

→ B. McIntosh ✓

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M E M O R A N D U M

TO: Dr. R. Perry  
Dr. R. McIntosh

FROM: Dr. P. Foster

SUBJECT: New FVIII Products ✓

DATE: 5th March, 1986

There is currently a multiplicity of PFC products under consideration and there is the possibility of confusion in the minds of colleagues outwith PFC whenever these matters are discussed. This was evident at last weeks coagulation factor study group when after a lengthy description of what was involved we ended up talking in terms of product 1, product 2, product 3 and product 4.

At our meeting with Dr. Ludlam in January I was struck by his immediate comment on hearing of the PFC/NYU FVIII concentrate i.e. "Does it have a name". Although this seemed a peculiar response, it is the case that virtually all manufacturers give their product a distinguishing name. This is obviously essential in the commercial sector however non-commercial manufacturers also tend to name their products (even our colleagues at BPL are promoting their new FVIII concentrate by its name, 8Y).

There are two reasons for giving our products a name:-

- 1) So that they are identifiable in the scientific literature, particularly when products from different manufacturers are compared.
- 2) To prevent misunderstandings and confusion when we have a complex product range.

Within the next few months we could have four FVIII products in clinical use simultaneously.

- 1) FVIII, 68 °C 24 hours
- 2) FVIII, 68 °C 72 hours
- 3) FVIII, 80 °C 72 hours
- 4) PFC/NYU FVIII

Products (1) and (2) are prepared by essentially the same manufacturing process as the unheated and 68 °C 2 hr products. Therefore all of these products could be given a similar name i.e.

- (i) unheated : FVIII
- (ii) heated 68 °C 2 hr FVIII HT1  
68 °C 24 hr FVIII HT2  
68 °C 72 hr FVIII HT3

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Products (3) and (4) involve different fractionation processes and, as they are likely to be long term products, could each be given a specific name.

- (iii) Product 3 involves precipitation of the cryo extract (zinc) and concentration. We have previously used the term ZHT, but as heating is now an integral part of virtually all processes it may be better to use the simpler form Z8. This would be my preference.
- (iv) The PFC/NYU material is more difficult to deal with. We believe it represents a very major advance and as such it requires a special name to make this point.

My suggestion is REAL 8. This is a play on the words real and relate i.e.

- real:
- a) In all previous products FVIII is a very minor trace component. In the NYU/PFC material we have something which could be considered a true FVIII concentrate.
  - b) The product is not "artificial" (from genetic engineering or biotechnology etc).
  - c) Has an association with progressive consumer campaigns (real ale, real food etc).
  - d) The "real McCoy" etc.

relate: This product provides a link between the haemophiliacs and the blood donor - the "gift relationship".

#### Summary

I believe we need to identify various FVIII concentrates more clearly and suggest the following names:-

1. FVIII HT1
2. FVIII HT2
3. FVIII HT3
4. Z8
5. REAL 8

**N O T E:** Some other possibilities include:

- AB 8 (Abate - to stop bleeding)
- Band 8 (Band Aid)
- Don 8 (Donate - associations with Aberdeen)
- Liber 8 (Liberton, liberates, haemophiliacs)
- LF 8 (Elevate, Liberton FVIII)
- LAHF (Liberton AHF, haemophiliacs will be laughing)
- GR 8 (Great)
- Medic 8 (Medication)
- SF 8 (Scottish FVIII, safe FVIII)
- CRE 8 (Cryo-Edinburgh FVIII, create)
- Scot 8 (Scottish FVIII)
- Super 8

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Summary

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- 1. FVII HT
- 2. FVII HL
- 3. FVIII HT
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- 5. FVII B

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