

Cells4Life Helps Parents-to-Be Support Child's Health with DocuSign

DocuSign integrated seamlessly into SugarCRM to offer customers an end-to-end online solution

Company's Top Objectives

Founded in the UK in 2002 by doctors and scientists, Cells4Life was the first private company to offer a stem cell storage and collection service. Cells4Life strives to give parents the opportunity to have clinical, scientific and evidence-based information available at any time. The UK is now one of the leading countries for stem research and development. Cells4Life wants to remain at the clinical forefront of this in order to benefit patients. Implementing DocuSign, Cells4Life successfully increased accuracy and integrity of medical consents, while giving parents-to-be a fast and convenient way to provide their signature—even in the labour and delivery room.

Challenge

Cells4Life provides a service that people's lives can depend on. There is only one chance to collect a baby's stem cells, so everything has to be right the first time. To ensure compliance with the Human Tissue Act, Cells4Life requires mothers to complete an extensive set of documents. These include a maternal consent form, disclosure of existing medical issues and the legal agreement. This information is incredibly important because firstly, it could affect the handling of the stem cells, and secondly, the documents contain sensitive information that parents would not want in the public domain. Due to the critical nature of this data, Cells4Life looked for a solution to improve the customer experience and to ensure its security.



Top Benefits Achieved

- ✓ Faster turnaround of documentation
- ✓ Increased accuracy
- ✓ Perfect integrity of documentation
- ✓ Increased flexibility and convenience of service
- ✓ Streamlined transactions with ensured security

Parents can sign documents on their smart phone or tablet, making the process much more pleasant for all involved

The Resolution

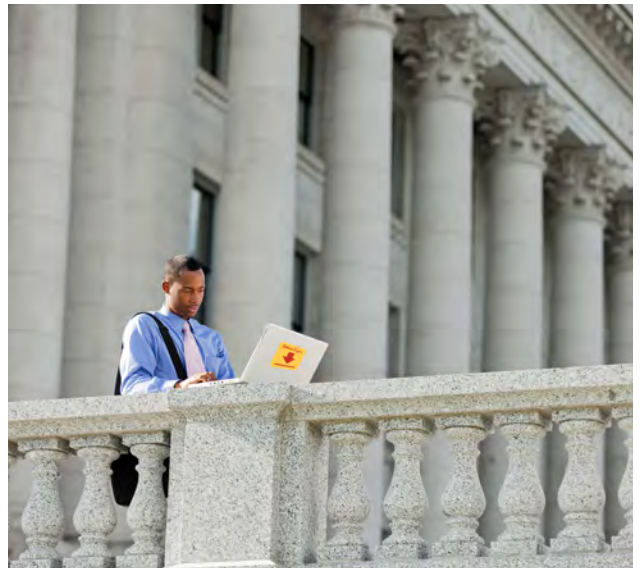
Cells4Life decided on an electronic signature solution to take this data online, which would eliminate the need for rekeying data and make completing the forms simpler for the parents. In addition, Cells4Life were keen to ensure that the electronic signature solution would integrate into their SugarCRM system to cut down on back-office work and allow the company to concentrate on customer care. Cells4Life selected DocuSign due to the open API and its ability to integrate into Cells4Life's highly bespoke SugarCRM solution, which is customised by Cells4Life to create a Laboratory Management System.

The Key Benefits

"DocuSign has integrated seamlessly into our SugarCRM, and we are now able to offer our customers an end-to-end online solution," said Wayne Channon, chairman at Cells4Life. "The automated solution we now have in place has enabled us to grow without having to invest in office staff to manage documentation but instead invest in our scientists and customer care team."

Another benefit of DocuSign for Cells4Life has been the difference in how it deals with 'last minute customers'. "Sometimes decisions are made at the last minute – but before we can collect the stem cells, we need to get the contracts signed, no matter what," said Channon. "We were having to record telephone calls with women who were in labour where we were reading out a 15-page maternal consent document and getting them to agree orally – this was far from ideal."

Channon continues, "With DocuSign, the parents can sign the documents on their smart phone or tablet, making the process much more pleasant for all involved."



With DocuSign, the parents can sign the documents on their smart phone, tablet or computer, making the process far simpler, more reliable and more pleasant for all involved."

**Wayne Channon,
Chairman**

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