

ViaCord  
From Revvity

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



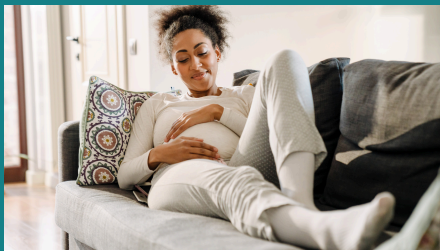
# When it comes to your family's health, nothing is more important.

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 umbilical cord and secure a potentially healing resource for your family.



### 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.



### Adult DNA & Wellness Tests

Understanding your DNA can be a powerful tool on your health journey. Empower yourself to make informed decisions.

# 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.



## Untapped potential

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 involves collecting, processing, freezing, and storing (banking) the stem cells found in the umbilical cord for a family's potential future use.

- **Safe and painless**
- **Can be done with delayed cord clamping**
- **Won't interfere with birth plan or bonding time**

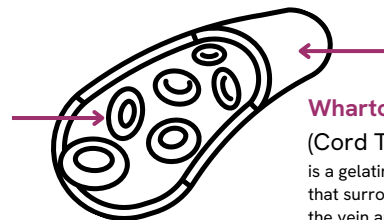
## What makes stem cells special?

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 no proven uses yet, researchers are excited about cord tissue. Areas explored in clinical trials include:**

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.

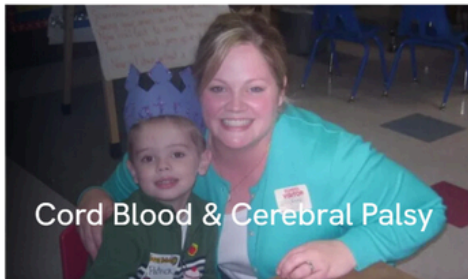
## CORD BLOOD BANKING

### 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](http://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.



## Who can use your baby's cord blood?

There is often confusion over who can use your baby's cord blood and cord tissue cells. There are specific factors that determine who may be able to use the cells, including the medical condition being treated and the availability of a compatible donor (match). Match means compatibility is adequate to be considered for clinical use. Ultimately, the treating physician will make the final decision.

### BABY

Your baby is 100% Match to their own stem cells. Your baby may be able to use his or her own cord blood in the treatment of certain non-genetic diseases and cancers, or regenerative medicine research.

### SIBLING

Full siblings have a 25% chance of being a perfect match and a 50% chance of being a partial match. Research shows transplants using cord blood from a family member are about twice as successful as those from a non-relative.

# Newborn Genetic Health Insights

Cord blood also contains a wealth of health information that can be used to support your child's health journey.

Only ViaCord offers additional DNA tests that use a small sample of cord blood isolated during the banking process to unlock useful genetic health insights and help parents make proactive and informed decisions.



## 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.*

**Questions? Call 866-668-4895**  
**viacord.com**

REVIVITYOMICS TESTING SERVICES: WHOLE GENOME SEQUENCING (ADULTS), WHOLE GENOME SEQUENCING (NEWBORNS), AND GENETIC INSIGHTS PANEL TESTING SERVICES ARE PROVIDED BY REVIVITY OMICS. THIS TESTING SERVICE HAS NOT BEEN CLEARED OR APPROVED BY THE U.S. FOOD AND DRUG ADMINISTRATION. TESTING SERVICES MAY NOT BE LICENSED IN ACCORDANCE WITH THE LAWS IN ALL COUNTRIES. THE AVAILABILITY OF SPECIFIC TEST OFFERINGS IS DEPENDENT UPON LABORATORY LOCATION. THE CONTENT ON THIS PAGE IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY, NOT AS MEDICAL ADVICE. IT IS NOT INTENDED TO SUBSTITUTE THE CONSULTATION, DIAGNOSIS, AND/OR TREATMENT PROVIDED BY A QUALIFIED LICENSED PHYSICIAN OR OTHER MEDICAL PROFESSIONALS. NEWBORN DIGESTIVE HEALTH IS A LABORATORY DEVELOPED TEST (LDT). THIS TEST WAS DEVELOPED, AND ITS PERFORMANCE CHARACTERISTICS DETERMINED BY VIACORD IN A MANNER CONSISTENT WITH CLIA REQUIREMENTS. THIS TEST HAS NOT BEEN CLEARED OR APPROVED BY THE U.S. FOOD AND DRUG ADMINISTRATION. THIS TEST IS INTENDED TO BE USED AS AN ADJUNCT TO EXISTING CLINICAL INFORMATION CURRENTLY USED FOR THE DIAGNOSIS OF CELIAC DISEASE AND PRIMARY LACTOSE INTOLERANCE.

## WHY DNA TESTING?

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

## WHY USE 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 of our parent company, Revvity, a global leader in diagnostics.

# How does banking work?

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

## 1. Get your ViaCord Collection kit

Order online or over the phone. We'll ship your kit to your home. It contains everything your doctor needs to perform the collection.

✓ Safe & Painless

## 2. Collect

On the day of delivery, give your collection kit to your medical team for them to perform the collection.

✓ Available with delayed cord clamping

## 3. Call ViaCord for pick up

We'll send a courier to pick up your kit at your location and arrange transportation to ViaCord's Processing & Storage Lab.

✓ Won't interfere with birth plan or bonding time

## 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



FDA  
REGISTERED

aabb  
Association for the  
Advancement of  
Blood & Biotherapies  
Accredited

Clinical  
Laboratory  
Improvement  
Amendments

BBB  
ACCREDITED  
BUSINESS

# Our Services

**ViaCord**  
From Revvity

## For Newborns

### Cord Blood Banking

**\$895** ONE-TIME PAYMENT

(\$710 PROCESSING + \$185 FIRST YEAR OF STORAGE)

Preserve stem cells from your newborn's umbilical cord blood for your family's potential use. Annual storage fee is \$185 starting on your child's first birthday.

### Cord Blood + Tissue Banking

**\$1695** ONE-TIME PAYMENT

(\$1325 PROCESSING + \$370 FIRST YEAR OF STORAGE)

Preserve stem cells from your newborn's umbilical cord blood and cord tissue for your family's potential use. Annual storage fee is \$370 starting on your child's first birthday.

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.



View Online

### Questions or ready to order?

Our friendly family consultants standing by ready to assist.  
Please call 866-668-4895 or visit [viacord.com](https://viacord.com)

# ViaCord

## From Revvity

Our friendly family consultants are standing by.  
Call 866-668-4895 or visit [viacord.com](https://viacord.com) to chat online.

FOR REFERENCES VISIT [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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