

**DEL MAR AVIONICS**

TO: C. Sanctuary

NO.: VRM-089-82

FROM: V. R. McCall

DATE: June 18, 1982

SUBJECT: Initial Marketing Phase—Esophageal pH Measurements

Copy: B. Del Mar, J. Hammond, D. Johnson, J. Bachman, K. Teschke

The purpose of this memo is to share some observations relative to the 24-hour ambulatory pH system market.

A program is being formulated to promote the sale and use of the esophageal pH system, based on the observations that a need exists and that we can offer a unique solution for the need. Of special significance is the work done and published by Dr. Tom DeMeester in Chicago.

At the present time, no competitors or major alternative approaches exist. Our strategy should be to develop a rapport with the recognized leaders in gastroenterology and associated surgical researchers of equal recognition by their peers (those whose opinions would be sought by their less knowledgeable colleagues in assessing the value of a "new" test procedure.)

Originally, the "research-type" physicians interested in studying the basic mechanisms of the disease process will be prime candidates, followed almost immediately by those opinion molders interested in the diagnostic workup itself.

Emphasis should be initially placed on those of these two groups expressing an interest in the purchase of the esophageal pH system for either research or systematic evaluation in routine diagnostic esophageal pH, including the tests relationship and order of importance compared to other available procedures. Initially, our goal must be to identify the key men nationally, both in the research and clinical investigative fields.

Through the entire evolution of the product a constant (periodic) update through reports and reprints should be forwarded to the list of known leaders covering the growing body of knowledge relating to the clinical use of the esophageal pH system.

As a result of these efforts and exposure to selected gastroenterological meetings, we will be in a position to broaden our briefings to those identified through initial contacts of those actively engaged in both the research and clinical aspects of esophageal pH, thus insuring a broad geographic exposure.

We must be prepared to present the benefits of 24-hour esophageal pH measurements over other techniques. To be timely, the presented information must be kept current through the results of users, and this means keeping in close contact with them. We should be well aware that professionals stay in close contact with their colleagues, and to do an effective as well as an efficient product introduction, we must establish and maintain good communications and service with the profession.

Reprints of the basic science research accomplished by Dr. DeMeester must be made available so that the comparative merits of the procedure, theoretical advantages, and unique characteristics can be documented and presented. We can then assure that this "new" procedure will receive future special attention at selected symposia. Especially if the findings emanate from various laboratories.

It should be expected that some changes in the design will be required throughout this evolving period, along with field service, and our planning should encompass these ongoing engineering requirements.

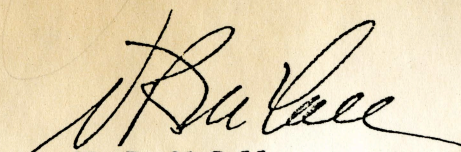
The major exhibits that should interest us are: (1) The American Gastroenterological Association and (2) International Symposium Gastrointestinal Motility. (Those interested in motility will be interested in ambulatory pH.)

Reference centers should be chosen for the following reasons:

1. Known to have extensive experience
2. Recognized as national centers of excellence.
3. Training centers for gastroenterology specialists and technicians
4. Having a history of publishing their results

Prognostications in Reflux Esophagitis

The projected market potential for the esophageal pH system is limited but should amount to approximately 50 units per year within three years with slow progression to that point. Initial sales will be concentrated in the research and clinical investigation centers to insure progressive scientific validity and popularization of the concept and technique.


V. R. McCall

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Attachment: General Information—pH Monitoring