

Accessible Customer Service Commitment

1. Our Mission

Canadian Blood Services is committed to excellence in providing goods or services in a manner that respects the dignity and independence of all customers, including persons with disabilities.

2. Our Commitment

In fulfilling our mission, Canadian Blood Services is committed to providing its goods and services in a way that respects the dignity and independence of people with disabilities. We are also committed to giving people with disabilities the same opportunity to access our goods and services and allowing them to benefit from the same goods and services, in the same place and in a similar way as other customers.

3. Definition

For purposes of this document, the term “customer” means any third party to whom Canadian Blood Services provides goods and services.

4. Providing Goods and Services to Customers with Disabilities

Canadian Blood Services is committed to excellence in serving our customers, including people with disabilities and we will carry out our functions and responsibilities in the following areas:

4.1 Communication

Canadian Blood Services will communicate with customers with disabilities in ways that take into account their disability.

Canadian Blood Services will train their employees on how to interact and communicate with customers who may have various types of disabilities.

4.2 Telephone Services

Canadian Blood Services employees will be trained on how to communicate with customers over the telephone in plain language and speak clearly. Canadian Blood Services will also familiarize employees with telephone technologies intended for people with disabilities which are available on Canadian Blood Services’ premises, as applicable.

4.3 Assistive Devices

Canadian Blood Services is committed to serving customers who use assistive devices to obtain, use or benefit from our goods and services.

We will ensure that our employees are trained and familiar with how to interact with people with disabilities who use an assistive device.

4.4 Documentation

Canadian Blood Services is committed to providing accessible documentation to all our customers. For this reason, all documentation will be provided in alternative formats upon request: for example, hard copy, large print, e-mail.

4.5 Other

Forms / documents may be provided in accessible formats upon request. Requests can be made to the following:

For blood, blood products and diagnostic services customers:	Your local hospital liaison specialist. Contact details may be found on our website at https://blood.ca/en/hospitals/hospital-liaison-specialists
For Canadian Transplant Registry customers:	By email: transplantregistry@blood.ca By phone: 1-855-274-2889
For Canadian Blood Services Stem Cell Registry and Canadian Blood Services' Cord Blood Bank customers:	By email: StemCellRegistry@blood.ca By phone: 1-866-233-2445
For Centre for Innovation customers:	By email: centreforinnovation@blood.ca
For all customers:	By mail: 1800 Alta Vista Drive Ottawa, ON, K1G 4J5

Canadian Blood Services will, at all times, take into account the diverse needs of customers with disabilities.

5. Use of Service Animals and Support Persons

We will ensure that our employees are trained and familiar with how to interact with customers with disabilities who require the assistance of a guide dog or other service animal or the assistance of a support person.

5.1 Service Animals

If the public has access to Canadian Blood Services premises, and the service animal is not otherwise excluded by law, persons with disabilities may enter such public premises accompanied by the animal, keeping the animal with them at all times. While visiting Canadian

Blood Services, it is the responsibility of the person with a service animal to control the animal at all times.

Where a service animal is excluded by law, alternate arrangements will be explored to enable the person to access our goods or services.

In the event an employee or member of the public is allergic to animals, alternative arrangements will be negotiated.

5.2 Support Person

Customers with a disability may enter Canadian Blood Services premises accompanied by a support person.

Canadian Blood Services may require a customer with a disability to be accompanied by a support person while on Canadian Blood Services premises, in situations where it is necessary to protect the health and safety of the person with a disability, or the health and safety of others on the premises. At no time will a customer with a disability who is accompanied by a support person be prevented from having access to their support person while on Canadian Blood Services premises, unless otherwise excluded by law.

Consent from the customer with a disability is required when communicating private issues related to the person with a disability, in the presence of a support person.

6. Notice of Temporary Disruption

Canadian Blood Services will make every reasonable effort to provide customers with notice in the event of a disruption in the services usually used by persons with disabilities. This notice will include information about the reason for the disruption, its anticipated duration, and a description of alternative facilities or services, if available. We will not be able to give adequate notice in case of an emergency temporary disruption.

7. Training for Employees

Canadian Blood Services will ensure that all employees, contractors and volunteers receive training as required by applicable accessibility legislation. Those people who are involved in the development and approval of customer service policies, practices and procedures will also be trained. In addition, training will be provided to new Canadian Blood Services employees as part of their orientation process. Training will be provided on an ongoing basis when changes are made to these policies, practices and procedures.

A record of training will be maintained in accordance with applicable legislation.

Training will include:

- The purpose of the relevant accessibility legislation;

- Information about applicable human rights codes;
- Information about Canadian Blood Services’ policies, procedures, and guidelines pertaining to the provision of services to people with disabilities;
- How to interact and communicate with people with various types of disabilities;
- What to do if a person with a disability is having difficulty in accessing goods or services;
- How to interact with people with disabilities who use assistive devices or require the assistance of a guide dog, service animal or a support person;
- How to use the equipment or devices available through Canadian Blood Services that may help with the provision of services to people with disabilities (if applicable).

8. Modifications to this Commitment or Canadian Blood Services Policies

Any policy of Canadian Blood Services that does not respect the dignity and independence of people with disabilities will be modified or removed.

9. Feedback

The purpose of this document is to provide a framework through which Canadian Blood Services can achieve service excellence for customers with disabilities. We welcome and appreciate feedback and questions on how we are achieving service excellence for customers with disabilities. Feedback about the delivery of services to people with disabilities can be made to the following:

For blood, blood products and diagnostic services customers:	Your local hospital liaison specialist. Contact details may be found on our website at https://blood.ca/en/hospitals/hospital-liaison-specialists
For Canadian Transplant Registry customers:	By email: transplantregistry@blood.ca By phone: 1-855-274-2889
For Canadian Blood Services Stem Cell Registry and Canadian Blood Services’ Cord Blood Bank customers:	By email: StemCellRegistry@blood.ca By phone: 1-866-233-2445
For Centre for Innovation customers:	By email: centreforinnovation@blood.ca
For all customers:	By mail: 1800 Alta Vista Drive Ottawa, ON, K1G 4J5

All feedback will be directed to the legal division to coordinate the review with the appropriate division manager. We will use our best efforts to address and / or respond to all feedback as quickly as possible. A response will be given to the customer if it is requested and contact information is provided. All customer feedback is logged and tracked to ensure quality response and resolution, including the actions that were or will be taken.

We will not disclose personal information for purposes other than those required to address feedback and inquiries related to accessible customer services.

If you would prefer to give feedback, and receive a response to it, using an alternate method than the one offered, you may request it.

10. Contact

Requests for further information about accessible customer service or actions resulting from previously received feedback can be made by contacting us:

By email: corporateinformation@blood.ca

By phone 1-888-236-6283