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LifeCell

INTRODUCING

GenoCord

Genome-Scope Accelerated DNA Test | Community Stem Cell Banking

The Ultimate Preventive Healthcare Package To

DETECT PREVENT PROTECT

Your Baby & The Entire Family From Thousands Of Disorders

The Long Diagnostic Odyssey of Genetic Conditions

Why Correct Diagnosis Can Take So LONG?

- It takes more than 2, 3, 4 years and 4 years for accurate diagnosis
- Symptoms may not always be evident to doctors
- Can lead to additional intervention unnecessary for underlying disorders
- Patients and families know little about these conditions

Genetic Conditions May Affect ANYONE!

- >7000 rare diseases identified till date
- 80% have a genetic origin
- 1 in 3 babies to suffer from a genetic disease
- 80% babies with genetic disorders, born to families with no family history or symptoms.

Why Does Accurate Diagnosis Take So Long?

- 01 Delayed Diagnosis
- 02 Lack of Awareness
- 03 Hidden Symptoms
- 04 Misdiagnosis

Shift In Newborn Diagnostics - India & Globally

The Government of India has recently introduced the 'UMMID' initiative to use genomic sequencing technology to tackle the issue of genetic disorders in new born babies.

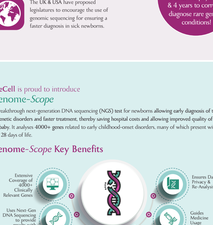
The UK & USA have proposed legislatures to encourage the use of genomic sequencing for ensuring a faster diagnosis in sick newborns.

Did You Know?
It takes 7.5 physicians & 4 years to correctly diagnose rare genetic conditions!

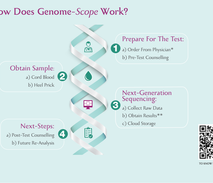
LifeCell is proud to introduce Genome-*Scope*

A breakthrough next-generation DNA sequencing (NGS) test for newborns allowing early diagnosis of thousands of genetic disorders and faster treatment, thereby saving hospital costs and allowing improved quality of life for the baby. It analyses **4000+ genes** related to early childhood-onset disorders, many of which present within the first 28 days of life.

Genome-*Scope* Key Benefits



How Does Genome-*Scope* Work?



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Conditions Diagnosed with Genome-*Scope* and Few Treatment Options

Pediatric Conditions

- Cardiac Disorders
- Respiratory Disorders
- Blood Disorders
- Metabolic Disorders
- Paediatric Cancers
- Neurological Disorders
- and many more...

Treatment Options For Few of These Conditions

- Blood Stem Cell Transplant
- Medications
- Surgery
- Enzyme Replacement Therapy
- Dietary Modifications
- Others

*This test can only be ordered by a Physician. If you're unable to find one, LifeCell shall appoint a Physician on your behalf at no additional cost to you.

**Your results will only be shared with the ordering Physician and made available to you online.

What Are Stem Cells?

They are the master cells which act as the basic building blocks of our body. They can divide into different types of cells such as blood cells, muscle cells, brain cells & so on. There are different sources of these special cells such as the umbilical cord blood, bone marrow and peripheral blood.

Did You Know?

There are currently 80+ medical conditions treatable by blood stem cells. >1.3 million blood stem cell transplants have taken place in the last 50 years. There are 500+ ongoing clinical trials testing the ability of stem cells to treat neurological disorders, cardiac disorders & so on. 1 in 217 will undergo blood stem cells transplantation by the age of 70 years.

What Is Umbilical Cord Blood Banking?

The baby's umbilical cord blood is a rich source of blood-derived stem cells. As part of umbilical cord blood banking, stem cells derived from the cord blood by a safe & painless method, are cryopreserved in a stem cell bank for future use.

What Is Community Stem Cell Banking?

It is a unique banking model, where the baby's umbilical cord blood stem cells are added to a common pool. It works on the concept of sharing preserved stem cells exclusively amongst a community members to find matching donor stem cells. Unlike the private banking model, this model not only provides complete protection to the baby but also protects the siblings, parents and grandparents (maternal & paternal).

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Did You Know?

Community Banking Aligns To Recommendations of Indian Medical Bodies And Leading Stem Cell Transplant Physicians!

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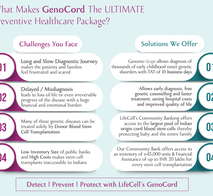
Exclusive Benefits Of Community Banking

- 365 Full Protection for Baby (Own & Donor Stem Cells)
- Family Protected (Baby, Siblings, Parents & Grandparents)
- >96% >96% Chances of Finding Matching Cord Blood Donor
- 45000 Units Exclusive Access to Largest Inventory of Indian Origin CBUs
- ₹ Financial Assistance upto INR 20 Lakhs For Every Stem Cell Transplantation*
- Coverage For Bone Marrow & Peripheral Blood Stem Cells Transplant of INR 20 Lakhs for Every Stem Cell Transplantation*
- Unlimited Disaster Relief And Quality Guarantee of INR 20 Lakhs for Every Stem Cell Transplantation
- Full Money Refund**
- Continued Protection Against Sample Rejection
- Free Genetic Testing on Every CBU Before Retrieval ("Safe Transplantation Programme")

*For baby, siblings & parents for the initial 21 years.
**Except sample collection or logistic all benefits for unrelated upon the use of your baby's cord blood by another community member with continued benefits for your baby and entire family till baby's 75 years of age.

How Does Community Banking Work?



LifeCell Presents GenoCord

A unique & comprehensive healthcare package which combines two of LifeCell's pioneering services Genome-*Scope* Newborn DNA Sequencing Test & Community Stem Cell Banking

What Makes GenoCord The ULTIMATE Preventive Healthcare Package?

Challenges You Face

- 01 Long and Slow Diagnostic Journey makes the patients and families feel frustrated and scared
- 02 Delayed / Misdiagnosis leads to loss of life or even irreversible damage to the patient's vital organs, surgical and treatment burden.
- 03 Many of these genetic diseases can be treated by using Stem Cell Blood Stem Cell Transplantation
- 04 Low Inventory Size of public banks and High Costs makes stem cell transplants inaccessible to Indians.

Solutions We Offer

- 01 Genome-*Scope* allows diagnosis of thousands of early childhood-onset genetic disorders with ONLY of 10 business days
- 02 Allows early diagnosis, first genetic counselling and faster treatment leading to better and improved quality of life
- 03 LifeCell's Community Banking offers access to the largest pool of Indian origin stem cell units, ensuring protecting baby and the entire family
- 04 Our Community Bank offers access to an inventory of >45,000 units & Financial Assistance of up to INR 20 Lakhs for every stem cell transplantation

Detect | Prevent | Protect with LifeCell's GenoCord

Pricing Plans

Stem Cell Banking	Genome-*Scope*	GenoCord The Ultimate Preventive Healthcare Package
Initial Fees	One Time Payment	Initial Fees
INR 19,990^ (Discount)	INR 30,000 (Discount)	INR 49,990# (Discount)

^ Simple collection charges payable extra as applicable based on the delivering hospital
# GenoCord offers Genome-*Scope* with each of the Stem Cell Banking storage plans at attractive prices. No Cord 500 options available.

Scan the code

Would you like to know more?
Call 18002665533 or SMS 'GENOCORD' to 53456

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