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# Bio-Feedback

CUTTER BIOLOGICAL MARKETING/SALES COMMUNICATION BULLETIN

M-84-107

TO: CUTTER BIOLOGICAL FIELD SALES PERSONNEL  
FROM: JANIS J. PETERSON  
DATE: OCTOBER 26, 1984  
SUBJECT: CONVERSION TO KOATE®-HT

In preliminary studies the Koate-HT manufacturing process has been found to be effective in inactivating the human LAV and ARV viruses. Attached you will see a letter and charts regarding these data that are being sent by Jack Ryan to customers and non-customers. Also attached is a copy of the most recent NHP Medical and Scientific Advisory Committee recommendations concerning AIDS and the treatment of hemophilia.

We sincerely feel that Koate-HT is an improved product and we wish to afford every individual with hemophilia the opportunity of using this improved product.

In order to provide a smooth transition on conversion to Koate-HT for each of your accounts you need to consider the following information:

- 1) Cutter will have a limited supply of non-heat treated product available (approximately one months inventory) to ease into all heat-treated product. Survey your accounts immediately to identify accounts whose physicians still wish to utilize this non-HT product. Some physicians wish to continue to use non-HT because of the preliminary nature of the data.
- 2) If an account requests that Koate be replaced with Koate-HT, the non-heat treated product will not be returned to Cutter but should be field transferred to an account who prefers to continue to use non-HT. Match these customers together as best you can, coordinating with District and Regional managers where appropriate.
- 3) Where there is a firm agreement or contract for Koate-HT those prices will apply; otherwise new prices will be negotiated and an SPA must be entered. Do this on a timely basis to avoid unprocessables.
- 4) Immediate steps should be taken to convert "contract" and "guaranteed supplied" customers to Koate-HT. Work with your manager negotiating HT prices with those customers who do not have such arrangements.

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- 5) Cutter's viral inactivation data regarding AIDS is presently unmatched by the competition. These data were obtained using the Koate®-HT product and process and apply only to Koate-HT. Other products and processes introduce manufacturing and process variations which require studies to prove inactivation in those products and processes. Use those data, along with the other advantages of Koate-HT over competitions' heat-treated products to gain new business.
- 6) Cutter has sufficient Koate-HT inventory to supply our customers and new customers immediately.

I am sure that you will agree that Cutter continues to be on the leading edge in providing advanced research and improved coagulation concentrate products. I am also sure those individuals with hemophilia will applaud your efforts and concern for their well being.

GRO-C

Janis Peterson  
Product Manager

Attachments

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