

significantly contribute to improving turnaround time, reducing blood and component wastage, enhancing safety standards, and strengthening coordination between blood banks. Furthermore, the study identifies key challenges such as workforce shortages, limited technical systems, and insufficient training. The study concludes that effective implementation of KPIs leads to measurable improvements in service quality. It recommends strengthening training programs, improving digital infrastructure, and enhancing performance monitoring systems. **Keywords: KPIs, Blood Bank, Quality, Healthcare, Saudi Arabia.**

الكلمات المفتاحية :

الكلمات المفتاحية: مؤشرات الأداء، بنوك الدم، الجودة، الرعاية الصحية، السعودية.

Quality

Blood Bank

Keywords: KPIs

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Healthcare

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