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Empowering patients through knowledge: Introducing the My Transfusion app

The Serious Hazards of Transfusion team explain their innovative new patient safety solution.

Published: 22 January 2026

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Blood transfusion is a vital medical procedure. For many patients, however, transfusion can feel daunting, confusing or even frightening. Questions about safety, necessity and risks often arise; patients may struggle to find reliable, accessible information that speaks directly to their needs. Recognising this gap, the Serious Hazards of Transfusion (SHOT) team – working with key transfusion experts and, more importantly, patients themselves – has co-developed a digital solution: the My Transfusion app.

Introduction

The My Transfusion app is more than just a source of information. It is a patient-centred, engaging learning platform designed to empower individuals with knowledge, confidence and clarity about transfusion care. The content is built on national evidence-based guidelines and existing patient information. Furthermore, the app is enriched by the lived experiences of patient representatives.

My Transfusion offers an additional tool to support informed choices and foster shared decision-making in healthcare. My Transfusion also acts as a gateway to broader support networks: it signposts links to NHS transfusion guidelines, relevant resources and videos to help improve understanding.

**WELL INFORMED
PATIENTS MAKE
BETTER CHOICES &
HAVE BETTER
OUTCOMES**



SHOT
Serious Hazards
of Transfusion

Co-development with patients: Lived experience at the core

The My Transfusion app was co-created with patient representatives – their voices, stories and insights shaped every aspect of the app. Patients shared their anxieties, questions and practical challenges around transfusion, ensuring the app addresses real-world concerns.

By involving patients from diverse backgrounds, the app reflects a wide range of experiences, making it relatable and trustworthy. The app empowers patients through collaboration – patients were not passive participants, they were active partners in shaping the app's tone, language and functionality. This co-development process ensures that My Transfusion is not just clinically accurate, but also emotionally resonant and genuinely supportive.



Collaborative and controlled

During the development of My Transfusion, content was reviewed and refined using feedback from transfusion experts, patients and individuals with no previous experience of blood transfusion. By gaining these insights, we developed a unique viewpoint and were able to provide information that:

- is accurate and evidence-based
- is relevant and reflects lived experiences
- answers questions from patients encountering their first blood transfusion, pitched at the correct level.

Grounded in national evidence-based guidelines

Trust matters when it comes to medical information. That's why My Transfusion is built on national evidence-based guidelines and existing patient information sources. The app gives patients and families confidence that the information they rely on is accurate and dependable.

Every piece of content has been reviewed against the latest transfusion standards, ensuring patients receive reliable, clinically accurate and up-to-date information. The app aligns with the standard transfusion practice that UK clinicians follow in hospitals and clinics, reducing confusion and reinforcing trust between patients and healthcare teams. Evidence-based guidance ensures that patients are informed about risks, benefits and alternatives in a balanced, transparent and safety-first way.

By combining clinical expertise with patient-centred design, My Transfusion bridges the gap between technical knowledge and patient understanding.



Flexible learning designed to meet diverse needs

Traditional patient leaflets or websites often present information in static, overwhelming blocks of text. My Transfusion takes a different approach. Self-paced learning allows the app to adapt to users' schedules, whether they want to spend 5 minutes or an hour. Progress tracking lets users mark completed sections, revisit topics and highlight favourites for future reference.

The app provides guided access to further information. Patients can explore topics step by step – key related resources are clearly signposted, giving patients easy access to more information whenever they need it. This engaging format transforms learning from a passive experience into an active journey of discovery, helping patients retain knowledge more effectively.

Accessibility and simplicity: Information for everyone

Medical jargon can be intimidating. My Transfusion breaks down complex concepts into clear, simple language that anyone can understand. The app is available exclusively in English but is written in accessible terms that avoid unnecessary technical detail. The text was assessed using a reading age tool to allow information to be accessible while retaining accuracy.

Visual aids such as infographics and short videos make complex information easier to grasp. The app's inclusive design is optimised for readability, with adjustable text sizes and intuitive navigation.

For patients without a smartphone, or those who prefer not to download an app, My Transfusion is also freely available through a browser version that offers the same content and design for a seamless experience. The website is available here: www.mytransfusion.co.uk.

The app was developed and implemented through a formal change control process, incorporating a readability assessment and user acceptance survey to ensure the app is clear, practical and aligned with user needs.

Key features

Key features and benefits of the My Transfusion app.

Feature	Benefit
Co-developed with patient representatives	Reflects patients' lived experiences and real concerns
Based on national evidence-based guidelines	Ensures accuracy, safety and trust
Streamlined learning modules	Keeps patients engaged and improves retention
Self-paced format	Flexible for busy lives and varying learning styles
Simple, accessible language	Removes barriers to understanding

Progress tracking and favourites	Empowers patients to personalise their learning journey
Signposting to resources	Connects patients to further support and information

Why My Transfusion matters

The app is more than a digital tool – it represents a cultural shift in healthcare. Patients move from passive to active – no longer just recipients of care, they become informed partners in decision-making. By demystifying transfusion, My Transfusion reduces fear and builds reassurance, reducing patients' anxiety and building confidence. Moving from fragmented information to clarity, the app allows patients to access everything they need in one reliable, user-friendly platform.

How My Transfusion supports staff

My Transfusion not only empowers patients but also supports healthcare staff by providing clear, evidence-based information to guide discussions, strengthen confidence and enhance collaborative transfusion care. The app is a reliable reference point, providing staff with accurate, up-to-date information they can trust.

By presenting information in a clear, patient-friendly format, My Transfusion helps staff to guide conversations with patients and families more effectively. Staff gain confidence by knowing they have accessible resources at hand to reinforce their expertise and support shared decision-making.

My Transfusion ensures that both patients and staff are working from the same trusted information, which reduces misunderstandings and improves collaboration. Quick access to signposted resources streamlines communication and supports efficient care delivery.

The future of patient-centred digital health

My Transfusion is part of a broader movement toward patient-centred digital health. As healthcare systems increasingly embrace technology, apps like this demonstrate how digital tools can enhance patient education, strengthen trust between patients and clinicians, and improve health outcomes through informed decision-making.

Through co-development, evidence-based content and a commitment to accessibility, My Transfusion provides an innovative solution to support safe care.

Embedding My Transfusion into everyday patient care

SHOT's promotional strategy to date includes a dedicated promotional pack for healthcare professionals. It signposts them on the patient pages of the SHOT website, and attendance at both professional and patient forums, including primary care, to engage stakeholders on the benefits of the app for patients. We recognise that we all share a responsibility to promote high-quality patient information and therefore encourage everyone to share the app as widely as possible. The promotional pack can be accessed here: www.shotuk.org/resources/my-transfusion-app-information-for-healthcare-professionals.



Conclusion

The journey through blood transfusion can be filled with questions, concerns and uncertainties. With the My Transfusion app, patients now have a trusted companion to guide them through every step.

In a landscape where medical information can be daunting, My Transfusion offers patients clarity and confidence.

Useful links

- www.mytransfusion.co.uk
- www.nhs.uk/tests-and-treatments/blood-transfusion/
- www.shotuk.org/patients/
- www.shotuk.org/resources/my-transfusion-app-information-for-healthcare-professionals/

Use the below QR codes to download the My Transfusion app:



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