

# Cutter

MILES

TO: Jack Ryan  
FROM: Carolyn Patrick  
SUBJECT: AIDS PR PROGRAM WITH OTHER  
MANUFACTURERS

DATE: August 16, 1984

COPIES TO: B. Modersbach  
J. Peterson

At the initiative of Cutter, representatives from Hyland, Alpha and Cutter met in Los Angeles on July 24 to discuss a possible industry-wide PR program to stimulate use of Factor VIII despite possible AIDS risk. Armour expressed interest in the program but was unable to attend the meeting.

Top management at Hyland and Alpha questioned the ability of a PR program to significantly increase usage without further scientific data on product safety. Both companies appeared to be very tight expense-wise and will invest in such a program only if they feel confident that good results will be obtained.

All companies feel that a joint PR program will be of benefit when we are able to talk about HTLV-III screening. All feel that it will be less expensive for the companies to work together to educate the public than for companies to do this separately. Some enthusiasm was generated for using the HTLV-III "hook" to base the PR program on product safety issues, including promoting our donor screening techniques and the other things we do make products safe.

We interviewed Burson-Marsteller and Hill-Knowlton PR firms, both of whom will submit thoughts or proposals on a PR program.

It was agreed that the group will meet again in Rio at the WFH meeting to discuss the PR program. We will hopefully have proposals from the PR firms prior to Rio.

GRO-C

Carolyn Patrick

P.S. All companies are intrigued by the thought that HTLV-III may be inactivated by heat-treating. I suspect that a horse-race is now on to document this phenomenon. I recommend that Cutter pull out all stops to attempt to win this horse-race.

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