

## News from Essential Pharmaceuticals



<http://smilebox.co/tW6rID>

**Happy Holidays!** Welcome to the December 2011 edition of Essential news. We hope you find the following content interesting and useful.

Would you like to share information related to meetings, events or fundraisers? If so, simply e-mail us at [dweber@essentialpharma.com](mailto:dweber@essentialpharma.com) with your content and we will include it in the next edition of our e-news.

### Congratulations Dr. Hisashi Nikaidoh

Essential Pharmaceuticals proudly congratulates [Dr. Hisashi Nikaidoh](#). Dr. Nikaidoh was the recipient of the 2011 Miracle Achievement Award awarded by the [Children's Miracle Network](#). Watch a video about the award and Dr. Nikaidoh:



<http://bit.ly/swWgcl>

### Articles and News



Read an article in AmSECT Today by a Heart Perfusionist (page 15), "[Custodiol®- Cardioplegia: Its Time Has Come.](#)" (Note, *Custodiol* is only approved for Cardioplegia in Heart Transplant.)

You can read the article at: <http://bit.ly/tWhCxB>

### Tablet Winner Announced!

The latest winner in our Tablet giveaway is Jimmy Light, MD, of Washington Hospital. Congratulations! Make sure you are a subscriber so you can be in the running for our next Tablet giveaway in February!

[Tell a friend or colleague to subscribe today!](#)



### Up-to-date information on meetings, studies and useful information!

Double your chances of winning a Tablet by liking us on Facebook. To join Essential on Facebook: <http://www.facebook.com/pages/EssentialPharmaceuticals>



### Useful Tweets on meetings, studies and the pharma industry!

Double your chances of winning a Tablet by following us on Twitter. <http://twitter.com/#!/Esspharma>

### Basic Cost Comparison

UW \$320/L vs HTK \$191/L  
Additives needed for UW and SPS.  
No additives needed for HTK.

SPS \$270/L vs HTK \$191/L  
Additives needed for UW and SPS.  
No additives needed for HTK.

## New Website and Blog Launched



We are pleased to announce the launch of our new and much improved company website at [www.essentialpharma.com](http://www.essentialpharma.com)!

This website was designed with you in mind. It is easy to navigate and find the information you desire about Essential Pharmaceuticals and any of our products.

You will also see that we have incorporated a new blog with the title name of "Essential Matters." (Get it?) This blog will be updated regularly with regard to studies, medical meetings and other useful information. We hope you enjoy the new layout and we welcome any feedback.

## A Word of Thanks

Essential proudly sponsors many worthwhile events and charities. Below are some excerpts from letters sent to us.



A Donate Life Organization

*On behalf of all of us at Gift of Life Michigan, we wish to express our sincere appreciation to you and Essential Pharmaceuticals for providing commercial support for our Keystone Symposium on October 13th. As you may have guessed, this was a record attendance for us -- more than 425 physicians, critical care nurses, respiratory therapists, and transplant coordinators attended this program! We truly believe that those who attended have an overall greater appreciation of the important role they have in helping to increase the number of organs transplanted per donor, and the organ donation process in general.*

– Cornelia Dunn, Gift of Life Michigan

*Thank you again for supporting our course on **Transplant Immunosuppression** (in October of this year). The course was well attended and the preliminary reviews have been excellent. We greatly appreciate your participation and support.*

– Arthur J. Matas, MD, Professor of Surgery, University of Minnesota



*The University of Michigan Transplant Center appreciates your donation and support... We do all of our patient care and treatment within a budget that is specifically designed to support our clinical needs. When it comes to other projects...we must rely on outside donations. Your commitment to help us is evident, and your gift is already helping us do great things that we couldn't do without you.*

– Jeffrey D. Punch, MD, Chief, Division of Transplantation, University of Michigan Transplant Center

## Real Users and Experts Discuss Organ Preservation Solution

Free to participate and open to all, this forum for transplant professionals can be found at [www.QuestionSolution.com](http://www.QuestionSolution.com)

Organ Preservation Solutions is a Hot Topic...**get the facts** from medical experts and your peers – put this forum to WORK for YOU!

Our interactive forum provides a platform for questions and expert answers from your medical peers and professionals that have expertise in the organ preservation solution arena.

The expert panel (who answer and monitor questions and answers for clarity) consists of the following highly esteemed transplant surgeons:

[Dr. Richard Mangus, Indiana University](#)  
[Dr. David Mulligan, Mayo Clinic](#)  
[Dr. James Eason, Methodist University Hospital](#)  
[Dr. Bijan Eghtesad, Cleveland Clinic](#)

Explore the forum to learn more – we believe that peer to peer education is "essential."

## Where to Find

[American Society of Transplant Surgeons \(ASTS\) State of the Art Winter Symposium 2012](#)

Miami Beach, FL, January 12–15, 2012

[The Society of Thoracic Surgeons \(STS\) 48th Annual Meeting](#)

Fort Lauderdale, FL, January 30-February 1, 2012

[Th17 Cells in Health and Disease](#)

Keystone, CO, February 5-10, 2012

[The Translational Research Cancer Centers Consortium \(TRCCC\) 2012 Annual Meeting](#)

Seven Springs, PA, February 22-24, 2012

[32nd Annual 2012 CREF Perfusion Meeting](#)

San Diego, CA, February 29-March 3, 2012

## Going the Extra Mile

We pride ourselves on amazing customer service... here is one example:

On November 23, a customer on the West Coast needed two cases of one liter Custodiol HTK® bags delivered no later than tomorrow morning (our distribution center is in Nashville, Tennessee) - tomorrow morning being Thanksgiving!!

Various efforts from our dedicated customer service department evolved into a private courier service delivering the product to them first thing Thanksgiving morning. The customer was enthusiastic about our ability to get this life saving product to him on the morning of a National Holiday.