

CORD BLOOD FACTS



Protect baby

VIACORD | Cord Blood Banking + Research®
From PerkinElmer

CBANetwork
Cord Blood Advocacy Network



VIACORD | Cord Blood Banking + Research®
From PerkinElmer

Mention CBAN #1000 to receive special savings

Save \$100 on Cord Blood Banking*

Call ViaCord at 888.758.5115 for a free info kit & a \$100 discount through the CBA Network.

CBANetwork
Cord Blood Advocacy Network



*Cannot be combined with other special pricing. Applies only to new cord bloods.

INTRODUCTION

Members are provided, free-of-charge, brochures and business cards customized with their CBAN #, contact information, CBAN special discount and their regional manager's contact information. Materials are printed and shipped to you by Got Print.com.

The brochure matches our corporate literature found in OBGYN offices and it provides a good introduction to cord blood banking. The brochure serves three purposes. It should be used to educate yourself about cord blood, to review key information with parents, and as a leave-behind after your conversations.

The business card includes both your contact information and a ViaCord toll-free number. It was designed to be kept in wallets and posted to refrigerators as a "cord blood reminder." As you finish your conversations, give your brochure and business card to parents and point out the toll-free number in case they want to contact ViaCord directly.



GET EDUCATED

Use this document to get educated about cord blood and learn what information you should share with parents. Your goal is to create awareness and interest and since your time is limited, we recommend using the brochure to highlight a few important points with parents including:

- What is cord blood?
- Why should you bank your baby's cord blood?
- What sets ViaCord apart from other banks?

If you know these basics, you will be well prepared to have conversations with your clients. To deepen your understanding, we have also provided additional information for each page of the brochure in this guide.

TIP: Look for "Tip" and "What to Say" highlights throughout this document. "Tip" provides ideas on what information to share with parents and "What to Say" offers talking points on the best way to communicate the information.

NEED ADDITIONAL MATERIALS?

To request brochures and business cards, email Katie at kwohler@viacord.com and let her know what contact information you want to include. Members often include their name, CBAN #, business name, phone, email, and/or website.

WHAT IS CORD BLOOD?

TIP: For most conversations, you won't go into the level of detail included on the first page of the brochure. We recommend using the "What to Say" talking points. The following information is for your own benefit.

What are stem cells?

Stem cells are the building blocks of our blood and immune systems. They are found throughout the body including in bone marrow, cord blood and peripheral blood. They are particularly powerful because they have the ability to treat, repair and/or replace damaged cells in the body.

What is cord blood?

Cord blood, or umbilical cord blood, is the blood remaining in your child's umbilical cord following birth. It is a rich, non-controversial source of stem cells that can only be collected at the time of birth.

WHAT TO SAY: Your baby's cord blood is a valuable source of precious stem cells. Cord blood stem cells are proven to treat nearly 80 diseases including leukemia and Sickle-cell anemia. They are a 100% match for the child and there is no risk of rejection.

What types of applications for stem cells may be available in the future?

Researchers are now looking to cord blood for answers to diseases like heart disease, cerebral palsy and diabetes.

WHAT TO SAY: Cord blood stem cells may have many other potential applications in the future, such as cerebral palsy, diabetes and traumatic brain injury.

What are a Parent's Options?

Parents have three options to consider regarding their baby's cord blood. They can bank it privately (i.e. family banking), they can donate it to a public bank or they can discard it as medical waste.

WHAT TO SAY: You only have one chance to save your baby's cord blood, at the time of delivery. It's important to do your research early so you can be prepared and make an informed decision before your baby arrives.

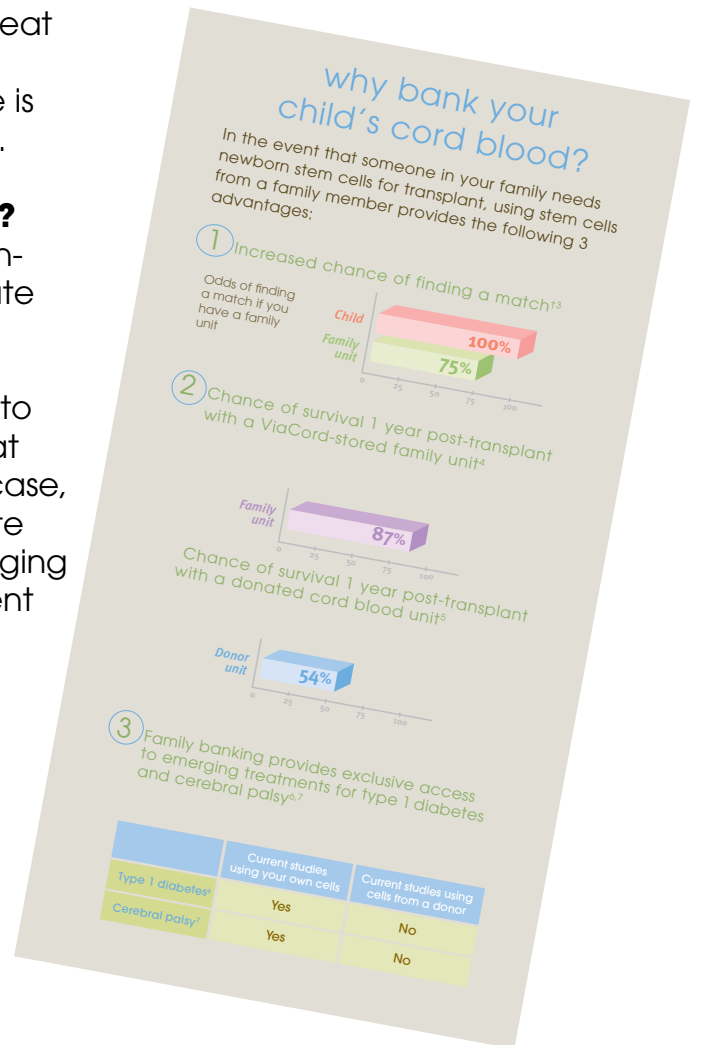
WHY BANK YOUR CHILD'S CORD BLOOD?

Why do families choose to bank privately?

For most families, banking their baby's cord blood offers peace of mind that, should there be a need, their family's stem cells are readily available. Still others save cord blood because of its emerging use in treating type 1 diabetes and cerebral palsy and potential to one day treat heart disease and stroke. Naturally, there are those who bank because of family history or because there is an existing medical need for a cord blood transplant.

Who can use my newborn's cord blood stem cells?

Your newborn's cord blood stem cells have the potential to be used for the child, and if there's an adequate match, for siblings and sometimes parents. With your newborn's cord blood, there is a 100% match for the child and a 75% probability for siblings. It is important to understand that there are many genetic diseases that cannot be treated with one's own stem cells. In this case, a transplant physician would first look for an adequate match in a sibling or other family member. With emerging treatments for diabetes and cerebral palsy, the current clinical practice requires a child's own cord blood.



WHAT TO SAY: If someone in your family needs a cord blood transplant, you're better off using cord blood from a family member because you have an increased chance of finding a related match and increased chances of survival post transplant.

WHAT SETS VIACORD APART FROM ALL OTHERS?

TIP: Focus on the fact that ViaCord is an industry leader and high quality standards are at the center of everything we do.

Commitment to Quality

Our goal is to ensure you have the best possible cord blood unit for transplant. We're proud of our FDA-approved collection bag and AABB accreditation because it shows our commitment to quality. ViaCord uses the only Heparin-free, FDA-approved cord blood collection bag. Our bag took over two years to create and is specifically designed to maximize collection volume and minimize contamination. Ultimately, this promotes a high quality of collected stem cells for our customers. ViaCord is also accredited by the American Association of Blood Banks (AABB). That means that the AABB has been on the facility's premises and has found the practices to conform to their standards of practice.

WHAT TO SAY: ViaCord is the # 1 provider of family cord blood units for treatment and has been OB-GYN recommended for nearly 20 years. ViaCord stores more stem cells with its FDA-approved collection bag, has more transplants with over 240 released, and provides better results based on the highest disclosed survival rate at 1 year after transplant.

Research

The collective goal of our research initiatives is to expand the current uses of cord blood stem cells so they may treat more patients and more diseases in the future. We have a research institute called the ViaCord Research Institute,[®] focused on developing potential new uses for cord blood.

TIP: Encourage parents to learn about the differences between cord blood banks.

WHAT TO SAY: ViaCord is a leader in cord blood storage and a strong supporter of cord blood research.

Difference Between Banks

Don't be surprised if parents mention they're researching multiple cord blood companies. That's very common and expected. You will hear about Cord Blood Registry (CBR), which is the other major cord blood bank in the US.

WHAT TO SAY: It's a good idea to do your research and compare banks based on their commitment to quality, years of experience, transplant outcomes and financial stability. Some questions you might ask are "How many transplants have you done?", "What were the outcomes?" and "What kind of cord blood research do you do?"

COST AND PAYMENT PLANS

TIP: Since cost is always the #1 concern, we recommend addressing it. Let parents know there is no charge until after the baby arrives and there are a variety of payment plan options plus a Gift Registry.

Pricing

Pricing is available on ViaCord's website. Be aware some obstetricians may charge a fee for collecting the baby's cord blood. Parents should discuss this matter with their caregiver prior to delivery.

Here is a breakdown of the cost to bank:

- The one-time cost to enroll is \$2250 and that includes the collection and processing fee, private medical courier, and the first year of storage.
- No payment is due until after the baby arrives.
- You can pay-in-full or choose from a variety of payment plans including 6-months, 12-months, or 48-months (discount is not available on the 48 month plan).
- Each year there is a \$125 storage charge for the long-term cryopreservation of the baby's cord blood. This fee is guaranteed not to change for 25 years.

TIP: Let parents know they are eligible for a special discount because you have referred them.

CBAN Discount

As a member, you can offer parents a special CBAN discount. The year-round discount is \$100 off ViaCord's services. To be eligible for the discount, you can enter them as a referral on the CBAN portal or your referrals need to mention your CBAN # when they contact ViaCord. Note, discounts cannot be combined.

WHAT TO SAY: Before you leave today, I wanted to let you know about a special offer for cord blood banking from ViaCord. I work with ViaCord because they're a leader in cord blood banking, and in referring you, I can offer you a discount you won't find in many places. It's a great promotion for \$100 off ViaCord's services.

Other Discounts

ViaCord also provides special pricing for returning clients, multiples (i.e. twins, triplets) and specific medical professionals. Discount applies to the first child if banking twins/triplets.

Who Qualifies as a Medical Professional?

Only legal guardians (expectant mother or father) qualify for the Med Prof discount and documentation is required. Med Prof discounts will not be approved for expectant grandparents or any other relative to the child, even if they are paying for the service. Med Profs include:

- MDs/DOs
- RN/LPNs
- Certified Nurse Midwives (CNMs)
- Childbirth Educators (CBEs)
- Physician's Assistants (PAs)
- OB office staff

HOW TO GET STARTED

Warm Referral Process

Our referral program is successful because it starts with a personal conversation and ends with parents knowing ViaCord will contact them. Our goal is to create a warm introduction for your referrals and your ViaCord educator.

WHAT TO SAY: If you are interested in learning more, I will have my clinical consultant at ViaCord contact you to explain the program, answer questions and make sure you are eligible for the special discount.

MEET A FAMILY

Success Stories

This page includes a success story where cord blood saved a child's life. There are more stories on ViaCord's website. Feel free to share these stories emails with parents.



TIP: Let parents know your CBAN # and contact information are included here.