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## THE FIVE-MINUTE WINDOW OF OPPORTUNITY: GIVING LIFE AND SAVING LIFE AT THE SAME TIME

The value of umbilical cord blood preservation can no longer be ignored, given the growing number of successful transplants, the ongoing research proving its efficacy, and the ever-expanding potential of these hematopoietic stem cells and the life-threatening diseases they can treat. Nor can the question you may be encountering more frequently from your patients: “Should we save our baby’s umbilical cord blood stem cells?”

Jack Goldberg, MD, Clinical Professor of Medicine and Chief of Hematology and Oncology at University of Pennsylvania and Medical Director of **CorCell Inc.** (Philadelphia PA), was one of the pioneers of stem cell research when their efficacy in disease treatment was first discovered. “Although allogeneic bone marrow and peripheral donated blood could halt disease progression in some patients, we discovered that umbilical cord blood (UCB) stem cells were safer and more effective,” explains Dr Goldberg. “The intrinsic beauty of UCB stem cells is that they’ve been protected in the womb, and their nascent and plastic qualities make them a potent resource in transplantation. One of the most exciting aspects of UCB stem cells is that they have *immediate* as well as *distant* potential,” he adds.

The inherent developmental plasticity of UCB stem cells, the ease of their collection, and freedom from controversial ethical issues has fueled acute interest and abundant ongoing research in the potential of these

cells to treat many diseases that were previously felt to be incurable. And although allogeneic bone marrow transplantation currently halts disease progression, the lack of donors and the risks that accompany bone marrow harvesting are major obstacles.

UCB stem cells have proved successful in the treatment of over 50 diseases including non-Hodgkin’s lymphoma, multiple myeloma, Hodgkin’s disease, leukemia, myelodysplastic syndromes, severe aplastic anemia, neuro-

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lastoma, retinoblastoma, and genetic disorders. Stored UCB stem cells are a perfect match for the donor and can be lifesaving for blood relatives with matching tissue type. “The first UCB stem cells were cryopreserved 16 years ago, and when they are brought out of storage, their post-thaw viability is similar to [that of] newly harvested stem cells,” adds Dr. Goldberg.

What lies ahead? Dr Goldberg conveys the enormous range of future applications: “UCB stem cells may eventually replace the more traditional modes currently utilized in engraftment. Families will routinely bank their own supply of UCB stem cells. The far-reaching potential? Current research is demonstrating that UCB stem cells can regenerate damaged heart muscle and valves, insulin producing cells, and even brain cells.”

Larry Lansky, MD, of the American Association of Blood Banks, succinctly expresses the potential of UCB stem cells and its future clinical advances in this way: “... scientists are just beginning to scratch the surface of cord blood’s dynamic therapeutic potential.”

**CorCell Inc.** (Philadelphia, PA) is a national leader in private family umbilical cord blood stem cell banking, and has set a new standard for private cord blood banking by driving quality improvements in processing while adhering to the American Association of Blood Bank’s guidelines and regulations for safe blood processing, testing, cryopreservation, and storage.

CorCell’s Scientific and Medical Advisory Board is comprised of a distinguished field of scientific

and medical doctors with an impressive resume of experience, ranging from obstetrics and gynecology, to transplantation, stem cell research, microbiology, immunology, and health care. The extensive experience of this team ensures the highest quality of service and safety, while continuing on the cutting-edge of stem cell research and optimum cryopreservation.

#### **Simultaneous Benefits for**

“Current research is demonstrating that UCB stem cells can regenerate damaged heart muscle and valves, insulin producing cells, and even brain cells.”

—Jack Goldberg, MD


#### **Physician and Patient**

The horizon for stem cell therapy continues to widen rapidly, and the range for future applications is enormous. By participating in the routine collection of cord blood, your practice will have the simple system architecture in place to serve *all* the needs of your patients, including leading-edge medical technologies. Additionally, CorCell will soon deliver periodic quality reports that provide you with the information you need to enhance the quality of your cord blood collections. Also, your patients will value your commitment to pro-

viding the *highest level of service possible* in cord blood banking.

Cord blood collection for families with a medical necessity is provided at no cost to your patients through CorCell’s **Sibling Donor Cord Blood Program**.

CorCell’s **physician education CME and nurse CE accredited programs** on cord blood banking, medical applications, and research will provide your practice with a better understanding of the current and future treatment applications of cord blood banking. CorCell also will assist you in providing services and information to your patients.

Obstetricians prefer CorCell’s collection method and user-friendly kit. UCB collection is simple, with no disruption to labor or delivery. A medical courier promptly picks up the CorCell collection kit, no matter what the hour, and delivers it to the CorCell laboratory for processing. *Physicians are reimbursed for services rendered* in providing cord blood collections for their patients. 

For more information concerning CorCell or cord blood banking, call CorCell Inc. at 1-888-326-7235; fax at 1-215-864-0936; or visit CorCell’s Web site at [www.corcell.com](http://www.corcell.com).