

Special Cord Blood Collection Projects

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Aims of the Collection Projects

- Expand the diversity of cord blood units
- Provide funding that supports start up costs for expansion in existing or new collection hospitals
- Promote the collection of high quality cord blood units

Cord Blood Collection Project Grants

- Year 1 (FY 2014)
 - Initial start up for new collection sites was challenging
 - Projected goals unmet
- Year 2 (FY2015)
 - Extension of year 1 goals

Cord Blood Collection Project Grants

- Year 3 (FY 2016)
 - \$738,409 funding released from HRSA
 - \$500,000 from Be the Match for high TNC
 - Currently collections are short of funded goals
 - 331 CBU collected (1327 projected)
 - 127 High TNC units (553 projected)

Strategy to Increase High TNC CBU



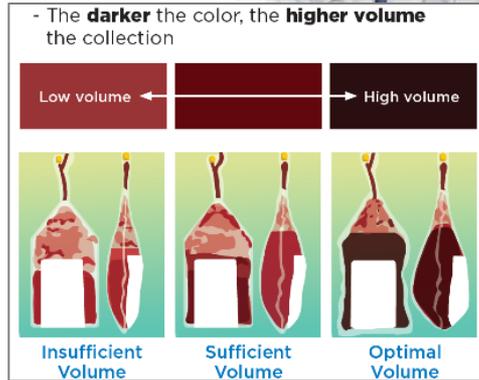
- **Target Audience:**
Obstetricians and other Labor & Delivery Staff
- **Awareness Level:**
Many Labor and Delivery staff are unaware that the majority of CBU are not used due to low volume collections

Volume is Vital Campaign

- Run a competitive campaign in August and September 2016
- Include 10 hospitals/banks that received third-year grants in Georgia and Texas in the pilot program
- Impress the importance of individual Labor and Delivery staff member impact on the quality and volume of the CBU
- Connect Labor and Delivery staff to their critical role in the patient's transplant success
- Measure success by comparing pre-campaign volumes to campaign volumes

Example: “Volume is Vital” Awareness

Volume is Vital



Material: Poster (Multiple Versions)

- To be placed in most relevant spot permissible within each hospital (CBB to determine)
- Creates a visual cue/reminder to OB and L&D staff at a relevant time and place
- Will include the "volume" visual from our quick guide card
- Ability to be co-branded
- Posters have a colleague (tx physician) and a patient from their hospital to emphasize use of CB

Example: “Volume is Vital” Awareness

VOLUME IS VITAL

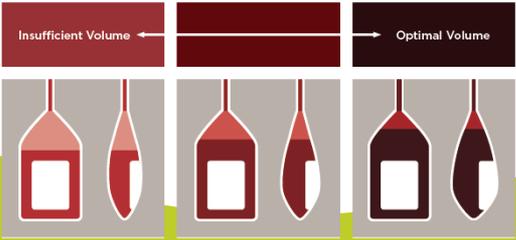
MEET DR. ELIZABETH SHPALL



The higher the cord blood volume, the higher the cell dose and this translates to better outcomes in the patients.

—Elizabeth Shpall, MD, transplant physician

When collecting cord blood, **every drop counts.**
Optimal volume is critical for a successful transplant. The darker the color, the higher the the volume.



VOLUME IS VITAL

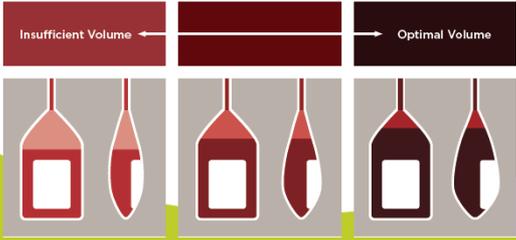
MEET MAALIK



I am so thankful that my son is here today because of a life-saving cord blood transplant!

—Krystal, mother of Maalik, cord blood transplant recipient

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Optimal volume is critical for a successful transplant. The darker the color, the higher the volume.



New Special CBU Collection Project

- Year 4 (FY 2017)
 - New and existing collection hospitals
 - HRSA has committed \$950,000 for CBU collections
 - Focus remains on increasing diversity of the inventory on the registry
 - Special interest in units of higher TNC
 - Grants announced by September 29, 2016

Discussion