|  |  |  |
| --- | --- | --- |
|  | Operation Build Logo  Claire and Jeff doing various things around new nursery  Claire and Jeff interview  Suggest they have an “ultrasound pic” or similar prop  Broll of Dr. Karen Taylor arriving at house, entering  INTERVIEW, JEFF, CLAIRE, HEATHER  *Name super:*  Dr. Karen Taylor  BROLL and graphics/animation provided by CBR…  Continue interview with  Broll  Continue interview with  Broll  Show couple the collection kit  Broll provided by CBR  Continue interview with  Broll | **(Music :03)**  **HOST VO:**  Claire and Jeff are expecting their new baby in five months. They’re preparing the baby’s room, buying some things… but like all parents, their biggest hope is that the child will be born healthy.  **CLAIRE AND JEFF:**  (*ad lib)* So far we’re getting nothing but positive reports from our pediatrician. She’s telling us Claire’s healthy, and so is our baby girl.  **HOST**:  Any names yet?  **CLAIRE AND JEFF:**  We’re still arguing about that…  **HOST**  Got it! Well you look fantastic, Claire. And we all wish nothing but a healthy life for your new baby. So I want to introduce you to our Operation Build team member Dr. Karen Taylor. She’s going to tell us about a simple procedure that could make a difference in your child’s health – and maybe even save another life, down the road.  **HOST VO:**  Dr. Karen Taylor is a skilled and compassionate gynecologist located in Newport Beach, CA. Dr. Taylor is an expert in a variety of topic including the topic of newborn stem cells. She is going to tell us more about the topic and Cord Blood Registry, the company that stores blood and tissue from the umbilical cords of newborns.  **(ad lib greetings)**  **JEFF**:  I’ve never heard of this. Cord blood preservation? Why should we do that?  **Dr. Taylor**:  A lot of people don’t know much about this, although the science has been around for a couple of decades. Have you heard of stem cell research?  **CLAIRE**: Yes, I’ve heard they’re using stem cells these days to treat certain medical conditions. .  **Dr. Taylor** :  That’s true. And a newborn baby’s stem cells, found in the umbilical cord, have the potential to do great things. In fact, these stem cells are a powerful source that we can use to treat certain medical conditions. By preserving them, your family may reap important future benefits.  **JEFF**:  What kinds of medical conditions can these stem cells treat?  **HEATHER**:  Stem cell therapy is an exciting new area of medicine. But just like, forty years ago we had no idea what a personal computer was, or the internet for that matter – stem cell technology is producing amazing medical breakthroughs, at a rapid pace.  The most common use of stem cells today is transplant medicine. Cord blood stem cells have been used in more than 35,000 successful transplants worldwide to regenerate healthy blood and immune systems. For example – they are used in the same ways as a bone marrow transplant, for conditions like leukemia or sickle cell disease. In these types of treatments it is most often siblings or family members that are treated with the cells.  Another type of use is in regenerative medicine. This stem cell research is investigating the body’s ability to repair and regenerate injured parts of the body. There is a lot interest in using one’s own stem cells because there is less risk of the body rejecting the cells or causing an immune reaction. Clinical trials are investigating treatments for diabetes, autism, cerebral palsy, heart disease, stroke, arterial disease, damaged organs, and severe burns CBR is partnering with reputable research institutions on FDA-regulated clinical trials that investigate the potential for newborn stem cells to treat conditions that currently have no cure.  We know that when faced with the illness of a child or loved one, families want hope, and doctors want options. Banking newborn stem cells provides both. Today, doctors are realizing the power of newborn stem cells and recommending family banking to their patients.  **JEFF**: But our baby doesn’t have any health or genetic problems, that we’re aware of. She’s perfectly healthy…  **HEATHER**:  That’s so great. But I want to emphasize that the potential of these stem cells are still growing in a way that we can’t predict what the future would hold and what a family’s need may be years from now. Additionally, other family members have the potential to benefit from these cells. Think of it not exactly as an insurance policy, but a wise investment in the future. I know there are lots of costs involved with having children, but we believe that every expecting parent should know that preserving their newborn's stem cells may open doors for stem cell therapies in the future.  **CLAIRE**:  How do you collect the newborn stem cells from the umbilical cord ?  **HEATHER**:  We’ve made this part extremely simple. First, you sign up online or just give us a call – and we’ll send you this small collection kit, which was designed specially for cord blood collection.  You fill out the information card inside, and store it until the “big day”. At the hospital, hand your kit to your healthcare providers and let them take care of the collection. After the birth, you give the experienced medical courier a ring and let them know you’re ready for them to pick it up. They’ll transport it safely and securely to us. We’ll let you know when your CBR collection kit arrives at our facility in Arizona - their new home. In many cases, your newborn’s stem cells have safely arrived at our lab before you are home from the hospital.  Our commitment to parents and their babies is to provide the best service and quality in collection, processing, and storing of stem cells, so, that families are confident entrusting their precious stem cells to our care.  **JEFF**:  And your facility can store these cells for a long time?  **HEATHER**:  Yes, they’ll be safe for decades. CBR's state of the art lab stores more than 600,000 cord blood and cord tissue units. And, we continually invest in quality and security. Your family will always have access to your baby’s stem cells. We even have Genetic Counselors on staff to help you make informed choices about stem cell banking, and all of your options, including participating in clinical trials if appropriate. As part of CBR’s Quality Guarantee, we test every cord blood sample for viability, sterility and cell counts. We know that quality is important to our clients and it is to CBR, too. CBR's collection and processing system was designed to help maximize blood volume and cell recovery for our clients.We’re the largest, and the number one choice of OB/GYNs and expecting parents in the U.S.  **HOST**:  What do you think, guys?  **CLAIRE AND JEFF:**  Sounds like something we’ll consider. We’ll probably talk it over with our whole family. Seems like a way to help protect our health. . Thanks!  **HEATHER**: Glad to hear it. This isn’t a quick decision, but you have plenty of time to make these plans as your exciting, happy day approaches. Best of luck!  **HOST**:  Thanks, Heather.  **(toss to break - TBD)** |
|  | BUMPER GRAPHIC | **BUMPER VO:**  Cord blood stem cells have been used in the treatment of more than 80 life-threatening illnesses, including cancers, immune and genetic disorders.  **(COMMERCIAL BREAK THREE)** |
|  |  | **Synopsis:**  A baby’s newborn stem cells have the potential to do great things. Their preservation means future possible benefits for the child, and other family members. Cord Blood Registry offers secure, reliable newborn stem cell storage to give families peace of mind, and is committed to advancing this powerful, emerging medicine.. |

***MD***

