

Cord Blood Advocacy Network: Best Practices

We are big believers in sharing best practices that we know work well. Over the years, we've learned a lot and want to pass along those tips to you. These best practices will help you have richer, more meaningful conversations with expectant parents and increase your chances for enrollments. The most important thing is to personalize your message so that it feels right for you. In addition to our tips, we've also included questions most frequently asked by parents.



Conversations

1. Have clear, concise cord blood "talking points" you feel comfortable sharing with parents.
2. Articulate why you think it's important for expectant parents to consider cord blood banking.
3. Use our proven tips to help start cord blood conversations with customers and clients.
4. Stay up-to-date on advances in cord blood banking.

Referral Guidelines

1. Refer people who are genuinely interested in cord blood banking.
2. Proactively provide referrals to ViaCord rather than relying on them to contact ViaCord.
3. Let parents know they are eligible for a special discount on ViaCord's services.
4. If you are speaking at a childbirth class, hand out your referral cards at the beginning of your presentation and ask people to fill them out.
5. Enter referrals online right after you speak with parents (or within two days).

Warm Introductions

1. Create warm introductions for your referrals and your ViaCord educator; let parents know by providing their phone number a ViaCord educator will contact them shortly.
2. Distribute your ViaCord business card and suggest contacting ViaCord directly.
3. Provide comments about referrals in the referral entry "Comments" section - anything you think will help the educator know more about the parent's interest level.
4. For "hot referrals", enter the information online as soon as possible and call/email your regional manager to let them know the urgency.

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Tips for Discussing Cord Blood

What's the best way for business owners to bring up the topic with customers?

We want it to be easy to start a conversation about cord blood banking. Here are proven methods:

Goody Bag (when they're paying)

"Here is a goody bag for expectant parents. In it you will find helpful information about companies that provide high quality products and services for pregnant Moms. Many of these companies offer special discounts and are local—so be sure to take a look through the pack when you have time. I would like to highlight one service in particular. Have you started researching cord blood banking? Now is definitely the time to do so...."

End of Visit- Next Steps

"It was so nice to see you today and I hope you enjoyed your visit. There are 3 things I want to quickly mention before you leave: (1) our "Refer a Friend" program (2) our Baby Bag for expectant Moms and (3) Cord Blood Banking... Is that something you've considered?"

ViaCord Promotion

"Before you leave today, I wanted to let you know about a special offer for cord blood banking from ViaCord. I have partnered with ViaCord, a leader in cord blood banking and research, and as a cord blood advocate I enjoy speaking with parents about this important decision. Here is a flyer with some great information to look over. It also includes a \$100 discount on ViaCord's cord blood banking service. Would you be interested in learning more?"

On Customer's Registration Form

("Request for Cord Blood information")

"I saw on your registration form that you're considering cord blood banking. That is wonderful. Cord blood banking is something I think every parent should consider and it's important that parents do their own research and ask questions so they can decide if it's right for their family. Have you started your research?"



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Cord Blood FAQs

Here are the 7 most popular questions you can expect parents to ask.

1. 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, noncontroversial source of stem cells that can only be collected at the time of birth.

2. 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.

3. What is cord blood used for today?

Today, cord blood stem cells have been proven to treat nearly 80 life-threatening diseases like leukemias and anemias. And this list continues to grow as we learn about new uses for cord blood. For example, in 2008, transplant physicians started researching cord blood stem cells for type 1 diabetes and cerebral palsy.

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

Researchers worldwide are now looking to cord blood for answers to diseases like heart disease, cerebral palsy and diabetes. Research is also being conducted to expand the volume of collected stem cells with the goal of treating more diseases and more adults. This is important because today the quantity of stem cells available from a single umbilical cord unit is generally only enough to treat one patient one time.

5. 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% probability of an adequate 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.

6. Why do families choose to collect and store their baby's cord blood?

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 one day to 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. It's also important to remember that transplants using cord blood from a family member are twice as successful as transplants using cord blood from a non-relative (i.e., a public source).¹

7. How much does ViaCord's service cost?

Enrolling with ViaCord is simple; we offer several convenient payment plans to meet your family's needs. No payment is due until after the cord blood is collected. The total cost (if paid-in-full) is \$2250 and that includes collection, processing, courier and first year of storage. Each year there is a \$125 storage charge for the long-term cryopreservation of your baby's cord blood. This fee is guaranteed not to change for 25-years.

¹ Source: Gluckman, et al. New England Journal of Medicine, 1997; 337:373