

## News & Resources

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# TRANSFUSION MONTHLY PODCAST EXPLORES HOW FACIAL IMAGE ANALYSIS MAY HELP PREDICT VASOVAGAL REACTIONS

*May 03, 2022*

In the latest episode of the [Transfusion Monthly Podcast](#), host Yara Park, MD, speaks with Judita Rudokaite and Elisabeth Huis in 't Veld, PhD, both from Sanquin and the department of cognitive science and artificial intelligence at Tilburg University in Tilburg, Netherlands. Rudokaite, Huis in 't Veld and their coinvestigators [published a study](#) examining whether it is possible to automatically detect levels of fear and vasovagal reactions (VVRs) using facial imaging.

In the study, investigators recruited students at Tilburg University and filmed them throughout a virtual blood donation procedure using an infrared thermal imaging (ITI) camera. Investigators completed ITI data pre-processing on each video frame by detecting facial landmarks and image alignment before extracting the mean temperature from six regions of interest. They found a significant association between self-reported vasovagal reactions and temperature fluctuations in the area below the nose.

In this episode, Rudokaite and Huis in 't Veld provide a summary of the study design and findings, discuss what inspired this study, and describe the virtual blood donation procedure. Rudokaite and Huis in 't Veld also describe the development of an artificial intelligence algorithm that aims to predict needle-induced fear and VVR responses from facial imaging.

The podcast is also available on [Spotify](#) and [Apple Podcasts](#).

## Related News

### [Upcoming Hot Topic Discussion Will Address Building a Diverse and Sustainable Blood Supply](#)

*May 11, 2022*

AABB individual members will receive complimentary registration to an upcoming Hot Topic Discussion on building diversity in the blood donor pool thanks to the generous support of Ortho Clinical Diagnostics, an AABB Premium Corporate Partner.

### [UK's NHSBT Partners with Marvel Studios to Encourage Blood Donation](#)

*May 11, 2022*

The United Kingdom's NHS Blood and Transplant (NHSBT) has partnered with Marvel Studios to produce a public service announcement (PSA) encouraging the studio's fans to become blood donors.

### [Weekly Group O Blood Supply Report](#)

*May 11, 2022*

AABB's weekly Group O blood supply report uses the individual days of supply reported by America's Blood Centers, the American Red Cross and Blood Centers of America to estimate the total labeled inventory collected by blood centers in the U.S.

AABB is now the Association for the Advancement of Blood & Biotherapies. **Learn more** about our new name and brand – and watch as we evolve throughout 2022.



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## OUR SOCIAL MEDIA

AABB (Association for the Advancement of Blood & Biotherapies) is an international, not-for-profit organization representing individuals and institutions involved in the fields of transfusion medicine and biotherapies. The Association works collaboratively to advance the field through the development and delivery of standards, accreditation and education programs. AABB is dedicated to its mission of improving lives by making transfusion medicine and biotherapies safe, available and effective worldwide.

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Web Design and Development by [Matrix Group International, Inc.](#)

