

**WELCOME REMARKS BY
A/PROF JOHN LIM, CEO, HEALTH SCIENCES AUTHORITY
AT THE OFFICIAL OPENING OF BLOODBANK@DHOBY GHAUT
28 SEPTEMBER 2012**

Mr Gan Kim Yong, Minister for Health
Mr Tee Tua Ba, Chairman, Singapore Red Cross
Mr Benjamin William, Secretary General, Singapore Red Cross
Ms Dawn Low, Managing Director, SMRT Investments Pte Ltd
Distinguished Guests and Partners

Welcome to the official opening of Bloodbank@Dhoby Ghaut!

2 Bloodbank@Dhoby Ghaut is our second fixed satellite blood donation centre and the first to be opened in the city centre. As part of our strategy to encourage more blood donation and meet our future national blood needs, HSA aims to set up five such satellite centres across the island. This will provide donors with more accessibility and convenience. Our Bloodbank@Woodlands that opened last year was the first, and this is the second. By siting these centres near places where people work, live or play, we hope that more people will come forward to donate blood regularly.

3 Bloodbank@Dhoby Ghaut has a very central and accessible location in the heart of the city, connected by three MRT lines. It targets to serve students from the nearby educational institutions, working adults in the nearby offices, and shoppers. As you can see, the design and decor has a more vibrant and fun look to mirror the energy and buzz of the surrounding community.

4 To cater to our donors' busy lifestyles, this site has new features such as free wireless access, smartphone charging stations, and a SMS queue alert system. These features will enable our donors to stay connected, run their errands, during and while waiting for blood donation. From mid-October, we will also pilot a new electronic form-filling system. This will help donors fill up the donor health assessment questionnaire, and also provide them with more information about donating blood.

5 We hope to repeat and build on the success of our first fixed satellite blood donation centre at Woodlands. That centre was opened in January 2011 and has attracted about 9,000 donors from the community. Nearly 80% of the donors at the Woodlands blood bank live in Woodlands or the nearby residential estates. Bloodbank@Dhoby Ghaut is very close to educational institutions such as the Singapore Management University, School of the Arts and the Nanyang Academy of Fine Arts. We therefore will intensify youth outreach to attract and encourage more young people to donate blood at this satellite site.

6 I would like to take this opportunity to thank our valued partner, the Singapore Red Cross, which has been the National Blood Donor Recruiter working with HSA's Blood Services Group for the past 11 years. SRC is doing a great job encouraging more people to come forward to give the gift of life, and we look forward to ongoing close collaboration as we open more satellite centres in future.

7 I would also like to thank SMRT for supporting our cause in facilitating our use of this key central location. We hope that this will serve as a model for other Corporate and Social Responsibility projects with supporting organisations in future.

8 Thank you again for your presence this afternoon.