspicions and discomfort, affecting thus the blood collection activity. Medical assistant abilities are revealed by both technical and practical knowledge, as well as by the medical care provided for each individual, according to its specific personality and needs. Starting with potential donor registration, passing through all the procedures chain until a successful blood donation, the relationship between medical staff and blood donors prove to be a very important link within the transfusion activity.