

Cord Blood and Medical Misinformation: The Big Business of Unproven Stem Cell Treatments | Media Manipulation Casebook

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November 18, 2021

David Greene, who lost his medical license in 2009 after botched surgeries resulted in several deaths, is a marketing CEO in the United States whose lucrative **business** sells unproven—and sometimes dangerous—medical treatments using birth tissues. While stem cell therapies are effective treatments for a limited list of diseases, Greene and his marketing strategies have persuaded customers that stem cell therapy is a near cure-all. His company claims to have treated 10,000 people.

Offline, Greene gets new clients by hosting events in hotels and conference centers. Online, his marketing relies on **testimonials**, **recontextualized media**, purchased awards, and paid **advertising**.

Investigation into these marketing strategies shows that Greene is profiting off a business model that is based on phony science. Greene has manipulated search engines via keyword squatting to bury bad press and invested heavily in his own scam. In **reputation management**, he employs pay-for-play awards, Facebook marketing, and native advertising so that articles about his product are integrated into otherwise reputable news coverage.

[...]

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