

Cutter

MILES

TO: DISTRIBUTION BELOW

DATE: September 27, 1983

FROM: Carolyn Patrick
SUBJECT: AIDS SCENARIO

COPIES TO:

DISTRIBUTION: D. Buchner
M. Duffy
J. Hink
T. Johnson
B. Modersbach
S. Ojala

Attached are completed scenario forms for:

1. Restricted Development of New Plasma Products
2. Competitors Obsolete Cutter's Plasma Products

GRO-C

C. Patrick

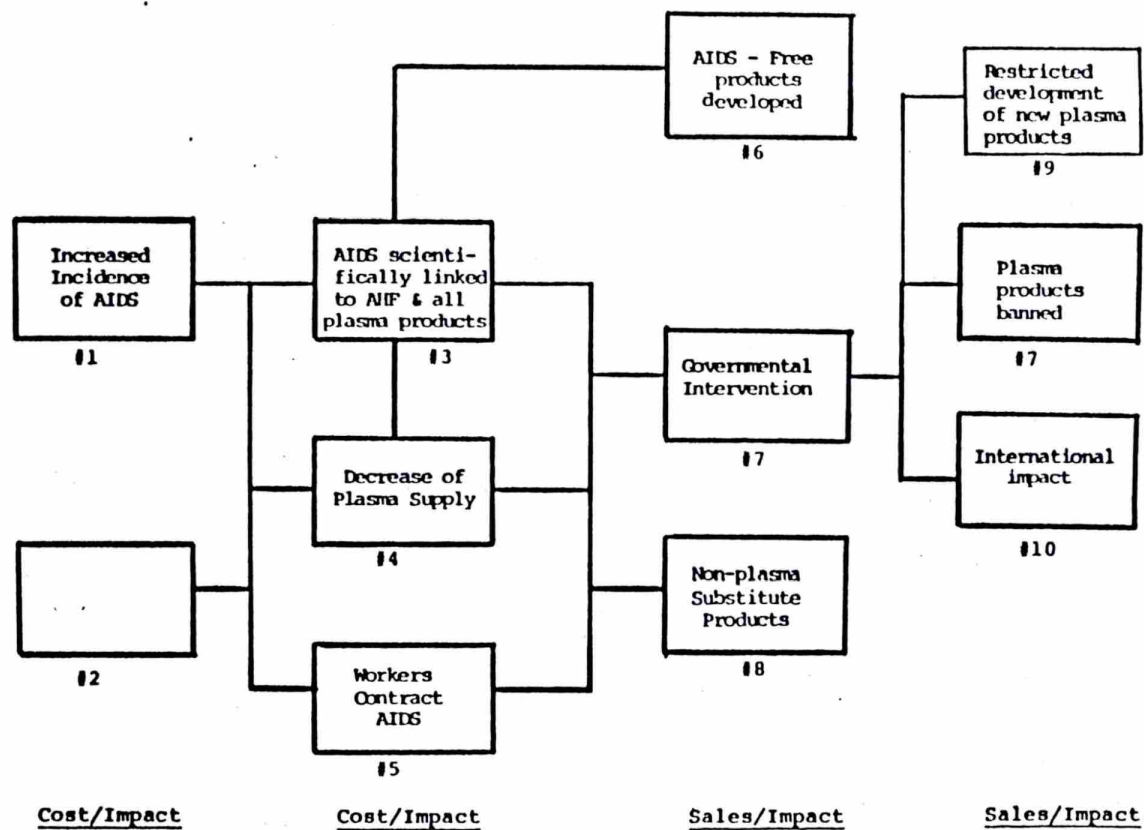
CP:am

104 7305

M005577 S

BAYP0004797_0001

AIDS SCENARIO - Interrelationships of Events



SELECTED PROBLEM FORMULATIONS FOR WORKSHOPS

1. HOW CAN WE BEST UPDATE OUR PLANS TO REFLECT CHANGES IN AIDS INCIDENCE?
- 2.
3. HOW CAN WE MAKE SURE THAT ALL OUR FINISHED PRODUCTS ARE NOT LINKED TO AIDS?
4. HOW CAN WE MAKE SURE AND PROVE THAT CUTTER PLASMA IS FREE FROM AIDS RISK?
5. HOW CAN WE MINIMIZE AIDS RISK TO WORKER?
6. HOW CAN WE MINIMIZE PERCEIVED AIDS RISK TO KOATE?
7. HOW CAN WE PARTICIPATE TO EDUCATE AND INFORM THE PUBLIC, U.S. AND FOREIGN GOVERNMENT OFFICIALS, WORKERS, AND POLITICIANS TO PREVENT EMOTIONAL ACTIONS AND REACTIONS?
8. HOW CAN WE ACCELERATE CUTTER rDNA/BIOTECHNOLOGY PROJECTS TO A SUCCESSFUL CONCLUSION?
9. HOW CAN WE PREVENT FDA FROM IRRATIONALLY RESTRICTING NEW PLASMA PRODUCTS IN RESPONSE TO PUBLIC PRESSURE?
10. HOW CAN WE DEVELOP AN ACCEPTABLE HEAT TREATED AHF FOR MAJOR FOREIGN MARKETS?

9/30/83

022000 007-1-77

100 6161

U2A00M 03-5-1-5

100 6162

11



Scenario 1 Schedule/Form	Statement of Scenario Event: The Development and Incidence of AIDS.	Topic of scenario: Acquired Immune Deficiency Syndrome (AIDS)	
No.	Major Issues/Problems (short statement)	Impact on current business	Mag.
	<p>A fatal disease is striking high risk groups, including hemophiliacs, at an epidemic rate. The specific cause is not known and there is no cure. As of August 1983, over 2,000 cases were reported, including 17 hemophiliacs.</p> <p>The development of AIDS indicates that one mode of transmission is through blood and blood products.</p> <p>There is no screen or blood test to determine the presence of AIDS in an asymptomatic carrier.</p> <p>With the comparative lack of specific scientific and medical knowledge, governmental, regulatory and media responses are inconsistent and unpredictable and apt to be based on emotion and sensationalism.</p>	<p>Three direct impacts have resulted:</p> <ul style="list-style-type: none">- The fear of contracting AIDS has resulted in a reduction of concentrate use by the hemophilic population.- Plasma Center screening requirements have been issued, including AIDS questionnaires, additional physical examining and donor, center-employee education.- Based on the conception that a heat-treatment concentrate product may eliminate or reduce the risk of passing AIDS, there is a "no holds" rush to complete its development, approval and manufacture; substantial additional costs and expenditures are being incurred.	<p>3</p> <p>1</p> <p>2</p>
Please show the magnitude of the impact by 3, 2, 1 (high, medium, low)			

SCENARIO #1

E919 001

U2B00M



Scenario 2 Impact of major future developments and trends Schedule/Form		Topic of scenario: AIDS	
No.	Major Future Developments	Impact on future operations/business	Mag.
	<p>Most Likely: Scientific and medical progress is real but slow. No major breakthroughs occur in 1983.</p> <p>No specific blood test before 1985.</p> <p>The general incidence of AIDS continues at the same basic rate within the risk groups but by 1985 is not at an exponential growth level.</p> <p>AIDS does not spread to general population at an epidemic level, nor do any new high risk groups develop.</p> <p>The development of AIDS in major industrialized countries continues but at a lower rate of involvement than in the U.S.</p>	(Note: The specific impacts based on these developments are addressed in the Scenarios prepared for the individual events.)	
	<p>Worst Case: Exponential growth continues.</p> <p>Lymphadenopathy and/or T-Cell Helper/Suppressor ratio are generally prodromal stages of AIDS.</p> <p>Limited epidemics encountered outside current high risk groups: family, prisoners, health care workers and plasma processors.</p> <p>No cause or cure discovered and in the meantime, a long incubation period continues to tick.</p>		
Please give the magnitude of the impact by 3, 2, 1 (high, medium, low)			

100 6164

CZROOM 03 07 00

3C4036100

BAYP0004797_0007



Scenario 3 Schedule/Form		Probability of occurrence of major developments and trends (from Schedule 2)		Topic of scenario: AIDS.		
No.	1983	1984	1985	1986	1987	1988
	Most Likely:	By end of 1985, approximately 15,000 to 20,000 cases*, 120 to 160 are hemophiliacs.	A specific blood test is found in 1985-86. Promising research in terms of a vaccine and preventability.			By 1988, 25,000 to 40,000 cases*, 200 to 320 hemophiliacs. Cause is known, but no complete cure. Incidence is declining. AIDS is checked and stored, but not eradicated.
	Worst Case:	By end of 1985, approximately 40,000* cases, 1,000 are hemophiliacs. Several hundred tied to blood transfusions. Other major countries are severely affected. A specific cause and blood test cannot be determined.		By 1988, 80,000* cases, with 2,000 hemophiliacs. Decline is largely due to decimation of susceptible populations, earlier diagnosis and better treatment. But AIDS remains a major epidemic condition.		
Please show the probability against the relevant years (e. g. low till 1984, med. 1986, high 1988)				*cumulative from 1981.		

5919 001

W00T20



Scenario 4 Schedule/Form	Formulation of problem (-How can we....-) Topic of Scenario: AIDS (Incidence of AIDS)
<p>How can we track and monitor the incidence and development of AIDS? (Possible resources: R. Modersbach, R. Rousell (or M.D. from Cutter staff), S. Ojala)</p> <p>How can we assess impact on plans or scenario that could result from changes in AIDS incidence? (Possible resources: Team or business heads)</p>	
<p>Please state the problems in as few words as possible in the form which ask for action-oriented answers.</p>	

99I9 00I

00 -- J C3 WOOTZO

U2200M 00 3-1-07

100 6167



12

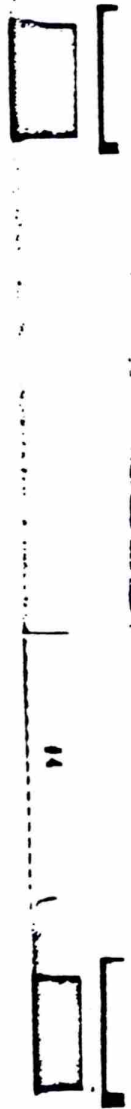


100 6172

100 6172

U2200M 03 27 07

100 6177





Decrease of Plasma Supply


AIDS

Please show the magnitude of the impact by 3, 2, 1 (high, medium, low)

SCENARIO 14

WOOZON

BAYP0004797_0013

By John H. Hink 

Scenario 2 Impact of major future developments and trends		Topic of scenario: AIDS	
No.	Major Future Developments	Impact on future operations/business	Mag.
Most Likely:			
1	Test for AIDS prodrome will be required for plasma donors.	Temporary and moderate reduction in plasma supplies causing slight shortages and minimal cost increase.	1
2	Foreign countries (especially Europe) will become more self sufficient in production of plasma and will reduce purchases from U.S.	U.S. plasma exports will decrease creating moderate U.S. surplus and lower plasma prices.	2
Worst Case:			
1	All plasma donations will be required to be held for a period of 6 mos. while the donor is followed to assure no AIDS is contracted within this period.	Severe temporary shortage of plasma and considerable cost increase due to difficulties in donor follow up and loss of plasma from transient donors.	3

Please give the magnitude of the impact by 3, 2, 1 (high, medium, low)

3040361005

6719 001

U2 ROOM 11 11 11

BAYP0004797_0014

By John H. Hink



Scenario 3 Schedule/Form		Probability of occurrence of major developments and trends (from Schedule 2)			Topic of scenario: AIDS		
No.	1983	1984	1985	1986	1987	1988	
1	Most Likely: _____	20% _____	40% _____	10% _____	_____	_____	
2	_____	10% _____	40% _____	50% _____	_____	_____	
1	Worst Case: _____	15% _____	30% _____	_____	_____	_____	

Please show the probability against the relevant years (e. g. low 1984, med. 1985, high 1985)

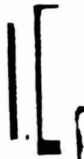
0819 001

U.S. DEPARTMENT OF COMMERCE

BAYP0004797_0015

020000 00 00 00 00

100 6182



15

00

00



Scenario 1 Schedule/Form		Statement of Scenario Event: Workers Contract AIDS		Topic of scenario: AIDS	
No.	Major Issues/Problems (short statement)	Impact on current business		Mag.	
1.	Plasma fractionation workers have expressed concern for their safety regarding the perceived risks of contracting AIDS encountered while physically handling raw plasma.	Workers morale has been affected to a small degree by the fear of contracting AIDS. Worker continue to ask questions and express fears related to plasma production.		1	
2.	In 1983, four hospital workers have contracted AIDS.	Incidence of AIDS among hospital workers has not significantly increased concerns of production workers.		1	
Please show the magnitude of the impact by 3, 2, 1 (high, medium, low)					

SCENARIO #5

E819 001

U74 J C3 WOODEN

BAYP0004797_0018



Scenario 2 Impact of major future developments and trends Schedule/Form		Topic of scenario: AIDS	
No.	Major Future Developments	Impact on future operations/business	Magn
	Most Likely: 1 or 2 non-high risk fractionation or plasma center workers contract AIDS, causing concern among all plasma workers.	Production cost increases to provide worker protection and pay premium wages.	1
	Worst Case: More than two workers get AIDS.	Workers refuse to work in plasma processing, leading to product shortages.	3

Please give the magnitude of the impact by 3, 2, 1 (high, medium, low)

3C 40381006

100 6184

02200M 03 07 10



Scenario 3 Schedule/Form		Probability of occurrence of major developments and trends (from Schedule 2)			Topic of scenario: AIDS		
No.	1983	1984	1985	1986	1987	1988	
	Most Likely: One or two non-high risk fractionation or plasma center workers contract AIDS. Premium wages and extensive worker pro- tection must be provided.	50%	30%	10%	0	0	
	Worst Case: More than two non- high risk workers get AIDS.	10	0	0	0	0	
Please show the probability against the relevant years (e. g. low till 1984, med. 1986, high 1988)							

5819 001

WOODZON



Scenario 4
Schedule/Form

Formulation of problem (-How can we....-)

Topic of Scenario: AIDS

1. How can we reduce the probability of non-high risk workers getting AIDS?
2. How can we prepare for the problems if this does occur?

Please state the problems in as few words as possible in the form which ask for action-oriented answers.

UZZLOOM CO. 7-77-67

100 6187

CP
9-26-83



Scenario 1 Schedule/Form COMPETITORS OBSOLETE CUTTER HEMOPHILIA CONCENTRATES		Statement of Scenario Event: Topic of scenario: AIDS	
No.	Major Issues/Problems (short statement)	Impact on current business	Mag.
1.	The U.S. market for hemophilia concentrates has declined drastically because of fear of AIDS transmission via these products.	Koate® sales are 30% behind budget, causing lost profits and product mix imbalance.	2
2.	All companies are seeking ways to minimize or eliminate perceived or actual AIDS risk in their products. Cutter is not at the forefront of these efforts.	Current Cutter sales are lower than they would be if a heat-treated concentrate were available. Business may be at further risk if technology gap widens.	3
Please show the magnitude of the impact by 3, 2, 1 (high, medium, low)			

SCENARIO #6

8819 001

U2BLOM

BAYP0004797_0023

CP
9-26-83



Scenario 2 Impact of major future developments and trends Schedule/Form COMPETITORS OBSOLETE CUTTER HEMOPHILIA CONCENTRATES		Topic of scenario: AIDS	
No.	Major Future Developments	Impact on future operations/business	Mag.
	Most Likely:		
1.	Other companies in addition to Hyland will market heat-treated concentrates prior to Cutter.	Major short-term impact that will decrease when Cutter enters market with comparable product.	2
2.	Competitors and Cutter will demonstrate AIDS-free product within close time-frame.	Increase in total concentrate usage. No other major impact.	2
3.	Competition will market rDNA AIF prior to Cutter.	Major negative impact on Korate® sales until Cutter rDNA product available.	3
	Worst Case:		
1.	Competitor introduces a patented or otherwise exclusively AIDS-free product.	Marketplace will buy as much of this product as is available and will expect risky product to be available at low prices.	3
2.	FDA bans all plasma-sourced AIF upon availability of rDNA product from a competitor.	Possible loss of total AIF business.	3

Please give the magnitude of the impact by 3, 2, 1 (high, medium, low)

3040361007

6819 001

U2B00M

BAYP0004797_0024

CP
9-26-83



Scenario 3 Probability of occurrence of major developments and trends
(from Schedule 2)
COMPETITORS OBSOLETE CUTTER HEMOPHILIA CONCENTRATES

Topic of scenario:

AIDS

No.	1983	1984	1985	1986	1987	1988
	Most Likely:					
1.	90%	90%	15%	10%	10%	
2.	0%	5%	20%	60%	75%	
3.	0%	5%	15%	20%	75%	
	Worst Case:					
1.	5%	5%	15%	25%	25%	
2.	0%	0%	5%	15%	25%	

Please show the probability against the relevant years (e. g. low till 1984, med. 1986, high 1988)

0019 001

ROOM 33-11-72

BAYP0004797_0025

CP
9-26-83



Scenario 4 Formulation of problem (-How can we....-)
Schedule/Form COMPETITORS OBSOLETE CUTTER HEMOPHILIA CONCENTRATES

Topic of Scenario:

AIDS

1. How can we leapfrog to develop a hepatitis/virus-free product ahead of competition?
2. How can we accelerate Cutter rDNA AIF project?
3. How can we minimize perceived AIDS risk of Koate?

Please state the problems in as few words as possible in the form which ask for action-oriented answers.

1619 001

WU J J J J WOODZU

U2A00M

00 7-7-7

100 6192



07



Scenario 1 Schedule/Form	Statement of Scenario Event: Increased government intervention (including product bans)	Topic of scenario: AIDS	
No.	Major Issues/Problems (short statement)	Impact on current business	Mag.
	<p>Increased attention by the media and/or future events cause government agencies (U.S. and worldwide) to add additional restrictions to the production, sale or use of plasma derived products.</p> <p>The current focus is to encourage the best treatment of plasma coagulation products, and for some foreign governments to discourage the importation of U.S. plasma products.</p> <p>As understanding of AIDS develops, further plasma testing will be required.</p> <p>When alternate products from non-plasma sources are available, further restrictions will result including the possibility for eventual bans of human-derived material.</p>	<p>Current and future actions include:</p> <ul style="list-style-type: none">- plasma center screening requirements have been increased.- positive identification of AIDS donors in plasma products can lead to a FDA required recall of suspect lots.- additional tracing of donors and users could be required.- holding (quarantine) requirements for plasma could result.- once alternate products or therapies are available, current products could be banned or simply restricted into economic impossibility.	<p>1</p> <p>2</p> <p>2</p> <p>2</p> <p>3</p>
Please show the magnitude of the impact by 3, 2, 1 (high, medium, low)			

SCENARIO #7

E619 001

UNCLASSIFIED WOODZON

BAYP0004797_0028



PH
STRA

Scenario 2 Schedule/Term	Impact of major future developments and trends	Topic of scenario: AIDS	
No.	Major Future Developments	Impact on future operations/business	Mag
	Most Likely:		
1	- FDA/NIH predicts specific cause and possible test available in 1984	Additional testing expenses will be major, but required of all manufacturers.	2
2	- Further miscellaneous restrictions continue on a periodic basis.	Apply to all manufacturers	1
3	- Transfusion related cases will begin to exceed hemophiliac cases by 1984.	Major impact on blood banking	2
4	- Further recalls of individual lots of product.	Major impact to target manufacturer.	2
5	- Genetically engineered product available by 1988 (FDA guess).	Small impact at first due to availability, rapidly growing by 1990.	3
	Worst Case:		
1	- Major international governments restrict or ban imports of U.S. plasma derived products.	Loss of international sales	3
2	- Evidence that heat-treating is not effective prompts very restrictive government action.	Applies to all involved, but greater impact to U.S. manufacturer	2
3	- AIDS linked to other plasma products results in severe restriction on manufacture/use.	Major change in biological product availability - worst case fear by FDA	3
Please give the magnitude of the impact by 3, 2, 1 (high, medium, low)			

3040381008

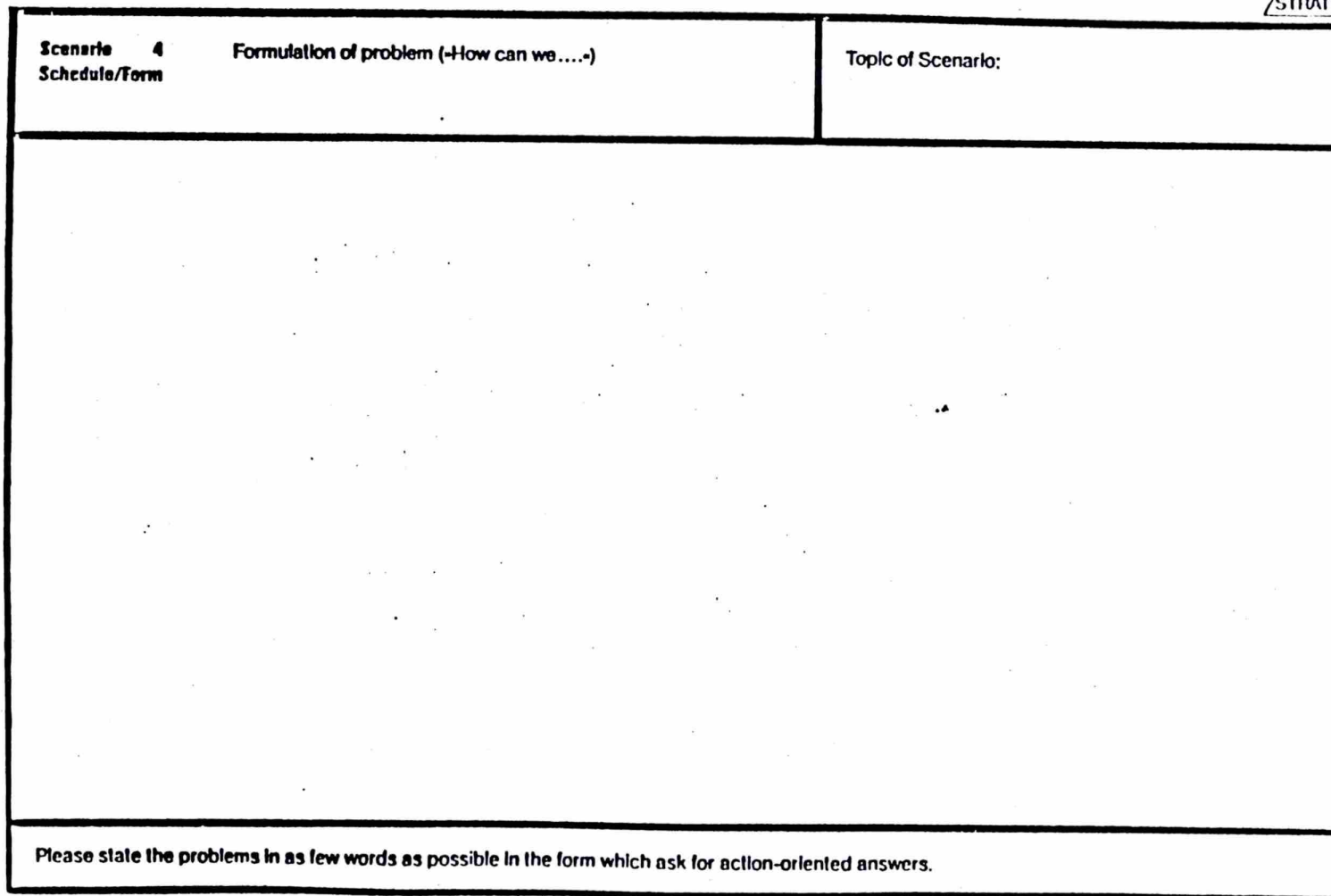
100 6194

07 J J C WOOTZ



Scenario 3		Probability of occurrence of major developments and trends (from Schedule 2)		Topic of scenario: AIDS		
No.	1983	1984	1985	1986	1987	1988
1 2 3 4 5	Most Likely:	50% 75% 40% 50%	75% 75% 50% 50% 10%	80% 75% 60% 50% 20%	90% 75% 75% 50% 30%	95% 75% --- 50% 50%
	Worst Case:	20% 30% 20%	30% 30% 30%	30% 40% 30%	40% 40% 30%	40% 50% 30%

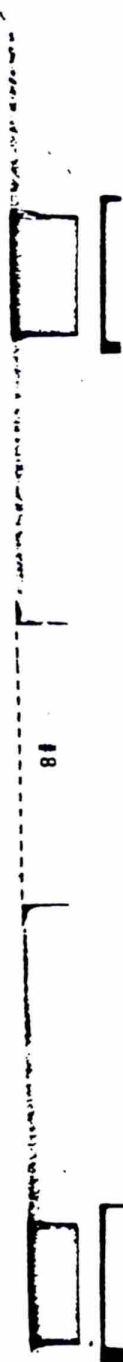
Please show the probability against the relevant years (e. g. low till 1984, med. 1986, high 1988)



00 1 1 00 000000

U2BLOOM 03-3-07

100 6197





Topic of scenario:

AIDS

SCENARIO 48

03 17 12 03: 300720

BAYP0004797_0033

By: J. Hink



Scenario 2 Impact of major future developments and trends
Scenario/Form

Topic of scenario:

AIDS

No.	Major Future Developments	Impact on future operations/business	Mag.
	Most Likely:		
1	Crystalloids and synthetic expanders will continue to be used by certain hardcore clinicians rather than Fraction V plasma products.	Use rate will not increase. Impact negligible.	1
2	Synthetic drug(s) for treatment of hemophilia will be approved and marketed.	Drugs will be partially effective in mild hemophilia. Impact on coagulation product sales minor.	1
3	Genetic engineered substitutes for plasma products will <u>not</u> be approved for general marketing until 1990.	Marginal impact during next 5 years.	1
	Worst Case:		
1	Due to exponential increase in AIDS cases, spread of disease to general population (especially all plasma product recipients), increased Gov't financing, and extreme pressures on FDA; Approval for use of rDNA and MOAB plasma proteins will be markedly expedited.	Severe reduction in the use of plasma derived products in the late 1980's.	3

Please give the magnitude of the impact by 3, 2, 1 (high, medium, low)

3040381009

6619 001

U7 J 53 WOODZ0

BAYP0004797_0034

By: John Hink



Scenario 3 Schedule/Term		Probability of occurrence of major developments and trends (from Schedule 2)				Topic of scenario: AIDS	
No.		1983	1984	1985	1986	1987	1988
1	Most Likely:	100% _____	100% _____	100% _____	100% _____	100% _____	
2		_____	50% _____	80% _____	80% _____	80% _____	
3		100% _____	100% _____	90% _____	80% _____	70% _____	
1	Worst Case:						
	DNA VIII	_____	_____	_____	30% _____	60% _____	
	DNA XI	_____	_____	_____	30% _____	60% _____	
	DNA alb	_____	_____	_____	30% _____	70% _____	
	NOAB CG	_____	_____	_____	30% _____	50% _____	

Please show the probability against the relevant years (e. g. low 1984, med. 1986, high 1988)



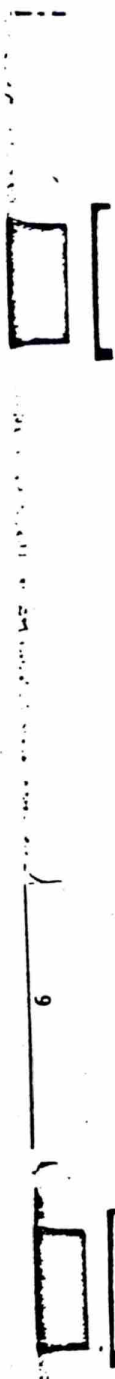
Scenario 4 Schedule/Form	Formulation of problem (-How can we....-) Topic of Scenario: AIDS
<p>How can we use new technologies to protect our plasma products.</p>	
<p>Please state the problems in as few words as possible in the form which ask for action-oriented answers.</p>	

1029 001

WU L7 J C3 WOOTZU

UZA000 00 00 00 00

100 6202





SCENARIO #9

UN LK J C WOOTZD

BAYP0004797_0038

CP
9-26-83



Scenario 2 Impact of major future developments and trends Schedule/Form RESTRICTED DEVELOPMENT OF NEW PLASMA PRODUCTS		Topic of scenario: AIDS	
No.	Major Future Developments	Impact on future operations/business	Mag.
	Most Likely:		
1.	AIDS concern will cause some investigators to decline to perform needed clinical trials or to exclude certain population groups.	Clinicals will take more time to arrange, will perhaps be more expensive.	2
2.	FDA will view IND/NDA's with a more careful eye toward risk-benefit ratios but will not exclude new plasma products totally.	Marginally or questionably beneficial products will be difficult to license but truly beneficial products will be licensed.	1
3.	FDA will look favorably upon rDNA-sourced new products because of no AIDS risk.	Regulatory pathway for these products will be smoother than otherwise.	1
	Worst Case:		
1.	No new plasma products licensed by FDA unless conclusively proven to be AIDS-free.	No new products for Biological Division for rest of decade, with drastic negative effect on sales and profits.	3
Please give the magnitude of the impact by 3, 2, 1 (high, medium, low)			

100 6204

U2ROOM : 55 57 10

842361 0 10

CP
9-26-83



Scenario 3 Schedule/Form		Probability of occurrence of major developments and trends (from Schedule 2) RESTRICTED DEVELOPMENT OF NEW PLASMA PRODUCTS			Topic of scenario: AIDS	
No.	1983	1984	1985	1986	1987	1988
1.	Most Likely: 100%	100%	100%	100%	100%	
2.	30%	60%	85%	85%	85%	
3.	80%	80%	80%	80%	80%	
1.	Worst Case: 5%	10%	15%	15%	15%	

Please show the probability against the relevant years (e. g. low till 1984, med. 1986, high 1988)

5029 001

W00200 55 55 55

CP
9-26-83



Scenario 4 Formulation of problem (-How can we....-) Schedule/Form RESTRICTED DEVELOPMENT OF NEW PLASMA PRODUCTS	Topic of Scenario: AIDS
---	---------------------------------------

1. How can we minimize AIDS concern regarding plasma products among clinical investigators?
2. How can we minimize AIDS risk in new plasma products?
3. How can we demonstrate minimal AIDS risk in new plasma products?
4. How can we prevent FDA from irrationally restricting new plasma products in response to public pressure?

Please state the problems in as few words as possible in the form which ask for action-oriented answers.

9029 001

00 07 13 00 00 00

U220000 00 3-77 07

100 6207

10



Scenario 1 Schedule/Form		Statement of Scenario Event: Decline in International Sales through Foreign Government Intervention	Topic of scenario: AIDS
No.	Major Issues/Problems (short statement)	Impact on current business	Mag.
	Approximately 125 reported AIDS cases outside the United States.	AIDS has had small impact on International sales of AHF.	1
	Heat-Treated AHF is available from several competitors.	Small impact on total International AHF sales although a larger impact in West Germany.	2
	Most major countries discourage or disallow plasma-pheresis.	Majority of plasma products used in the world are sourced from the United States. Positive impact favoring United States fractionators.	2
Please show the magnitude of the impact by 3, 2, 1 (high, medium, low)			

SCENARIO #10

8029 001

UNCLASSIFIED

BAYP0004797_0043

TJ 9/23/83



Scenario 2 Schedule/Form		Impact of major future developments and trends Decline in International Sales through Foreign Government Intervention		Topic of scenario: AIDS	
No.	Major Future Developments	Impact on future operations/business	Mag.		
1.	Most Likely: Major Foreign Governments require all Factor VIII to be heat-treated (Regular Factor VIII banned).	Positive impact if Cutter has an acceptable heat-treated Factor VIII.	2		
1	Worst Case: Major Foreign Governments ban U.S. plasma sourced Factor VIII and become plasma product self-sufficient.	Significant impact on the very high profit AHF sales if occurring in West Germany and Japan.	3		
Please give the magnitude of the impact by 3, 2, 1 (high, medium, low)					

3040384011

6029 001

U2ROOM 00 00 00

TJ 9/23/83



Scenario 3 Schedule/Form		Probability of occurrence of major developments and trends (from Schedule 2) Decline in International Sales through Foreign Government Intervention		Topic of scenario: AIDS		
No.	1983	1984	1985	1986	1987	1988
1	Most Likely: 0 _____	25% _____	50% _____	50% _____	50% _____	
	Worst Case: 0 _____	5% _____	5% _____	5% _____	5% _____	
Please show the probability against the relevant years (e. g. low till 1984, med. 1986, high 1988)						

0129 001

WORLDWIDE

CP
9-26-83



Scenario 1 Schedule/Form 1		Statement of Scenario Event: COMPETITORS OBSOLETE CUTTER HEMOPHILIA CONCENTRATES		Topic of scenario: AIDS	
No.	Major Issues/Problems (short statement)	Impact on current business	Mag.		
1.	The U.S. market for hemophilia concentrates has declined drastically because of fear of AIDS transmission via these products.	Roate® sales are 30% behind budget, causing lost profits and product mix imbalance.	2		
2.	All companies are seeking ways to minimize or eliminate perceived or actual AIDS risk in their products. Cutter is not at the forefront of these efforts.	Current Cutter sales are lower than they would be if a heat-treated concentrate were available. Business may be at further risk if technology gap widens.	3		
Please show the magnitude of the impact by 3, 2, 1 (high, medium, low)					

MO05578 S

104 7306

02400N 7777

322571001

CP
9-26-83



Scenario 2 Impact of major future developments and trends Schedule/Form 17 COMPETITORS OBSOLETE CUTTER HEMOPHILIA CONCENTRATES		Topic of scenario: AIDS	
No.	Major Future Developments	Impact on future operations/business	Mag.
Most Likely: 1. Other companies in addition to Hyland will market heat-treated concentrates prior to Cutter. 2. Competitors and Cutter will demonstrate AIDS-free product within close time-frame. 3. Competition will market rDNA NIF prior to Cutter.		Major short-term impact that will decrease when Cutter enters market with comparable product. Increase in total concentrate usage. No other major impact. Major negative impact on Koate® sales until Cutter rDNA product available.	2 2 3
Worst Case: 1. Competitor introduces a patented or otherwise exclusively AIDS-free product. 2. FDA bans all plasma-sourced NIF upon availability of rDNA product from a competitor.		Marketplace will buy as much of this product as is available and will expect risky product to be available at low prices. Possible loss of total NIF business.	3 3
Please give the magnitude of the impact by 3, 2, 1 (high, medium, low)			

MO05579 S

104 7307

02200N 77 77 00

CP
9-26-83



Scenario 3 Schedule/Form		Probability of occurrence of major developments and trends (from Schedule 2) COMPETITORS OBSOLETE CUTTER HEMOPHILIA CONCENTRATES		Topic of scenario: AIDS		
No.	1983	1984	1985	1986	1987	1988
1.	Most Likely: 90%	90%	15%	10%	10%	
2.	0%	5%	20%	60%	75%	
3.	0%	5%	15%	20%	75%	
1.	Worst Case: 5%	5%	15%	25%	25%	
2.	0%	0%	5%	15%	25%	

Please show the probability against the relevant years (e. g. low till 1984, med. 1986, high 1988)

M005580 S

104 7308

NOTED 7/7/87

M005581 S

104 7309

NOOTZON NUN NUN J L