

1985 FAR EAST REGION   
PRELIMINARY MARKETING PLAN

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of greater, more common concern. The hepatitis risk of American-made concentrates is not of such great concern in a region where hepatitis B is so prevalent. In Taiwan, for instance, where 16% of the population are carriers of Hepatitis B, a hemophiliac is apt to suffer as much risk routinely using cryoprecipitate or blood as with American-made concentrates. With these considerations in mind, we have no immediate plans to introduce Koate-HT or Konyne-HT.

If we see need for a heat-treated product in the Far East, we will react to the demand swiftly. Otherwise, we will try to continue to dominate the markets with low-cost standard Koate and Konyne.

In each Far East country, Cutter gives constant attention to maintaining close ties with leading hematologists who are national leaders in hemophilia care. Each year, our list of such contacts is expanded and updated. Because English language is common amongst Asian medical specialists, most domestic sales aids developed by Cutter for the American market can be used in the Far East. Slide programs, exercise programs, Echo magazines, pamphlets, brochures, etc. from Cutter Biological will continue to be used as important tools in the development of sales.