
From: [Redacted] (ClinDev) BIG-DE-I
Sent: Thursday, June 03, 2010 5:22 PM
To: [Redacted] (CG Cardio) BIG-DE-I; [Redacted] (ClinDev) BIG-DE-I;
[Redacted] (C PM M CVM) BIG-DE-I; [Redacted] (ClinDev) BIG-DE-I
Cc: [Redacted] (C PM M CVM) BIG-DE-I
Subject: Re: Media Monitoring Report, June 3, 2010

Dear [Redacted]

Are you asking for a bedside device ? This could be developed in house - but 2 years ago there was an informed decision NOT to develop this.

As this would go against the "no monitoring" idea/claim.

BI Microparts is specialised in building bedside tests based on normal available tests (like hemoclot) as I know.

As you know we would need a TT hemoclot test as this is the most precise measure and [Redacted] is correct with her answer.

Best regards

[Redacted]

---- send via my Blackberry Wireless Handheld ----

From: [Redacted] (CG Cardio) BIG-DE-I
To: [Redacted] (ClinDev) BIG-DE-I; [Redacted] (ClinDev) BIG-DE-I; [Redacted] (C PM M CVM) BIG-DE-I; [Redacted] (ClinDev) BIG-DE-I
Cc: [Redacted] (C PM M CVM) BIG-DE-I
Sent: Thu Jun 03 16:49:45 2010
Subject: FW: Media Monitoring Report, June 3, 2010

Please see report below on Coagusense. Question – do you see any potential application for Dabigatran? Could this be used to aid compliance (in lieu of office based APTT time)? Potential to partner? Differences from Hemoclot device?

Mit freundlichen Grüßen / Kind regards,

[Redacted]

From: [Redacted]@chamberlainpr.com]
Sent: Thursday, June 03, 2010 4:13 PM
To: Doniger, Jon MK BIP-US-R; Terada, Dr., Derek MED BIP-US-R; Roman, Donna MK BIP-US-R; Robinson, Dr., John MED BIP-US-R; Iannella, Karen MK BIP-US-R; Aronson, Ron MED BIP-US-R; Wood, Dr., Susan MED BIP-US-R; aggrenoxteam@synapseny.com; Schlesinger, Dr., Alex MED BIP-US-R; Ellis, Amanda MK BIP-US-R; Fry, Amy CPR BIP-US-R; [Redacted]@clinicalconnexion.com; Holz, Anita-Marie MED BIP-US-R; Moses, Anna CPR BIP-US-R; Payne, Dr., Barbara DSI BIP-US-R; Fitzgibbons, Bernadette MK BIP-US-R; CVNews@gcihealth.com; Sander, Dr., Stephen MK BIP-US-R; Friedman, Dr., Jeffrey CR BIP-US-R; Varrone, Dr., Jeanne CO BIP-US-R; Benater, Jason MK BIP-US-R; Johnson, Robert AD BIP-US-R; Troccola, Stephanie MK BIP-US-R; King, Timothy MK BIP-US-R; DeLannoy, Daniel MK BIP-US-R; [Redacted]@mccann.com; [Redacted]@mccann.com;

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Cc: Team: Chamberlain Pradaxa
Subject: Media Monitoring Report, June 3, 2010

BI Pradaxa Media Monitoring Report 6.3.10

PRADAXA NEWS SUMMARY

Branded News

No relevant news to report.

Competitor News

Medical News Today: CoaguSense Receives FDA Clearance For The CoaguSense Blood Coagulation Testing System For Patient Home Use (Covered by: MedGadegget.com)

CoaguSense, Inc. issued a press release announcing that its portable point-of-care Prothrombin Time/International Normalized Ratio (PT/INR) analyzer was approved by the FDA for prescription use to directly detect blood clotting time. The device is approved for home use in patients stabilized on oral anticoagulation medications such as Coumadin (warfarin), as well as for use in physician offices. The release reports that more than seven million people worldwide are treated with oral anticoagulants for a variety of conditions, including atrial fibrillation. "CoaguSense was formed to address an important need for patients requiring the oral anticoagulant warfarin on a long-term basis," said Doug Patterson, president and CEO of CoaguSense.

Business Wire <javascript:void(0)>: PolyMedix Successfully Completes Phase 1B Clinical Study to Reverse Low Molecular Weight Heparin with PMX-60056 (Picked up by: Trading Markets and MarketWatch)

PolyMedix, Inc <javascript:void(0)>. issued a press release announcing the successful completion of a second Phase 1B trial evaluating PMX-60056, a small synthetic molecule designed to reverse heparin and low molecular weight heparin (LMWH). The study met its safety and efficacy endpoints regarding the reversal of the anticoagulant activity of the LMWH tinzaparin. The release notes that up to 20 percent of patients treated with LMWH may experience bleeding complications and there are no FDA approved reversing agents currently available.

Disease State News

DG News: Radiofrequency Ablation Not Superior to Medical Therapy for HF, Persistent Atrial Fibrillation: Presented at Heart Failure 2010

Reports on a small study presented at the European Society of Cardiology's Heart Failure Congress that found radiofrequency ablation for patients with heart failure and persistent atrial fibrillation did not

improve efficacy compared with medical therapy. Researchers found that ablation was associated with greater complications.

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