

Plan for your family's
future health, your way.



When it comes to your family's health, nothing is more important.

At ViaCord, we're fueled by a single mission: empowering families to plan for a healthier future. That's why we offer a range of services - from secure cord blood storage to cutting-edge genetic testing - to help parents just like you navigate their family's health journey with confidence.

Feel good about taking time to learn more about how ViaCord can help you plan for your family's future health.

- ✓ Proactive Approach
- ✓ Make Informed Decisions
- ✓ Peace of Mind

Discover What's Possible



Cord Blood & Cord Tissue Banking

Preserve stem cells from your newborn's cord blood and cord tissue. Special qualities of stem cells make them a potential healing resource, capable of repair and restoration - like a biological repair kit.



Newborn Genetic Health Insight Tests

Only ViaCord is harnessing the power of cord blood & DNA to help parents unlock useful genetic health insights for their child. Additional DNA tests use a sample of cord blood isolated during our cord blood banking process.



Adult DNA & Wellness Tests

No matter where you are on your journey, DNA genomic testing offers a wealth of information that can empower you to take proactive steps towards better health and wellness.

Cord Blood & Cord Tissue Banking

Your newborn's umbilical cord offers an opportunity to plan for your family's future health right from the start.



POWERHOUSE OF POSSIBILITY

Your Newborn's Umbilical Cord

The umbilical cord is often thrown away as medical waste, however it provides easy access to two sources of valuable stem cells with unique healing potential. Cord blood and cord tissue banking, also called '*newborn stem cell banking*' or '*stem cell preservation*' is the process of collecting, processing, cryogenically freezing, and storing ('banking') umbilical cord stem cells for a family's potential future use.

This simple option is a safe and painless process that can be done even with delayed cord clamping, and does not interfere with your birth plan or bonding time with your baby.

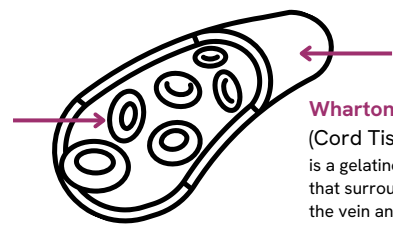
What makes stem cells special?

Stem cells can develop into various cell types, self-renew, regenerate, and replace damaged cells with healthy ones. These qualities make stem cells a potential healing resource, capable of repair and restoration - like a biological repair kit.

TWO STEM CELL SOURCES

Umbilical Vein (Cord Blood)

The blood vessel that carries oxygenated blood and nutrients from the placenta to the baby.



Wharton's Jelly (Cord Tissue)

is a gelatinous substance that surrounds and protects the vein and arteries in the cord, like a cushion.



CORD BLOOD STEM CELLS

Cord blood contains many types of stem cells, but primarily Hematopoietic Stem Cells (HSCs). HSCs are "blood forming cells" that can turn into red blood cells, white blood cells, and platelets. They are responsible for building and maintaining our blood and immune system throughout life.

VS



CORD TISSUE STEM CELLS

Cord tissue is loaded with Mesenchymal Stem Cells (MSCs) which are very different than the blood forming stem cells found in cord blood. MSCs have a natural anti-inflammatory and regeneration properties have the potential to develop into various types of cells, including bone, cartilage, muscle, and nerve cells.

How can cord blood & tissue be used?

Today's Treatments. Tomorrow's Breakthroughs.

Since cord blood and cord tissue contain different types of stem cells (HSCs and MSCs) each has the potential to help heal the body in different ways. Saving both cord blood and cord tissue could mean more therapeutic options for your family.



TRANSPLANTS CORD BLOOD

Cord blood has been a reliable, effective, and life-saving source of stem cells in transplant medicine for over 30 years. Nearly 80 conditions can use cord blood to help rebuild a healthy blood and immune system in patients.



REGENERATIVE MEDICINE CORD BLOOD + CORD TISSUE

The unique qualities of cord tissue stem cells and cord blood stem cells have attracted attention from researchers interested in exploring their potential applications in regenerative medicine to potentially regenerate or stimulate the body's self-healing abilities.



DNA HEALTH INSIGHTS CORD BLOOD

Unlike other cord blood banks that simply process and freeze cord blood stem cells, ViaCord can mine the abundance of health information found in cord blood to provide useful insights to help manage the future health and well-being of your child.

Proven Uses: Cord Blood

Cord blood can be used in stem cell transplants for nearly 80 conditions in certain:

Cancers
Blood Disorders
Bone Marrow Failure Syndromes

Metabolic Disorders
Immunodeficiencies
Other

Research: Cord Blood

Examples of conditions explored in regenerative medicine clinical trials:

Cerebral Palsy
Autism
Hypoplastic Left Heart Syndrome

Autoimmune Deficiencies
Hearing
Brain Injury

Research: Cord Tissue

Although there are no proven uses for cord tissue yet, researchers have explored conditions in clinical trials like:

Lupus
Neurological (Acquired)
Parkinson's

Sports Injury
Tissue Damage
Alzheimer's



Using Cord Blood

Your newborn's umbilical cord offers an opportunity to plan for your family's future health right from the start.

CORD BLOOD BANKING

Helping families today

When families bank their newborn's cord blood they're planning for the future. And when they choose ViaCord they're counting on our 30 years of experience, established quality, and service for their family.

Over 550 families have used their banked cord blood in a stem cell transplant or clinical research. Many ViaCord families have had the opportunity to participate in regenerative medicine clinical trials where a child received an infusion of his/her own cord blood.

Families are thankful they had cord blood as an option and we're proud to have helped. Watch their stories at viacord.com



Patrick's Story

Patrick's family shares their journey, from diagnosis to using his own cord blood in a clinical trial for cerebral palsy.



Cord Blood

The Krebses banked Brady's cord blood hoping one day it could be used for Type 1 diabetes. They never imagined they'd need to use it so soon, for a completely different reason.



WHY FAMILIES BANK

| PEACE OF MIND
| TODAY'S PROVEN USES
| ONGOING RESEARCH

| EASILY ACCESSIBLE
| GENOMIC TESTING WITH VIACORD
| KEEP RESOURCE IN THE FAMILY

Questions? Call 866-668-5895
viacord.com

Newborn Genetic Health Insights

The dream of using DNA to help manage health is now a reality. ViaCord is harnessing the power of cord blood & DNA to help parents unlock valuable genetic health insights.

How ViaCord Is Leading The Way

The future of personalized healthcare is now and ViaCord is revolutionizing cord blood banking by offering families banking cord blood the option to add DNA tests designed to provide useful genetic health insights that can help parents manage the well-being of their child.

Newborn Digestive Health

Provides genetic insights into a child's predisposition for both celiac disease and primary lactose intolerance.

Genetic Insights Panel

Identifies actionable, childhood onset conditions through the analysis of over 290 genes.

Newborn DNA Guardian

Parents can preserve a sample of newborn DNA found in umbilical cord cells for potential genomic testing in the future.

Whole Genome Sequencing

Sequences all 22,000 genes in the genome and analyzes the 2,500 genes that have known associations with childhood-onset conditions and drug sensitivities.

Please note: Genetic Insights Panel and Newborn Digestive Health not available to residents of New York State.

Benefits . . .

DNA HEALTH TESTING

- Proactive approach to health
- Informs lifestyle choices
- Personalized treatment plans

USING CORD BLOOD

- Convenient
- Early detection
- Multiple testing options

WHY VIACORD?

- Physician & Genetic Counselor Support with Genome Medical (no additional cost)
- Access to Revvity Omics, a global leader in genomic testing

Why do families choose ViaCord?

We understand families only have one chance to bank their newborn's stem cells.

When it comes to your family's health, nothing is more important. That's why investing in your family's future health is one of the most valuable gifts you can give. And when it comes to planning for your family's future health, who you bank with matters.



ViaCord Offers Families

Established Quality

Over 550 families have used their banked cord blood in a stem cell transplant or regenerative medicine research.

Experience

Over 30 years of cord blood banking experience and the choice of hundreds of thousands of families.

Recommended

Healthcare providers feel good knowing their patients are in good hands with ViaCord.

Trust

The only family bank accredited by the AABB for processing and storing newborn stem cells from both umbilical cord blood and cord tissue.

More From Cord Blood

Only ViaCord is harnessing the power of cord blood & DNA to help parents unlock useful genetic health insights for their child.

Innovation

We're supported by the expertise and strength our parent company, Revvity, a global leader in diagnostics.

How does banking work?

An easy option to add to your family's health plan.

This safe and painless process can be done even with delayed cord clamping, and does not interfere with your birth plan or bonding time with your baby. Everything your medical professional needs to perform the collection is included in our ViaCord Collection Kit.



How it works

- **Get your kit** Order your ViaCord Collection Kit online or over the phone with one of our friendly family consultants. We'll ship your kit to your home.
- **Collect** On the day of delivery, give your collection kit to your medical team for them to collect your newborn's cord blood (and tissue).
- **Call for pick up** Call ViaCord when the collection is complete. We'll send a courier to pick up the collection kit at your location and arrange transportation to ViaCord's Processing & Storage Lab. We'll notify you when your kit arrives!

ViaCord's Processing & Storage Lab

Parents take comfort knowing ViaCord is the only family bank accredited by the AABB (Association for the Advancement of Blood & Biotherapies) for processing and storing newborn stem cells from both umbilical cord blood and cord tissue.

- Operates 7 days a week, 365 days a year
- Centrally located outside Cincinnati, Ohio
- FDA registered, CLIA and AABB Certified
- 500,000+ stem cell units processed and stored
- Uses same freezers as NIH and CDC
- Storage tanks housed in a FEMA class storage vault
- 24/7 sample monitoring



Our Services

For Newborns

Cord Blood Banking

\$875 ONE-TIME PAYMENT

THEN \$185 ANNUAL STORAGE AFTER YEAR 1

Preserve stem cells from your newborn's umbilical cord blood for your family's potential use.

Cord Blood + Tissue Banking

\$1600 ONE-TIME PAYMENT

THEN \$370 ANNUAL STORAGE AFTER YEAR 1

Preserve stem cells from your newborn's umbilical cord blood and cord tissue for your family's potential use.

Our 6- and 12-month payment plan options and no payment due until your baby is born, allow you to plan for your family's future for just a few dollars a day.

When it comes to healthcare, knowledge is power. That's why we offer multiple genetic testing options for newborns, so parents can get the information they need to make informed decisions.

Newborn Digestive Health

\$250

Requires Cord Blood Banking. Gain insight into your child's predisposition for developing celiac disease and primary lactose intolerance.

Genetic Insights Panel

\$750

Requires Cord Blood Banking. Analysis of 290+ genes associated with actionable, childhood-onset conditions.

Whole Genome Sequencing

\$2,500

Requires Cord Blood Banking. Analysis of 2,500 genes with known associations to childhood onset-conditions and drug sensitivities.

Newborn DNA Guardian

\$175

Requires Cord Blood Banking. Safely and securely preserve a sample of your newborn's pristine DNA for potential genomic testing in the future.

For Adults

myDNA Personalized Wellness

\$135

myDNA Personalized Wellness test provides you personalized genetic insights to optimize your sleep, diet, nutrition, and fitness. This test is for men and non-pregnant women inspired to live their best life.

Whole Genome Sequencing

\$2,750

Sequences all 22,000 genes in the genome and analyzes the 6,000 genes that have known associations with adult-onset conditions.

ViaCord

From Revvity

Our friendly ViaCord Family Consultants are standing by.
Call 866-668-4895 or visit viacord.com to chat online.

FOR REFERENCES: [HTTPS://WWW.VIACORD.COM/REFERENCES/](https://www.viacord.com/references/)

DISCLAIMER: 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 HAVE NOT BEEN USED IN TREATMENT YET. RESEARCH IS ONGOING. GENOMIC TESTING SERVICES ARE NOT FOR USE IN DIAGNOSTIC PROCEDURES. THE CONTENT SHALL NOT BE USED TO MAKE A DIAGNOSIS OR TO REPLACE OR OVERRULE A HEALTH CARE PROVIDER'S JUDGEMENT. ALWAYS CONSULT WITH A QUALIFIED AND LICENSED PHYSICIAN OR OTHER MEDICAL CARE PROVIDER.

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