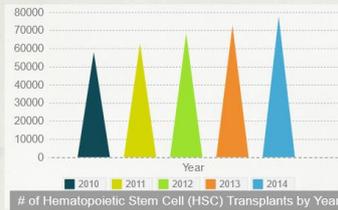


CORD BLOOD MARKET NEWS

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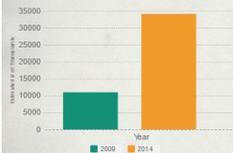
Umbilical Cord Blood Contains Valuable Hematopoietic Stem Cells



For full-year 2014, an estimated 77,900 hematopoietic stem cell (HST) transplants had been performed worldwide. This represents an increase of 35% over the past five years, as approximately 57,900 hematopoietic stem cell transplants occurred worldwide during 2010 [1].

STEM CELLS FROM CORD BLOOD USED IN 30,000 TRANSPLANTS

Stem cells derived from umbilical cord blood have been used in more than 30,000 transplants worldwide [2]. In 2009, 11,000 transplants had been performed.



HSC Transplantation is the Leading Cell Therapy Performed Worldwide

Hematopoietic stem cells (HSCs) can be derived from peripheral blood, umbilical cord blood, or bone marrow.



The first bone marrow transplant was performed in 1956, the first peripheral blood stem cell transplant in 1986, and the first cord blood transplant in 1988. Today, HSC transplantation is the leading type of cell therapy performed worldwide. Umbilical cord blood is the second most common source of stem cells for cell therapy [3,4,5].

LACK OF AWARENESS A MAJOR PROBLEM FOR CORD BLOOD PRESERVATION

Currently, there are only 3 options for a newborn's umbilical cord blood:
1) Publicly Donate, 2) Privately Bank, or 3) Discard as Medical Waste.

In a recent study of 600+ recent and expectant parents by BioInformant Worldwide LLC, a research firm specializing in stem cell data, 77% of respondents who did not store cord blood (publicly or privately) stated that it was because they did not know it existed as an option [6].



Respondents Who Did Not Store Cord Blood

Another 8% responded, "I knew about it, but never made a conscious decision for or against it (lack of action)." In total, 85% of respondents (77% + 8%) who did not store cord blood did so due to lack of information that would position them to make an informed decision. Unfortunately, lack of parental awareness results in newborn cord blood regularly being discarded as medical waste.

Historical Studies Identified Similar Lack of Awareness

A study published in the 2006 Journal of Reproductive Medicine identified that 37% of expectant parents had no knowledge, whatsoever, about the option to preserve cord blood. Of the two-thirds who have some knowledge, 74% described themselves as "minimally informed."

The study also identified that 84% of prenatal patients expected their obstetricians to be able to provide them with information on the subject of cord blood banking. However, only about 14% were educated about cord blood banking by their nurse or obstetrician [7].

The question is, how do we get parents educated and empower Obstetricians with unbiased information about public and private banking, so they can spread the word?

Learn more about key business intelligence metrics for the cord blood market by viewing the "Complete 2015-16 Global Cord Blood Banking Industry Report":
www.bioinformant.com/product/complete-2015-16-global-cord-blood-banking-industry-report/

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