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**Octapharma USA Supports NHIA Educational Program for**

**The Diagnosis and Management of von Willebrand Disease**

*CE Initiative Focuses on Management of Most Common Inherited Bleeding Disorder*

**ALEXANDRIA, Va. and HOBOKEN, N.J.** **(January 24, 2011) –** An unrestricted grant from[Octapharma USA](http://www.haemophiliaonline.com/USA/?&agree=yes) supported the development of a Continuing Education (CE) initiative entitled the “[The Diagnosis and Management of von Willebrand Disease](https://www.nhia.org/infusion/Supplements/NovDec2010-Lima/NovDec2010-Lima.cfm?CFID=111706133&CFTOKEN=58662587),” a program of the [National Home Infusion Association](http://www.nhia.org) (NHIA). The CE supplement was recently published in NHIA’s *INFUSION* magazine and is available online at [www.nhia.org](http://www.nhia.org).

[Octapharma USA](http://www.haemophiliaonline.com/USA/?&agree=yes) is an affiliate of [Octapharma AG](http://www.octapharma.com), one of the largest human protein products manufacturers in the world. The [U.S. Food and Drug Administration](http://www.fda.gov) (FDA) has granted Octapharma orphan drug exclusivity for [wilate®](http://www.wilateusa.com) (von Willebrand Factor/Factor VIII Concentrate, Human), the first replacement therapy developed specifically for von Willebrand Disease (VWD).

“[The Diagnosis and Management of von Willebrand Disease](https://www.nhia.org/infusion/Supplements/NovDec2010-Lima/NovDec2010-Lima.cfm?CFID=111706133&CFTOKEN=58662587) presented an ideal opportunity to support the VWD patient and professional community and further illustrates our commitment to this important condition,” said [Octapharma USA](http://www.haemophiliaonline.com/USA/?&agree=yes) President [Flemming Nielsen](http://www.octapharma.com/en/about-octapharma/corporate-profile/board-members.html). “Octapharma has been committed to innovative patient care programs since our inception and we view industry partnerships such as this one with NHIA as central to our mission.”

As the most common inherited bleeding disorder in humans, VWD affects one to two percent of the general population or approximately 3 million people in the United States, according to NHIA, which represents and advances the interests of organizations that provide infusion and specialized pharmacy products and services to the entire spectrum of home-based patients. The severity of VWD is highly variable, from severe cases in which the tendency for excessive bleeding is obvious and treatment essential, to mild cases that often go undiagnosed until a traumatic event or surgery occurs.

“Home infusion nurses and pharmacists are uniquely positioned to assist patients and families in managing this bleeding disorder in the home,” said Russell Bodoff, NHIA President & CEO. “Expertise in treatment options is essential to achieving optimal patient outcomes of therapy. We greatly appreciate the support of [Octapharma USA](http://www.haemophiliaonline.com/USA/?&agree=yes) for this valuable educational initiative.”

[The Diagnosis and Management of von Willebrand Disease](https://www.nhia.org/infusion/Supplements/NovDec2010-Lima/NovDec2010-Lima.cfm?CFID=111706133&CFTOKEN=58662587) is authored by Hetty Lima, RPh, FASHP, Vice President of Specialty Infusion Services with Diplomat Specialty Pharmacy. The supplement provides a comprehensive overview of the genetic inheritance and pathophyisiology of VWD, the signs and symptoms of the disorder, diagnostic testing, current treatment options and considerations for their delivery in the home setting. Strategies are reviewed for maximizing patient quality of life through pharmacologic intervention. For more information, please contact NHIA at (703) 549-3740 or visit [www.nhia.org](http://www.nhia.org).

***About the Octapharma Group***

Headquartered in Lachen, Switzerland, [Octapharma AG](http://www.octapharma.com) is one of the largest human protein products manufacturers in the world and has been committed to patient care and medical innovation for over 27 years. Octapharma’s core business is the development, production and sale of high quality human protein therapies from both human plasma and human cell-lines, including immune globulin intravenous (IGIV). In the U.S., Octapharma’s IGIV product, [octagam](http://www.octapharma.com/about-octapharma/products-therapies.html)® (immune globulin intravenous [human] 5%), is used to treat disorders of the immune system, and Octapharma’s [Albumin](http://www.octapharma.com/about-octapharma/products-therapies.html) (human)® is indicated for the restoration and maintenance of circulating blood volume. Octapharma’s [wilate®](http://www.wilateusa.com) received orphan drug exclusivity from the [U.S. Food and Drug Administration](http://www.fda.gov) (FDA) for the treatment of von Willebrand disease (VWD). Octapharma employs over 4,000 people and has biopharmaceutical experience in 80 countries worldwide, including the United States, where [Octapharma USA](http://www.haemophiliaonline.com/USA/?&agree=yes) is located in Hoboken, N.J. Octapharma operates two state-of-the-art production sites licensed by the FDA, providing a high level of production flexibility. For more information, please visit [www.octapharma.com](http://www.octapharma.com).

***About the National Home Infusion Association***

NHIA, based in Alexandria, Virginia, represents and advances the interests of organizations that provide home infusion and specialized pharmacy products and services to the entire spectrum of home-based patients. It is the leading voice in representing the interests of older and disabled Medicare patients denied home infusion coverage. For more information, visit [www.nhia.org](http://www.nhia.org).

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