



# CELLS FOR LIFE

## BAASS DELIVERS END TO END SOLUTIONS.

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Cells for Life Cord Blood Institute Inc. (Cells for Life) provides safe, quick, noninvasive umbilical cord blood collection kits to new mothers across Canada, and long term storage of the specimens in its state-of-the-art laboratory. International interest in the enormous medical potential of stem cells has helped propel the growth and success of the company, which currently stores over 15,00 samples.

Cells for Life was formed a decade ago, and initially relied on a proprietary Access database system to track donors and the five or 10 specimen samples the organization received each month. As interest in the science grew, Cells for Life quickly found itself accepting more than 300 samples each month. “We had to make a change and invest in technology to support our operations,” says Jane Virro, senior vice president of administration and finance for Cells for Life. “The old system was never

intended to handle the growth we were experiencing.”

### Unique Set of Requirements

Virro explains the company’s unique business model “Collection kits are sent to expectant parents, who coordinate the collection with their doctors. The sample is then sent to our laboratory where it is screened and analyzed, and then stored exclusively for them in our laboratory.” To handle the organization’s unique business processes, and to meet its accreditation requirements, Virro knew they would need a customized solution. Cells for Life began discussions with a local company, but Virro says, “They just didn’t get it. They couldn’t bring it together for us.”

### Turning to the Experts

Then they spoke with the consultants at BAASS Business Solutions. “They were absolutely brilliant,” says Virro. “BAASS

thoroughly analyzed our workflow, and made insightful recommendations that have led to this project’s success.”

BAASS recommended a tailored solution based on the underlying power of Sage CRM and Sage 300 ERP. “Cells for Life made the wise move of investing in a detailed needs analysis before commencing the project,” states Chuck Jerome, Vice President and Project manager for BAASS. “That investment actually saved them more than the cost of the analysis and was the cornerstone for the success of the entire project.”

With their new solution in place, Cells for Life has transformed its business operations, increasing efficiency and streamlining process.

### Tailored Workflow

All prospective customers are entered and tracked within Sage CRM. This allows Cells for Life to

track source information for all of its leads and customers.

BAASSS designed the solution with custom tabs and additional fields including check boxes, date fields, and comment areas. New customers are sent a collection kit, which is recorded in Sage CRM. Simultaneously, a sales order is created for the customer, enabling Cells for Life to bill for the kit. As the collection kits are assembled and shipped, the powerful inventory controls in Sage 300 ERP ensure that the lot number for each component is recorded, in accordance with best medical practices.

As collected samples are returned to Cells for Life, the receipt is recorded, as are details such as the technician who analyzed the sample, and the ultimate storage location. "From within Sage CRM, we now have an entire history of every sample, which is vital from a business aspect," says Virro.

Invoices are automatically created and set out electronically from the system, ensuring accurate and timely billing. "It's so easy to generate and send statements that now we are able to keep on top of receivables which benefits our cash flow," says Virro.

### **Boosting Revenue**

Some samples sent to the organization are unusable, often due to a high bacterial count or insufficient volume. By tacking such details in Sage CRM, Cells for Life was able to launch an education program for doctors to help ensure collection of viable samples. As a direct result, Cells for Life has been able to increase its viable sample rate by over 20 percent. This is a significant increase for the company, particularly when you factor the annuity income involved in years of storage.

### **Maintaining Excellence**

Recently, Cells for Life received a Commendable Practices Award from the American Association of Blood Banks. Virro believes the new solution is a fundamental part of maintaining these best practices. She credits the BAASS consultants for their expertise with the software, and their ability and willingness to understand the organization's unique business model. "We now have an end to end solution that supports our business." Virro concludes.



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