



## Foreword

Dear readers,

You have just received the first issue of our LA Newsletter. We would like to use this magazine to inform you about events happening in our company as well as draw your attention to events and news which are, in our opinion, worth noticing. We believe that the moments which you will spend with our LA Newsletter while drinking tea or coffee will not be regarded as wasting your time.

*Your can register for receipt of the LA Newsletter at [www.lachema.com](http://www.lachema.com)*

## PLIVA-Lachema Diagnostika Has Become a Distributor of FLEXOR® Analyzers



PLIVA-Lachema Diagnostika is pleased to announce that it became the official distributor of biochemical analyzers of the FLEXOR® range (formerly also known under the name of Selektra) for the Czech Republic and Slovakia.

The scope covers three types of biochemical analyzers featuring the capacities of 100-360 analyses per hour that Vital Scientific, a renowned Dutch company, manufactures and markets throughout the whole world.

### THREE SIZES – ONE CHEMISTRY

All the three analyzers are based on identical opto-mechanical measurement principles which ensure an identical manner of setup of measurement parameters on all the three types without the necessity of performing any adjustments. Furthermore, all the analyzers exploit an identical manner of work and control software and they also prove to be identical as regards their maintenance.

### THIS UNIQUE CONCEPT PROVIDES YOU WITH THE FOLLOWING BENEFITS:

- Availability of all applications used for these analyzers;
- No limits of the number of tested analytes – clinical biochemistry, special proteins, monitoring of drugs, pharmaceuticals or electrolytes;
- Possibility of upgrade or supplementation of another type of analyzer within the group without performing any changes of the agent composition or necessity of retraining the operators or maintenance staff;
- Possibility to operate various sizes of analyzers within the scope of a chain or group of laboratories while maintaining an identical setup of reagents and methods.

With its more than 5,000 installation worldwide, FLEXOR® proves to be presented as the best choice for small and medium-sized laboratories. Furthermore, the concept of Vitalab FLEXOR® perfectly matches the current trends in the field of special tests or backup systems.

### VITALAB FLEXOR® ANALYZERS GUARANTEE A RETURN ON YOUR INVESTMENT:

- Minimum of consumables and low amounts of reagents – **low testing costs**;
- Low consumption of water and use of standard distilled water – **low operating costs**;
- Well-established quality, a high level of reliability and a low number of parts that require maintenance – **low maintenance costs**;
- Long period of work without operators' interventions – **low cost of staff**;
- Optional: Independent collection of concentrated waste – **low costs related to waste disposal**.

The interconnection of BIO-LA-TEST® diagnostic kits and FLEXOR® analyzers represents another strengthening of our company's position in the field of clinical biochemistry in the years to come.

*For more detailed information visit [www.lachema.com](http://www.lachema.com)*

## TEVA is a New Owner of the Barr – PLIVA Group



As you might have noticed in the media, TEVA, an Israeli pharmaceutical company, has been the new owner of the Barr-PLIVA Group since 1 January 2009. TEVA is the biggest group operating in the branch of generic pharmaceuticals in the world; as regards the Czech Republic, it already owns the manufacturing plant located in Opava (formerly known as Galena). The total turnover of the TEVA Group is USD 12 billion and more than 35 thousand employees work for it worldwide.

The arrival of TEVA was accompanied by certain changes that occurred in our parent company, PLIVA-Lachema a.s., a pharmaceutical company. Due to the fact that the new owner disposes of sufficient production capacities used for manufacturing of pharmaceuticals, selected low-profit pharmaceutical activities and pharma development activities in Brno have been terminated.

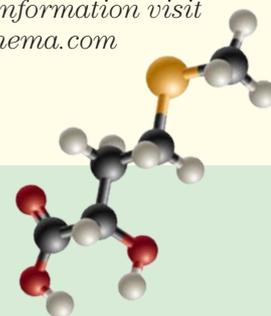
As regards the branch of diagnostics, i.e. PLIVA-Lachema Diagnostika, no changes have occurred and all the activities are to be continued in the future. Furthermore, we have prepared several product novelties for 2009.



### CLINICAL IMPORTANCE OF HOMOCYSTEINE

Homocysteine (HCY) is a by-product of protein metabolism, specifically decomposition of the essential amino acid of methionine. It is not included in proteins – enzymes further decompose it to cysteine or it is converted to methionine. Homocysteine in a small amount is not harmful for the body or blood vessels; however, in case that an excessive amount cumulates in the vessels, a damage caused to arterial vessels might occur and the resulting inflammation might cause a blockage of blood flow to the heart. Clinical studies commenced in 1969 when Dr. Kilmer S. McCully informed about the fact that children born with the genetic defect of metabolism causing an increase of homocysteine values (homocystinuria) died of a premature vessel disease at an early age. Later studies also proved the fact that increased values of homocysteine in blood prove to feature a predictive value as regards the risk of occurrence of coronary artery diseases – like increased values of cholesterol.

*For additional information visit [www.lachema.com](http://www.lachema.com)*



## PLIVA-Lachema Diagnostika s.r.o. is the Exclusive Distributor of the Axis-Shield Homocysteine Determination Kit for the Czech Republic and Slovak Republic

PLIVA-Lachema Diagnostika, being the exclusive distributor of enzymatic homocysteine determination kits, launched a new innovated kit on the Czech and Slovak markets in 4Q/2008.

The new 2-reagent method offers a fast, simple and highly universal homocysteine determination using standard automatic analyzers.

#### SPEED

- First result within 15 minutes;
- Up to 750 tests per hour.

#### SIMPLICITY

- 2 “ready to use” liquid agents;
- 30-day stability of “on board” agents;
- 2-point calibration;
- Calibration stability: min. 14 days.



## DENSI-LA-METER II

Densi-La-Meter® II is an easy-to-use optical instrument specially designed for comfortable and rapid determination of bacterial density.

- It enables standardization of bacterial inoculum eg. is intended for bacterial identification, or antimicrobial susceptibility testing.
- It works on the principle of optical absorbancy measurement; the measured values are displayed directly in McFarland units.
- The instrument can perform measurement of turbidity at the range of 0.0 to 15.0 McFarland.
- It is unique in having the ability to do six measurements within one step which eliminates possible surface asperities of the graduated

vials (ie. test tubes); the arithmetic mean of the measured values is displayed.

- It is designed to be used with test tubes with a standard diameter of 16 mm, however, test tubes with diameters at the range of 15.0 - 18.5 mm can also be used; the minimum bacterial suspension volume is 2 ml.
- The device also enables custom calibration except of the standard calibration (polystyrene tubes) and calibration for NAF glass tubes (for suspension media now).
- Removable extender for comfortable use tubes with different length.

*You can place your orders at [www.lachema.com](http://www.lachema.com)*



## PLIVA - Lachema Diagnostika – Comfortable Availability, Available Comfort

Last year our company entered the fifth decade of its existence and, rather symbolically, it was a year that exceptionally tested our capabilities, strength and determination.

Like in case of other Czech exporters, the most significant challenge for our company was the sharply rising exchange rate of the Czech currency followed by the global financial crisis connected with a decrease of demand worldwide. In spite of that (in constant exchange rate), our sales have been consistently rising for four consecutive years. This time Ukraine represented the most significant share – after deduction of the exchange rate effects it featured an increase exceeding 30% and considering the sales volume Ukraine and Kazakhstan managed to get to 4th rank after the Czech Republic, Russia and Slovakia.

### CHILLINESS NO LONGER COMES FROM RUSSIA

However, last year we focused most of our trading and marketing activities on Russia where we managed – in cooperation with our partners – to open regional representations in 15 biggest Russian cities and regions. The objective of these representations is to bring our products and technical support even closer to final customers. Nevertheless, we also achieved successes in other countries – principally in Romania, Bulgaria and Serbia where we established new business partnerships and concluded long-term distribution contracts. Before Christmas we participated (as a traditional member) in the mission of the South Moravia Region again - this time to the Baltics, with the principal objective of establishing new business contacts. Last year we also managed to upgrade our website in an essential manner, thus provi-

ding our customers and partners with not only more necessary information but also better orientation and navigation means.

### INNOVATION IS THE RIGHT WAY FORWARD

The scope of most fundamental novelties comprised **MikroalbuPHAN**, a strip allowing for determination of microalbumin and creatinine in urine that is currently unique in Central and Eastern Europe. Furthermore, we launched an innovated diagnostic zone for determination of leukocytes featuring a significantly better colour differentiation of the negative and 1st positive fields and, at the Medica Düsseldorf Fair, we presented notably innovated **LAURA®** urine reader featuring new useful functions.

As regards the branch of microbiology, the principal novelties pertained to innovation of the **STREPROtest** kit which transformed it into an agent-free (and therefore more comfortable) form as well as alteration of packages used for suspension media (more user-friendly lockable tubes). In addition to the aforementioned innovations, modernisation was also ensured in relation to **DENSILAMETR® II**, which currently allows for measurement of density of media directly in their original packages.

The objective of all innovations is to fulfil our mission related to consistent increases of user comfort ensured by our products while maintaining a high quality level as well as affordable prices.

Regardless our successes achieved in the area of in-company development, we regard acquiring of the rights for exclu-

sive distribution of Flexor® biochemical analyzers in the Czech Republic and (non-exclusive for the time being) Slovakia to be our greatest success achieved in the area of extension of our portfolio last year. Flexor® analyzers manufactured by Vital Scientific from the Netherlands represent the top class amongst medium and small size analyzers, and therefore the act of granting the distribution rights to our company serves as a proof of its leading position in the branch of clinical biochemistry in the Czech Republic and Slovakia.

### BLUE POINT OF QUALITY

As regards the area of quality assurance, once again we managed to maintain validity of both the quality assurance certificates – ISO 9001 and ISO 13 485 (quality certificate for medical devices including in-vitro diagnostics) – thus confirming that presence of the “Blue point of quality” logo proves to be justified.

As regards the area of human resources, we managed – together with our parent company, PLIVA-Lachema a.s. – to keep the “Employer of the Region” award, which represents a considerable success. This award confirms the fact that we regard our employees to be the most valuable asset of our company while providing them with above-standard conditions and benefit plans.

Generally, despite numerous and highly unexpected challenges, last year proved to be successful for us – as documented by our profitability that corresponded to the result from the preceding year.

### USE DEVELOPMENT TO FIGHT THE CRISIS

Even though events of year 2009 prove to be awaited rather nervously worldwide, we believe that our company shall manage to compete again. In addition to our traditional territories in Central and Eastern Europe we intend to focus on development of newly established partnerships in south-eastern Europe. We will further develop and innovate the products in order to increase the level of user comfort that they provide as well as perform activities aimed at increases of the technical support and customers' awareness. All that will be done with the objective to complete our mission: to shorten patients' treatment time by providing high-quality and easily-accessible products for reliable, fast and comfortable analysis resulting in correct diagnosis.

Dr., Ing. Jaroslav Řehůřek, MBA  
*Managing Director*



# Always the right concentration

Patented manner of inoculum measurement which guarantees precise results



- Patented manner of measurement providing objective values
- Elimination of subjective errors related to determination of density of inoculum
- Elimination of unsuccessful identifications resulting from incorrect density of inoculum
- Economic efficiency

## DENSILAMETER® II

Comfortable and fast determination of bacterial suspension density



PLIVA-Lachema Diagnostika s.r.o.

