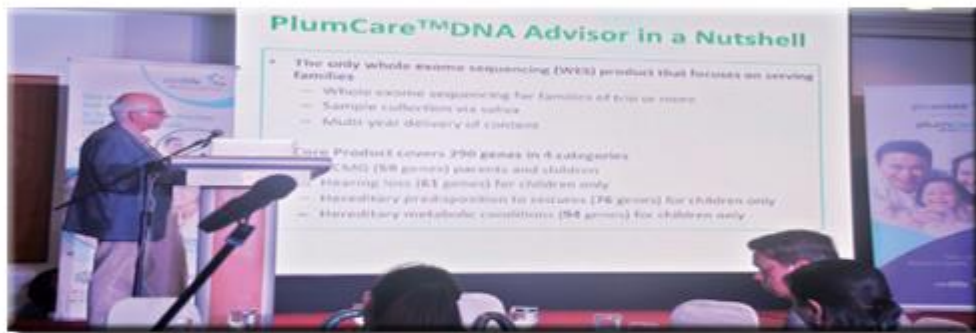


# Malaya Business Insight

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## Cordlife Genscreen introduces PlumCare DNA Advisor

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*By Gabrielle de la Cruz*

PREVENTION has always been one of the best ways in medical assistance and is, as always said, better than cure.

For the last 8 years, Cordlife has been serving Filipino families as a cord blood banking facility. This time, the global brand partners with PlumCare to present a service in the Philippines that shall help families manage the health and wellness of each member. The test is designed for families of 3 or more, detecting hereditary diseases or even potential diseases manifested in each individual's genetic makeup. Results are delivered to US laboratories for quality assurance and normally take a couple of days.

"Covering such a vast expanse creates great responsibility" CEO of Cordlife Group Limited Michael Weiss said in his welcome address. He discussed how they have always wanted to ensure quality of their products and services, maintain leadership in the market, touch many lives and this time, fulfill that through disease prevention.

PlumCare DNA Advisor allows families to plan and manage necessary health decisions and conditions. This supports the principle that knowing health risks lead to understanding and plotting lifestyle changes. DNA Sequencing, according to Co-Founder and CEO of Plumcare Dr. PetrosTsipouras, is “a technological discovery that has been linked to a medical discovery”. Through cutting edge sequencing technology and a large amount of data, harmful diseases can be traced and therefore prevented even at the earliest stage. Brand Ambassador Chito Miranda said that taking this step helped in their family’s growth as they were able to ensure the health of their son.

As one of their growth markets, it became an initiative of the foundation to bring Genscreen to the country. “We wanted to specifically ensure the wonderful people of the Philippines could share in the benefits Cordlife’s diagnostic business is delivering to other countries in the region” Weiss said. Michael Arnonobal, CEO of Cordlife Medical Philippines, said that like the company’s CSR program on cord blood banking services, they are planning to provide a free DNA screening and advising for Filipino families who cannot afford the service. “For this one, since it’s still very new, it’s hard for me to say when, but yes, definitely” he said.

For generations, there has been no access to genetic information to prevent diseases but now, the partnership of Cordlife and PlumCare ought to make it happen.