AABB Press Announces Transfusion Medicine Interactive: A Case Study Approach

An Easy to Use Interactive Guide to Clinical Transfusion Medicine

Bethesda, MD (PRWEB) January 20, 2005 -- AABB Press today announces the release of Transfusion Medicine Interactive, a CD-ROM that serves as an interactive textbook for those interested in understanding the practical aspects of clinical transfusion medicine. Transfusion Medicine Interactive was built with Runtime Revolution and is available for every major platform. Transfusion Medicine Interactive is a handy reference that allows users to take advantage of the interactive benefits of receiving auditory and text feedback while managing complex, multi-part cases presented in a clinical-pathological conference format.

Transfusion Medicine Interactive demonstrates how to reach conclusions from current data and how to proceed in accumulating further data to ensure accurate diagnosis and management of blood banking and transfusion events.

Infinite Learning Potential
- A large variety of over 60 cases for users to experience at their own pace
- A revolutionary simulator designed to walk the student step-by-step through the interpretation of 12 antibody identification panels, including panels with multiple antibodies and with autoantibodies

Topics of Interest
- Compatibility testing and panel interpretation
- Blood bank math
- Product administration
- Adverse effects
- Antigens and antibodies
- Apheresis
- Special topics

Transfusion Medical Interactive ensures that there is something for everyone from medical technology students to physicians and nurses in training and in clinical practice. It is a great resource for medical professionals who are interested in advancing their clinical transfusion medicine training.

Transfusion Medicine Interactive is available for Mac OS X, Mac OS 9, Windows 95/98, ME, 2000, XP and can be purchased online at:


About AABB Press
AABB Press is publisher of timely reference and research-oriented topics in blood banking, transfusion medicine and cellular therapies. More information on the organisation and it's products is available from
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