

Cord cell banking provided by hospital: A Study

At

COCOON HOSPOTEL, JAIPUR

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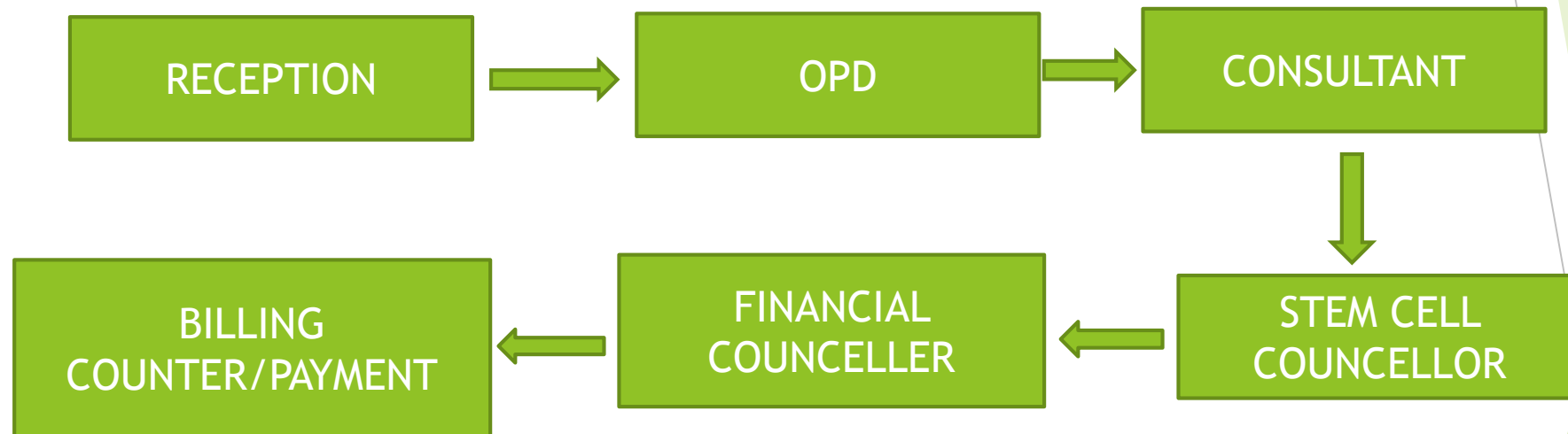
INTRODUCTION

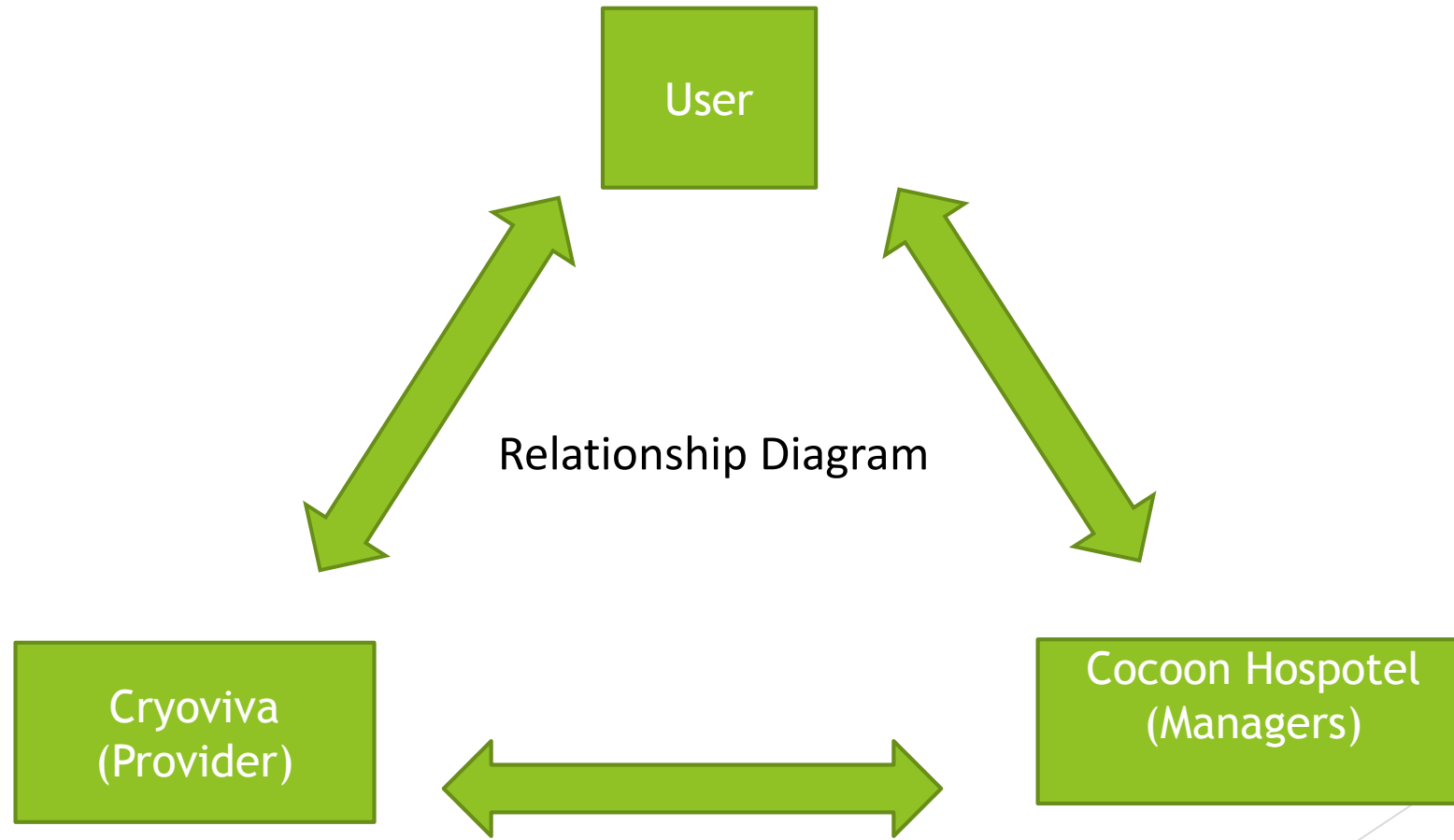
Umbilical cord blood banking is a procedure wherein blood from the umbilical cord at birth and stored it in a blood bank because this blood is rich in stem cells. Banking cord blood is a way of preserving potentially life-saving cells that usually get thrown away after birth.

•Procedure:

- Registration.
- Collection kit is provided
- Cord tissue and blood is collected
- Both the things will go for processing in the lab and bar code is given
- After processing it is sent for preservation.

- Patient flow :





RESEARCH QUESTIONS:

1. What are the benefits of Cord Cell Banking(CCB)?
1. What are the perspectives of users, providers and managers at Cocoon Hospotel about Cord Cell Banking?
2. What can be done if the three perspectives are not in synergy?

RATIONALE:

- ▶ Latest technology needs to be provided to users
- ▶ Approximately 85 diseases like, thalassaemia, muscular dystrophy for which treatment is possible with cord cells
- ▶ Ongoing research is for about 150 health problems which may be treatable in future

OBJECTIVES:

- To review the benefits of cord cell banking
- To study the three perspectives: Managers (hospital), providers (cord cell banking company) and users (pregnant mothers) towards the use of “Cord Cell Banking” at Cocoon Hospital
- To suggest ways to synergize the three perspectives if they are different or not matching

METHODOLOGY :

The study is descriptive in nature.

Steps taken for the study were:

Literature review: Key words: CCB; benefits of CCB; awareness of CCB, Uses of CCB

Development of Checklist of different themes for users

Data collection: Self-administered checklist; narratives along with suggestions for betterment

Content analysis by themes

Documentation

Merlin G. Butler et al, "umbilical cord blood banking : an update", PMC, may 2011

H. Dinc et al, "pregnant women's knowledge and attitudes about stem cells and cord blood banking", PMC July 2009

Jennifer D. Newcomb et al, "Umbilical Cord Blood Research: Current and Future Perspectives", PMC august 2009

"umbilical cord blood banking", Royal College of Obstetricians and Gynaecologists, June 2006

User perspective themes

- Family protection
- Better treatment outcomes
- No surgical intervention
- Painless procedure
- Volume of blood collected is good
- Future hope
- Potentiality of stem cells are high
- HLA more acceptable
- No risk
- Easy to collect
- Tissue multiplication possible
- Patent and globally accredited
- Other offers attached
- Treatment assistance
- Flexibility in payments
- Refunds

Provider perspective themes

- Family protection
- Easy to collect
- Tissue multiplication possible
- No surgical intervention
- No outside market needed to sell if sitting in maternity hospital
- Company goodwill and share increment
- Painless procedure
- Volume of blood collected is good
- HLA more acceptable
- Less chances of GFHD
- Return on capital/ PROFIT

Managers' perspective themes

- Family Protection
- Better Treatment Outcomes
- Future hope
- Easy to collect
- High revenue generation
- Technological advancement
- Addition of facilities in the organisation

Contd...

Study area: Cocoon Hospotel, Jaipur

Study respondents:

- Hospital managers, to give an insight that why hospital offers Cord Cell Banking
- Provider , from the company who offers Cord Cell Banking
- Users to understand why they buy the Cord Cell Banking.
 - ▶ **Inclusion criteria:** expectant women visiting cocoon hospotel.
 - ▶ **Exclusion criteria:** expectant women visiting cocoon hospotel having blood related disorders.

Contd..

- ▶ **DURATION OF STUDY:** February – April 2017
- ▶ **DATA ANALYSIS PROCEDURE:** Content analysis
- ▶ **STUDY LIMITATION**
 1. The whole process of presentations, counselling and filling of form is a time consuming process and many patients find it difficult to spare time of that extent.
 2. 20-bedded hospital has less patients

FINDINGS OF THE STUDY: User perspective:

SERIAL No	PARAMETERS	Yes
1	Future Hope	21
2	Family protection	20
3	No risk	19
4	Tissue Multiplication possible	19
5	Painless Procedure	17
6	Potentiality of stem cells are High	11
7	No Surgical Intervention	10
8	HLA more acceptable	10
9	Easy to collect	10
10	Patent and globally Accredited	9
11	Other offers attached	9
12	Better Treatment outcomes	9
13	Refunds	9
14	Treatment assistance	8
15	Volume of blood collected is good	7
16	Flexibility in Payments	3

Table 1

Provider perspective:

- Easy to collect and non invasive and painless method in which no surgical intervention is needed.
- HLA (Human Leukocyte Antigen) match is easy
- Very less chances of GFHD i.e. Graft versus Host Diseases
- Tissue multiplication at the time of requirement is possible.
- Capital return is high.

Managerial perspective:

- Future safety of the child from many diseases.
- Product can be easily purchased by parents keeping in view its benefits and affordable price, due to increasing competition.
- Life saving therapies
- latest and the best technology that a mother and child care hospital can provide.
- Can provide full family protection.
- Generates good revenue for the organisation.

FINAL OUTCOMES OF THE STUDY:

S no	Parameters	Users	Providers	Managers
1	Family protection	Yes	Yes	Yes
2	Better treatment outcomes			Yes
3	No surgical intervention		Yes	
4	Painless procedure	Yes	Yes	Yes
5	Volume of blood collected is good		Yes	
6	Future hope	Yes		Yes
7	HLA more acceptable		Yes	
8	No risk	Yes		
9	Easy to collect		Yes	Yes
10	Tissue multiplication possible	Yes	Yes	
11	Less chances of GFHD		Yes	
12	Return on capital/ PROFIT		Yes	Yes

Table 2

Summary

- ▶ All three perspectives are matched:
 - ▶ Family protection
 - ▶ Painless procedure
- ▶ Any two perspectives are matching
 - ▶ Future hope
 - ▶ Easy to collect
 - ▶ Tissue multiplication possible
 - ▶ Return on capital/ profit

Suggestions by Users, Providers and Managers

- Increase in training sessions; technical, academic, customer relationship etc.
- Improvement in performance through transparency, promoting values, ethics and better participation of employees.
- Creating strong team environment.
- Increase in communication through more surveys, suggestion boxes and team meetings.
- A reduction in price will enable the company and the hospital to cover more demography and result in facility reaching to the masses.
- Provider could tie up with the government agencies and other non government organization.
- There could be several more interactive session between client and the provider in order to create better understanding

Recommendations:

- ▶ Extensive trainings for both providers and managers:
 - ▶ Technical issues
 - ▶ Customer relations
 - ▶ Research
 - ▶ Better communication
 - ▶ Team building
- ▶ Price reduction to cover more demography.

THANK YOU