



Date 2nd October, 1985  
To Linda  
From Walid  
Subject Area 2 report - September, 1985.

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Copy to Brian

1. KOATE HT

NHS Supplies

Supplies of NHS Factor VIII Concentrate (8Y) have improved during the last four weeks. This improvement in supply is expected to continue and increase in volume.

The new 8Y product is said to be high purity, easy to dissolve and possibly Non A Non B safe.

Major Happenings

DERBY

Results from a virgin haemophiliac using Profilate HT demonstrate that the patient has raised transaminases. This is suggestive of Non A Non B hepatitis. Dr. Mitchell is disappointed with these results and she is arguing Alpha's claim to product safety.

(It is worth noting that this patient is using a different batch to the one that has caused Non A Non B hepatitis in three of Dr. Savidge's patients.)

Dr. Diedre Mitchell has also informed me that in the near future, charges will be made by the Regional Blood Transfusion Centres to hospitals for blood and blood products used. This will include items such as packed red cells, fresh frozen plasma, platelets concentrate, Factor VIII and Factor IX concentrate.

Dr. Mitchell has also stated that a meeting is to be held in SHEFFIELD for all associate Centres, to include Derby, Leicester, Nottingham, Lincoln and possibly Leeds. This meeting is scheduled for 4th October. During this meeting, Dr. E. Preston, who incidently is very impressed with Alpha's results, is expected to demonstrate the safety of Profilate HT.

Dr. Preston is also expected to put forward the suggestion that Profilate HT should be the product of choice for the region. It is also possible that, as the Director of Regional Haemophilia Centre, he may suggest that the purchase and distribution of commercial Factor VIII concentrate should be controlled by SHEFFIELD.



DERBY (cont.)

If Dr. Preston succeeds, Derby and Leicester would be lost and so would opportunities in Leeds and Lincoln.

However, after discussing the possibilities with Dr. D. Mitchell of DERBY and Dr. V. Mitchell of LEICESTER and Dr. M. Adelman of LINCOLN, it is apparent that they would all resist such a move by SHEFFIELD.

Finally, although movements in the region should be very closely monitored in the coming weeks, it is anticipated that the status quo will continue in Cutter's established and target accounts.

LEICESTER

A visit to LEICESTER has re-affirmed the thinking of SHEFFIELD.

Three months' data is now available on a virgin patient using Koate HT and it suggests that the patient has not been exposed to Non A Non B hepatitis. After three months of Koate HT therapy, the patient's transaminase level remains normal.

LINCOLN

A visit to LINCOLN has also re-affirmed the thinking of SHEFFIELD.

LINCOLN remains self-sufficient in Factor VIII and IX concentrate. However, it is without doubt that should they require any commercial material, they will choose Cutter's.

LIVERPOOL

Dr. A. McVerry, previously the Haemophilia Centre Director at LIVERPOOL has now moved to LEEDS. Professor Cowley has recently taken up the post of Head of the Haematology Dept. in LIVERPOOL. Professor Cowley's interest is in research and not haemophilia and therefore the position of a Haemophilia Director is now vacant as they await a replacement for Dr. McVerry. Changes taking place at LIVERPOOL are to be followed closely and every chance to increase Cutters's share of business will be taken.

LEEDS

The loss of an excellent opportunity to supply LEEDS with approximately 250,000 IU of Factor VIII per annum because of stock shortage in March '85 has very much undermined Cutter's name in LEEDS.

Therefore no business from LEEDS is expected in the very near future. Every effort is being made, however, to regain confidence and credibility to obtain a small share of the business. This is expected to be a time-consuming process. Nevertheless, it is felt that patience and regular visits will bring results.

### MANCHESTER

Mr. Richard Murdock of Haemoscience USA was met during the Oxford meeting to discuss the leasing of a plasmapheresis instrument to assist Dr. Wensley with his research. After a later communication, Mr. Murdock has agreed to the leasing of the instrument for 18 months at £300 per month. He also agreed to supply disposables at £13 per set. (The number of sets required is approximately 200). We are now waiting for an official agreement to be sent from Mr. Murdock to Cutter. This would be referred to Gordon Tuck at Stoke Court for advice. An insurance contract should also be issued from Haemoscience to us, free of charge.

During my last meeting with Dr. Wensley, he requested that the balance of our sponsorship programme be sent to "Postgraduate Education Account, University of Manchester" (cheque payable to account no. GRO-C). This is in order to allow him to purchase any other material that he may require for his project. This was agreed in principle and the final figure would be agreed once a contract with Haemoscience is signed and the dates are set.

### CARDIFF

A visit for 2nd October is scheduled with Brian Dyos.

## 2. KONYNE HT

The expected increase in the commercial market of heat-treated Factor IX has come to an early halt. It is anticipated that the NHS will begin the supply of their heat-treated Factor IX concentrate during October/November 1985. This will obviously have an effect on our sales of Konyne HT.

### FACTOR VIII COMPETITORS

<u>ARMOUR</u>	-	Factor VIII price is 12 pence per unit, a price increase is expected soon.
<u>IMMUNO</u>	-	Factor VIII price is 14 pence per unit, a price decrease to increase market share is being seriously considered.
<u>ALPHA</u>	-	Factor VIII price is 16 pence per unit in most small centres. This is an increase of 2 pence per unit.

### 3. GAMIMUNE

A number of visits to encourage the use of Gamimune and to gain new accounts were made. The most important being as follows:

Dr. Stevens	-	Walton Hospital, Liverpool
Dr. Newsome	-	Blackburn Royal Infirmary
Dr. D. Gorst )	-	Lancaster Royal Infirmary
Mrs. S. Daunt)	-	Lancaster Royal Infirmary
Dr. J. Settle	-	Burns unit, Wakefield
Dr. Galvin	-	Pinderfields Hospital, Wakefield
Dr. Williamson	-	Preston Infirmary

Dr. Stevens at LIVERPOOL was issued with six vials of Gamimune, free of charge for a CLL patient. The patient's condition has improved and Dr. Stevens has promised to purchase Gamimune in the very near future. Dr. Williamson at PRESTON was issued with six vials of Gamimune for a PID patient who does not seem to tolerate I/M injection. This patient has tolerated Gamimune well and Dr. Williamson has promised to purchase Gamimune in the very near future.

Dr. Gorst at LANCASTER and Dr. Settle at the Burns Unit, WAKEFIELD are likely future users.

Dr. Galvin, WAKEFIELD and Dr. Newsome, BLACKBURN, are unlikely future users.

### MEETINGS

Two meetings were attended during September.

1. Oxford BBTS meeting - 5th, 6th and 7th September.
2. Leicester Immunology meeting - 13th, 14th and 15th September.

#### Oxford BBTS Meeting

It was felt that, as a trade exhibition, the meeting was not a great success. This was mainly due to the lack of an official opening of the trade exhibition and also Cutter's stand position. However, it was a worthwhile meeting from the following points of view.

- a. Meeting a number of new contacts.
- b. Discussing the Manchester project with Mr. Murdock (detailed elsewhere in this report under MANCHESTER)
- c. Meeting Mr. Norman Pettit of the Blood Products Laboratory. Mr. Pettit was very forthcoming with detailed information of NHS plans and their Factor VIII, IX and IVIG production schedules. Information obtained from Mr. Pettit was immediately passed to Linda.

Leicester Immunology Meeting

This meeting appeared to be more successful than the Oxford BBTS meeting with greater interest shown by delegates in the trade exhibition.

Lectures on Primary Immune Deficiency, Transplant and AIDS were attended. Although they were all interesting, no major breakthrough was reported. The following competitor's information was also obtained and passed on to Brian.

1. TERUMO - They have gained a major share of the BIRMINGHAM blood bag business and a reasonable share of the EDINBURGH BTS business. In both cases, Terumo have had to bid a very low price against Travenol. Prices and quantities of the Terumo contract may be available soon.

Terumo blood bags are manufactured under licence in Belgium!!

The agency for Terumo blood bags in the UK have been using AHS as distributors, however, it is expected that the agent will honour the present contract until another distributor is assigned.

2. BIOTEST - It is strongly rumoured that the small business of dry transfer packs, etc. in General Hospitals will now have to come through the Regional Blood Transfusion Centres or the Area Health Authority.

It was said that BIOTEST have gained all the business of dry packs, etc. in General Hospitals through SHEFFIELD Blood Transfusion Centre, on a regional basis.

Other information was gained on Biotest's CMC specific hyper-immunoglobulin, "CYTOTECT". The recommended doses for this product are 400mg/Kg body weight on days 0, 4 and 8; 200mg/Kg body weight on days 12 and 16.

It was learned that the cost of the first three days' course of Cytotect is approximately £4000. Assuming that the patient weight is 65Kg, this would mean that the patient would have required 78 grams at a cost of £51.28 per gram. Obviously, the patient weight is not known, therefore one cannot be certain of the cost. However, it is certain that it is three to four times greater than the cost of regular IVIG.