

## News from Essential Pharmaceuticals

Welcome to the September 2011 edition of Essential news. We hope you find the following content interesting and useful.

### New Study: Myocardial Protection During Aortic Surgery: Comparison Between Bretschneider-HTK and Cold Blood Cardioplegia

Visit [www.essentialpharma.com](http://www.essentialpharma.com) to read the full study, "Myocardial Protection During Aortic Surgery: Comparison Between Bretschneider-HTK and Cold Blood Cardioplegia."

### Educational Videos

Check out the number 4 "most watched" video at CTSNet.



Click to play video

<http://bit.ly/pc09jD>

And this one too...



Click to play video

<http://bit.ly/o5Yf7Q>

### Essential Pharmaceuticals Enters into a Partnership with Northwestern University

Essential Pharmaceuticals is entering a research and development partnership with Northwestern University. In this partnership Essential Pharma is sponsoring Dr. William Karpus and his immunology lab to lead the investigation. The broad scope of the investigation is to understand the inflammatory response to autoimmune antigens using novel tools and approaches leading to improved testing methodologies and outcomes.

For more information please visit:

[http://essentialpharma.com/news\\_northwestern.htm](http://essentialpharma.com/news_northwestern.htm)

### Winner of the BlackBerry PlayBook Announced!

The winner of the BlackBerry Playbook is Steve Kelley of Donor Alliance. Congratulations!

We are now giving away an **Android Tablet!**

Go to our website: <http://www.essentialpharma.com> for information on how to **double your chances** of winning.

As a reminder, **ALL** subscribers to our "e-news" (current and new) will be entered for a chance to win.

**Tell a friend or colleague to subscribe today!**



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

Double your chances of winning the Tablet - like us on Facebook. <http://www.facebook.com/pages/Essential-Pharmaceuticals-LLC/157082037667179>



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

Double your chances of winning 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.

## Kids Touched by Organ Donation Share Stories with Linda Ellerbee

There are more than 2,000 kids in the U.S. waiting for organ transplants because their own organs are failing. The success rate for people who have received donated organs is 80 to 90 percent, but the demand is higher than the number of donors. [Nick News with Linda Ellerbee](#) hears from kids and families who have been affected by organ donation in the half-hour special, “[A Gift of Life](#),” which premiered Sunday, Sept. 18, on Nickelodeon. Beginning Monday, Sept. 19, the special will be available on Nick.com and on iTunes as a free podcast. You can also watch it at: <http://yhoo.it/pH169S>

## Essential Pharmaceuticals Proudly Sponsors:

### The LifeChoice Donor Services 14th Annual Mike Rosano Golf Tournament

On July 17th, 2011, Essential sponsored the 14th annual golf outing for LifeChoice. The golf tournament allows LifeChoice Donor Services to expand and develop educational programs for the community. [For more information, visit www.lifechoiceopo.org.](#)

### Surgeon’s of Hope

Essential is proud to partner with Surgeon’s of Hope. Visit their website at [www.surgeonsofhope.org](http://www.surgeonsofhope.org).

### IOPO Golf Outing [www.iopo.org](http://www.iopo.org)



Pictured L-R: Jay Heckler, Essential Pharmaceuticals; Andy Ellenwood, IOPO; Allan Weber, CEO, Essential Pharmaceuticals

### Joshua Harr Shane Golf Outing [www.joshuaharrshane.org](http://www.joshuaharrshane.org)

## 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!

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](#)

## A Word of Thanks

Below is an excerpt from a letter received from the Friends of Barnabas Foundation’s Pediatric Cardiac Mission / Project Proyecto Corazones Pequeños.

*Without your help we would not be able to change the lives of so many children. Our surgical ambitions this year are more daunting than ever before but we have so many children waiting. Thank you for all that you do to help the children in Honduras. Look for another email later in the week with pictures and stories. Peace, Lori*

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

## Where to Find Regarding Custodiol

### [12th Annual Tennessee Perfusion Conference](#)

Nashville, Tennessee, September 23rd and 24th, 2011

### [Emerging Issues in Organ Transplantation](#)

Cleveland, OH, October 14-15, 2011

### [Controversies in Pediatric Heart Diseases](#)

New York, NY, October 27-29, 2011

### [Southern Thoracic Surgical Association](#)

San Antonio Hill Country, Texas, November 9-12, 2011

## Where to Find Regarding Ess Product

### [40th Annual Autumn Immunology Conference](#)

Chicago, Illinois, November 18-21, 2011