

News from Essential Pharmaceuticals

Welcome to the July 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 email dweber@essentialpharma.com your content and we will include it in the next edition of our e-news.

New Educational Videos

This video was recently posted on YouTube.

Dr. Timothy Trotter uses CUSTODIOL® HTK Solution for Myocardial Protection During an Aortic Valve Replacement and CABGx2

<http://youtu.be/XSSyRGK1wvo>



The videos below are also educational.

Dr. Frank Scholl Discusses In Depth Information Regarding Custodiol® HTK and Cardioplegia

http://youtu.be/NQlgEt0D1_o



Collette Calame Discusses Perfusion of the Heart and the Role of a Perfusionist

<http://youtu.be/udH2RX40cyY>



BlackBerry PlayBook Winner to be Announced in September.

ALL subscribers to our “e-news” (current and new) will be entered for a chance to win a **BlackBerry PlayBook!** The drawing will take place on August 1, 2011.

Tell a friend or colleague to subscribe today!

Did You Know?

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.



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

<http://www.facebook.com/pages/Essential-Pharmaceuticals-LLC/157082037667179>



Useful Tweets on meetings, studies and the pharma industry!

<http://twitter.com/#!/Esspharma>

Essential Pharmaceuticals Proudly Sponsors:

The Joshua Harr Shane Foundation Golf Classic on August 9, 2011



[For more information on this worthy charity, please visit joshuaharrshane.org.](http://www.joshuaharrshane.org)

Life Choice OPO

On Sunday, July 17, 2011, Essential sponsored and participated in the Annual Mike Rosano Golf Tournament.



Pictured from L-R: Kyaw Shinn (Essential Pharmaceuticals), Ron Savaria, Debbie Savaria and Richard Johnson.

[For more information, visit www.lifechoiceopo.org.](http://www.lifechoiceopo.org)

12th Annual Tennessee Perfusion Conference

This year's conference will be held at St. Thomas Hospital, 4402 Harding Road, Nashville, Tennessee beginning on Friday, September 23rd at 12:00 pm and ending on Saturday, September 24th at 6:00 pm.

[For more information on the conference, click here.](#)

Where to Find

[Natco 36th Annual Meeting](#)

San Francisco, CA, August 13-16, 2011

[Case Reports in the Sun VII](#)

San Francisco, CA, August 13-16, 2011

Cleveland Clinic Transplant Center presents

[Emerging Issues in Organ Transplantation](#)

Cleveland, OH, October 14-15, 2011

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

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 Egtesad, Cleveland Clinic](#)

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

A Word of Thanks

Essential proudly sponsors many worthwhile events and charities. Below is an excerpt from a letter received from the Indiana Organ Procurement Organization (IOPO).

Thank you for your generous support of the IOPO Foundation. Your support of our mission of saving and enhancing the quality of life through organ, tissue and eye donation will impact thousands of families across the state for years to come. Your generous sponsorship gift for the 2011 IOPO Fore Life Open is very much appreciated.

*Sincerely,
Kenneth L. Sheetz*

[To learn more about the IOPO Foundation, go to ioipo.org.](http://www.ioipo.org)