



# The future is a wonder to prepare for.

Discover why cord blood  
banking is a once-in-a-lifetime  
opportunity to plan for.

**VIACORD**<sup>®</sup>  
From PerkinElmer

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## Why ViaCord

Not every cord blood bank goes to the lengths we do to ensure the highest quality and satisfaction.



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Learn why we have the highest transplant success rate of any family bank—88% at 1 year.<sup>9a</sup>

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We make it easy to tailor a payment plan to your needs. Ready to enroll? Call 866.861.8441.

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# Cord Blood Basics



Parenthood is an exciting time. There's so much to plan for but so much more to look forward to. Watching your family grow healthy and strong is a wonderful feeling. Planning for it is something you can do right now by choosing to bank your newborn's cord blood at birth.

#thinkforward about cord blood banking.

## What is Cord Blood Banking?

Cord blood is the blood that remains in your newborn's umbilical cord after birth. These stem cells could be a rich and powerful source of healing, if the need should ever arise.

### Fast facts

Cord blood is **showing promise** in current clinical research studies for autism, cerebral palsy and more.<sup>84</sup>

Your baby is a **perfect genetic match** to his or her own stem cells.

Studies show that using matched cord blood from a relative will **more than double the chance** of transplant success.<sup>50</sup>

It's currently used in the treatment of nearly 80 diseases.<sup>2</sup>

nearly  
80  
diseases

Want to learn how banking can benefit the whole family?

Visit [www.viacord.com/cordblood](http://www.viacord.com/cordblood) to learn more.

## What is Cord Tissue Banking?

The tissue found in your newborn's umbilical cord contains a different kind of stem cell. Though still in the research phase, these special cells are showing great potential for the future treatment of medical conditions affecting cartilage, muscle and nerve cells.<sup>19</sup>

### Fast facts

Researchers are focusing on many potential treatment areas for **cord tissue therapy**, including Parkinson's disease, Alzheimer's, lung cancer and sports injuries.<sup>20, 24, 25, 26</sup>

ViaCord is one of the few family banks to receive **AABB accreditation** for cord tissue processing.<sup>88</sup>

Saving both cord blood and cord tissue means more stem cells, **more treatment options** and more healing potential.<sup>7</sup>

With ViaCord, your cord tissue is "treatment ready"—yielding 8x more stem cells if you should ever need them.<sup>14</sup>

### Treatment ready means:



All living cells are extracted from the entire cord

Cells are then assessed for purity and potency



Finally, tissue cells are cryopreserved like cord blood

= **8x** more cells for you

## What are Stem Cells?

Stem cells are the innovative architects responsible for the development of your baby's tissue, organs, blood and immune system. Stem cells from cord blood, bone marrow and peripheral blood are all used in medical transplants today.

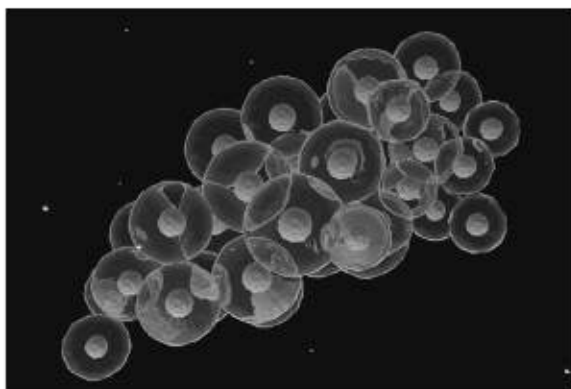
### Fast facts

They can **develop into specialized cells**, such as nerve or blood cells.

They can **repair damaged and diseased cells** and tissue when transplanted.

They can **regenerate into even more stem cells**.

Regenerative medicine is an exciting and evolving area of stem cell therapy which aims to heal the body from within.



In fact, since 2000, cord blood is the fastest growing source of stem cells in pediatric transplants and make up more than 1/2 of all pediatric transplants.<sup>3a</sup>

# Using Cord Blood



Your baby's cord blood stem cells have the amazing power to heal. While already being used in the treatment of nearly 80 diseases,<sup>2</sup> researchers are actively investigating additional ways to use cord blood to treat conditions including autism and cerebral palsy.

#thinkforward to the future of medicine.

## Family Stories

We are proud to be the first choice for families who choose to bank for the future. To date we've preserved cord blood from more than 350,000 newborns<sup>5</sup> and released 325 units<sup>1</sup> to doctors and researchers—more than any private family bank.

Find out how cord blood was used in Brady's recovery after complications at birth. To watch the story, visit [www.viacord.com/stories](http://www.viacord.com/stories).



"We weren't expecting brain injuries. No one does. To me, it's a very minor investment for the possibility of something happening."

-Tyler, Dad

Want to hear from more families who banked?

Visit [www.viacord.com/stories](http://www.viacord.com/stories) to watch real stories.

## Transplant Medicine

You may have heard about stem cell transplants as a way to fight many kinds of cancers, and you'd be right. But transplant medicine is also using stem cells as a means to treat many blood disorders and genetic diseases.

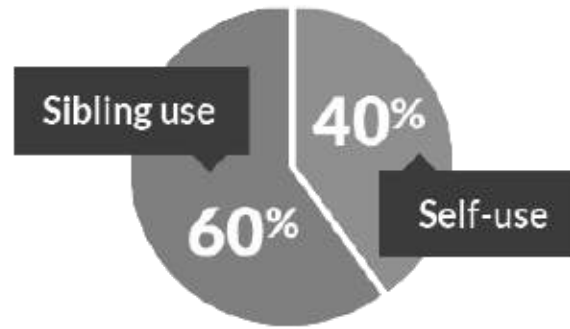
### Fast facts

Transplant medicine involves infusing healthy stem cells into the body to **replace damaged or diseased cells**.

If a donor is needed, **doctors first look to a family member** for a match.

Today, over **35,000** cord blood stem cell transplants have been performed<sup>4</sup> in the treatment of nearly 80 diseases.<sup>2</sup>

ViaCord released 60% of cord blood units for sibling use, and 40% for self-use.



Hear how one brother saved another. Watch the Byrd family's journey at [www.viacord.com/stories](http://www.viacord.com/stories).



"...the opportunity that ViaCord provides for people ...there's no price for that."

-Tami, Mom

Discover all the ways cord blood is helping and healing.

Visit [www.viacord.com/treatments](http://www.viacord.com/treatments) to learn more.

# Regenerative Medicine

Though still in its infancy, regenerative medicine, or Regen Med is showing promise as a powerful option for families facing life-changing medical conditions once thought to be untreatable or incurable.

Having access to this amazing resource gives your family a true advantage in preserving their future health as science continues to develop.

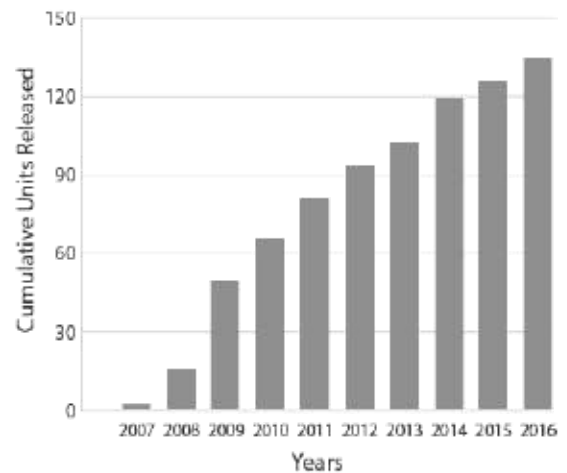
## Fast facts

Regen Med is the science of using living cells to **regenerate or repair cells** damaged by disease, genetics, injury or simply aging.

Regen Med is already proving to be a promising option in clinical research trials for conditions including **autism, cerebral palsy** and genetic brain diseases.<sup>74, 29, 109</sup>

It's estimated that **1 in 3 individuals** may benefit from Regen Med in their lifetime.<sup>15</sup>

Total cord blood units ViaCord released for Regen Med:



Watch how his parents' decision to bank his cord blood changed Ashton's life. Visit [www.viacord.com/stories](http://www.viacord.com/stories).



"After reading all the positive testing they've done with stem cells I thought 'why not?' Never did I think my new baby would ever be ill enough to use his own stem cells."

-Alisa, Mom

Learn more about regenerative medicine and cord blood stem cells.



To learn about the history of Regen Med, go to [www.viacord.com/regenmed](http://www.viacord.com/regenmed).

**Right now, Regen Med is showing promise in clinical research studies.**

To learn more about autism studies, go to [www.viacord.com/autism](http://www.viacord.com/autism).

To find out the progress for cerebral palsy, go to [www.viacord.com/cp](http://www.viacord.com/cp).

# Why ViaCord



Not every cord blood bank goes to the lengths ViaCord does to ensure you have the best experience possible. We are rooted in science that puts the health of your family first. And we are obsessed with providing the highest quality stem cell preservation, service and care to the families and physicians who trust in us.

ViaCord will always **#thinkforward** on behalf of your family's health.

## Collection & Transport

We make cord blood banking easy and convenient. The process is safe, painless and will not interfere with your birth plan or your bonding time with the new baby.

### Fast facts

Once you enroll, we'll send you our **collection kit with instructions**.

No matter the type of delivery you have, collection **only takes about 5 minutes**.

After collection is complete, we'll **dispatch a medical courier** to pick up and transport your kit to our lab.

ViaCord's processing and storage lab is located just outside of Cincinnati and only minutes away from a major airport.



Want to know what happens to your cord blood after we collect it?

Visit [www.viacord.com/process](http://www.viacord.com/process) to find out.



## Processing & Storage

**88% at 1 year:** ViaCord's transplant success rate is the highest of any private bank<sup>9a</sup>—and that's not by chance. After all, the more stem cells that transplant doctors have to work with, the better the outcome.

To that end, we are relentless about preserving your stem cells with the highest integrity at every step.

### Fast facts

Once properly processed and stored, scientists believe your stem cells **should last indefinitely**.<sup>60</sup>

Our **state-of-the-art lab** is FDA registered, AABB accredited and CLIA certified.<sup>88</sup>

We operate **around the clock**—24 hours a day, 365 days a year.

ViaCord's treatment success rate is the highest of any private bank—88% at 1 year.<sup>9a</sup>

# 88%

At 1 year<sup>9a</sup>

### Innovative storage gives you options

To further maximize what you store with us, ViaCord is proud to offer the VC 5X\*—the practical, smart storage bag that equally divides your stem cells into 5 compartments to use, as you need them.

#### The VC 5X storage bag delivers:

- More options: physicians can access cells from a single collection as many as 5 times, or all at once, depending on the medical need.<sup>114</sup>
- Greater flexibility: 5 compartments maximize the value of cord blood stem cells as we enter into the era of regenerative medicine.

Watch how the VC 5X works at [www.viacord.com/storage](http://www.viacord.com/storage).



## Pricing & Enrollment

Below you'll find a summary of our services, storage fees and payment options. For twins and multiples pricing and more details, visit our website or call us 24/7. **No payment is due until you deliver.\***

### Price for one-time shipping, processing and first-year storage\*:

| One Baby      | Cord Blood | Cord Blood & Tissue |
|---------------|------------|---------------------|
| Pay in full   | \$1,750    | \$2,770             |
| 6-month plan  | \$301.67/m | \$471.67/m          |
| 12-month plan | \$160.83/m | \$245.83/m          |

### Annual Storage

Additional storage fee for one baby is \$175 per year for cord blood, and \$350 per year for cord blood and tissue, which is guaranteed not to change for 25 years once you enroll. Prepaid storage with savings are available.

### Gift Registry

Opening a gift registry is a great way for friends and loved ones to invest in your baby's future health.

### Ready to enroll?

Visit [www.viacord.com/enroll](http://www.viacord.com/enroll).\* If you have any questions, feel free to call us at 866.861.8441.

**\*Important: If your due date is within 7 days, please call to place your order.**

A \$150 fee will be charged if service is discontinued prior to delivery.

Pricing subject to change.

Banking cord blood does not guarantee that treatment will work and only a doctor can determine when it can be used. Cord tissue stem cells are not approved for use in treatment, but research is ongoing.

For more details and references, visit [www.viacord.com/references](http://www.viacord.com/references).

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