

## MY HARDEST BUSINESS DECISION

**FOR SIX YEARS**, I helped people plan funerals and encountered many families who wanted to donate their body to science. In 2000, I formed Science Care specifically to link individuals with medical researchers and educators.

My most difficult decision was to not support medical conferences where cadavers are used to train doctors in public-use facilities. Although the practice is legal and safe, because they are using tested tissues and learning advance procedures to save lives, we didn't think a hotel or general public facility was the right location.

The decision was difficult because there was a huge possibility that doctors would miss out on learning new procedures. Additionally, 15% to 20% of our annual service fees were at risk, a significant impact for us because we provide a fee-based service. Our fees are associated with our costs for removal, processing, procurement, storage and distribution of human tissue.

### **"DESPITE IT ALL, WE NEVER COMPROMISED OUR VALUES AND BELIEFS."**

So we had to come up with a way to provide these cadavers to doctors. We turned a majority of our 16,000-square-foot Phoenix location into a training facility where we could ensure dignity and respect to the donors. We then had to explain to the doctors why a hotel wasn't the best place for working on cadavers and why there were better locations. Historically, the reason these medical symposiums or educational events have been held at hotels is because the cost is less and it is more convenient for the physicians. We opened the bioskills training facility in 2003 at a cost of \$750,000.

Another difficult thing about this decision was that we had to also look at the law to see if this was legal. For us, the law didn't provide a good guideline, and there was no other model out there. No one had ever challenged this. It was a two-year process in which we had to come up with procedures to comply with each of the standards of the American Association of Tissue Banks, which include informed consent, safety, quarantined tissue release, tissue storage, transportation and quality assurance. We became the first accredited facility in the United States.

Despite it all, we never compromised our values and beliefs. No matter what, there will be resistance, so we had to be willing to educate our clients and work with them to meet their needs without compromising ourselves.

**JAMES ROGERS, 38**  
**PRESIDENT AND CEO**  
**SCIENCE CARE ANATOMICAL INC.**  
**PHOENIX**

**SCIENCE CARE IS AN ACCREDITED WHOLE-BODY DONATION PROGRAM THAT PROVIDES HUMAN TISSUE FOR MEDICAL RESEARCH AND EDUCATION.**