

Filling the pharmaceutical gaps



By Leslie Morgan

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I was talking on the phone with one of my regular customers in Saudi Arabia this week and was surprised to find out that one of our best-selling medicines isn't available in the Middle East. I asked our marketing department to carry out some simple research and the gaping hole in the market was indeed confirmed. I am now on a mission to spread the word because Orgaran – sodium danaparoid – is a potentially life-saving product. If you're a cardiologist, pharmacist, haematologist, anaesthetist, orthopaedic consultant, intensivist or pathologist, listen carefully!

Orgaran is widely recognised as one of the best solutions to Heparin-induced Thrombocytopenia (HIT). This condition is a decreased platelet count caused by the administration of Heparin. It's rare but serious – between 1% and 3% of patients develop HIT after receiving Heparin for more than five days, and between 30% and 90% of these patients will then go

on to develop thrombosis. The signs include a mild-to-moderate thrombocytopenia five to eight days after treatment starts. This is commonly considered one of the most difficult immunohaematologic issues professionals have to face.

Heparin itself is an anticoagulant that's used for the prophylaxis or treatment of thromboembolic disease, deep-vein thrombosis (DVT) and pulmonary embolism. It's been around for over 50 years and saves many, many lives. The benefits of using Heparin far outweigh the risks. The risks, though small, still exist. And that's where Orgaran comes in.

Doctors in UK hospitals tend to stockpile Orgaran so that it's available for immediate use whenever situations arise. Durbin has been the sole UK distributor of Orgaran for many years and we send out bulk orders to hospitals all over the UK. We also receive urgent requests for smaller quantities and offer same-day dispatch anywhere in the

world. Just recently we sent eight packs of Orgaran out to a hospital in Scotland for immediate use.

Although you probably know Durbin as a kind of 'pharmaceutical detective' – you call or email us and we source whatever pharmaceutical medicine or piece of equipment you're looking for – we also distribute exclusively for a number of pharmaceutical companies. It makes sense because we are geared up to dispatch products locally, nationally and internationally. We are a listed airline agent, which means that we can bypass customs security in particularly urgent situations. Our warehouse is set up to cope with any kind of storage requirements. We are experts when it comes to transporting products in the correct way. Our sales team is dedicated to getting medicines out quickly and used to dealing with urgent situations. Many pharmaceutical companies – including Organon, the company that makes Orgaran – trust us to house and deliver their medicines. We are extremely proud of this side of our business.

Professionals I've spoken to say Orgaran is reliable and cost-effective. As I mentioned earlier, it's one of our top ten best sellers and many UK consultants rely on it regularly. Now that I'm telling you about it, we await your order and look forward to hearing about lives that have been saved by Orgaran in the Middle East. ■

Durbin PLC is a British company based in South Harrow, London. Established in 1963, the company specialises in supplying quality assured pharmaceuticals, medical equipment and consumable supplies to healthcare professionals and aid agencies in over 140 countries. As well as reacting rapidly to emergency situations, Durbin PLC responds to healthcare supply needs from local project level to national scale programmes.

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