

DECEMBER MONTHLY REPORT

Area 2 - The North and Wales

A meeting with Mr. Jack Ryan and Mr. Willie Ewald took place on 3rd December during which sales of Koate and Gamimune for 1984 were discussed as well as the latest changes regarding the use of Heat Treated Factor VIII concentrate in the U.K.

Prof. A. Bloom (CARDIFF) was contacted and he assured me that they will stay with Cutter. He also informed me that they are switching completely to Koate HT from that day (4th December). This means a secured 500,000 i.u. sales in 1985.

Sister Brown, Dr. Adelman and Dr. Prengnall (LINCOLN) were met on 7th December. Koate HT was discussed, however no decisions have yet been made. The Immuno rep. had visited them earlier that week and although no definite price for HT material from Immuno was given, it was felt that it would be in the range of £0.14p to £0.15p per unit.

Dr. Mitchell (DERBY) was met on 7th December and she informed me of her decision to change to HT material for their next order. Since then we have had two small orders for Koate HT and a request to exchange old regular material. I have also learned that one of their patients who had previously reacted to NHS and Koate material is now stable on Profilate (High Purity). This means a small loss in sales of about 50,000 i.u. per annum is to be expected during 1985.

From a discussion with Mr. J. Revill (Blood Bank, LEICESTER) it was discovered that they have changed to Biotest blood bags because of "supply problems". My own opinion is that he likes to change from one company to another to keep his sponsorship options open with all companies. However, he has promised to reconsider Tuta blood bags when the present contract with Biotest is completed. This will mean a minimal loss of business of approximately £1,500 per annum.

From meeting Sister C. Martin and Mr. J. O'Connor (LEICESTER ROYAL INFIRMARY) it was learned that Sheffield, Nottingham and Leicester have had a regional meeting and have decided to use heat treated material only on newly diagnosed severe haemophiliacs.

The LEEDS region has made a decision to use only HT material from the commercial companies and the likelihood of Cutter obtaining business in the region is fair. At the moment, however, they have somewhere in the region of three months' supply of NHS material.

By far the most important happening this month is a very successful meeting with Dr. Wensley (MANCHESTER), when he promised me all of his business for the next contract. This is the period between January and April, 1985, depending on finances being available. I think that this will take place in the first quarter of 1985. Dr. Wensley was promised a £10,000 sponsorship programme for research to be carried out over two years. In financial terms this contract will mean the sale of approximately 2.5 million i.u. of Koate HT during 1985 at approximately £0.12p per unit. This will yield the sum of £300,000 in 1985.

Area 2 - The North and Wales (Continued)

Gamimune - With regard to this product, further new key people were visited during the month of December. Dr. Patel (WOLVERHAMPTON), Dr. Jalihol HUDDERSFIELD), Dr. Ghosh (BARNSELEY), Dr. French (SHEFFIELD) Drs. Mayne and Mitchell (DERBY) were all visited to discuss Gamimune.

Sales to Sheffield and Huddersfield have continued. Two reasonable orders for £2500 were obtained from Derby and a new account was gained at Wolverhampton with an order of £3000. Most major centres and large general hospitals have been visited and it is strongly felt that small local meetings should be organised in various areas to keep the interest in IVIG growing during 1985. This is very important at a time when SANDOZ have an ITP indication for Sandoglobin and a price of £15.60 per gram which is identical to our price.