Above Left: Andrea Marcucci, Giovanni Rinaldi and Paolo Marcucci.
Above Right: Giovanni Rinaldi, Guelfo Marcucci, Paolo Marcucci and Jan M. Bult at Il Ciocco.
Background Photo: An Aerial view of Tuscany, Italy.

MARCUCCI:

A WELL KNOWN NAME IN DIFFERENT PARTS OF THE WORLD


Guelfo Marcucci and Jan M. Bult

By Jan M. Bult

In 1992, a few industry leaders met in Geneva to discuss the need to create an association to work on the complex issues this industry was facing. One of them was Guelfo Marcucci, father of Kedrion's current President, Paolo. The decision was made to establish the PPTA's predecessor, the International Plasma Protein Industry Association (IPPIA). Guelfo Marcucci started his company more than 50 years ago. Marcucci is a famous name, and the family history reveals a lot of interesting things.

Guelfo retired in 2000 to live in his beautifully located hotel Il Ciocco close to Lucca in Tuscany, Italy. Kedrion headquarters are within walking distance. The view from the mountain is unique and a great reward for his hard work. I met the Marcucci family a few months ago and learned a lot about the family.

Close to Lucca is a small town called Barga. This is where the Marcucci family lived in the nineteenth century. His grandfather moved to the United States around 1890 to start a new future with all his children. One of them, Marianne Marcucci, married Alessandro Gonella, who gave his name to Gonella bread, a well-known brand name in the Chicago area. Guelfo's father could not forget his love for Tuscany and went back to Italy, married and taught his children to work hard.

Guelfo Marcucci began to deal with pharmaceuticals in 1953 when he took over a small company producing generics where he was joined by Leo Marcucci and Edo Rinaldi. Two of their sons, Paolo Marcucci and Giovanni Rinaldi, currently have leadership roles within the company.

In the 1960's, the company started to look at biologicals and came in contact with Immuno in Vienna. This resulted in the Marcucci Group becoming the distributor of immunoglobulins in Italy for Immuno. When the company decided to start making their own immunoglobulins, the agreement was terminated, and Immuno started its own company in Italy.

It is interesting to know that the plasma the Marcucci company used in those years was based on the Merieux technology, which used plasma from placentas. Later that changed, and the company started using plasma from U.S. donors.

The company grew and developed their business by setting up multiple companies in Naples, Bolognana and Rieti. Guelfo and his wife raised three children, Paolo, Andrea and Marialina. Paolo and Andrea are active within the current Kedrion company, while Marialina works in public relations.

Paolo and Andrea have had quite different careers. For several years, Paolo had been the head of a private television channel and lived in London between 1988 and 1992. Andrea embarked on a political career and was a Member of Parliament from 1992 to 1994, then in 1996 he joined the pharmaceutical company as CEO. In 2006 he was appointed Undersecretary of Culture, and in 2008 became a Senator. Today he also holds the position of President of Haemopharm.

When Paolo became the CEO, he developed a vision that embraced quality improvements to meet the international challenges. Together with Giovanni Rinaldi, a well-respected businessman with a good knowledge of the industry, he leads a company that demonstrates its commitment to producing life-saving therapies for patients around the world. In December 2009, the company passed the inspection for PPTA's Quality Standards of Excellence, Assurance and Leadership (QSEAL) certification, so now it is a proud member of the QSEAL family. PPTA is proud of having Kedrion as one of its important members.

JAN M. BULT *is PPTA's President*

States and Countries

STATE AND NATIONAL GOVERNMENTS AROUND THE WORLD

have spent the last few years wrestling with the worst global recession in more than 50 years. This is causing decision-makers in some states of the European Union and the United States of America to consider cutting health-care costs when there are no more low hanging fruit to pick. These decisions could have a negative impact on patient access to plasma protein therapies in certain areas of the world. Governments with the worst deficits pose the greatest threat to patient access since they must cut the most funding from their public programs. All those concerned with patient access to their medically appropriate therapy must watch these governments closely to ensure patients are not denied access to their life-saving therapies.

United States

Medicaid is a federal-state partnership that provides health care to more than 57 million low income individuals in the United States. The federal government and the individual states pay for the Medicaid benefits jointly, but the individual states make the decisions about what benefits are provided and how much is paid, as long as the decisions meet minimum standards established by federal law.

As a result of their role in the Medicaid decision-making process, and the historic deficits states are facing, it is important to closely watch the states as they hold their legislative sessions this year. During these sessions, the states will decide if they should increase taxes or reduce spending. States that choose to reduce spending will have to reduce Medicaid spending, since it is the second largest portion of most state budgets.

Particular attention should be paid to California. The state's deficit is $6.6 billion for the current year, and $12.3 billion for the next fiscal year. As part of his numerous reductions necessary to balance the state's budget, Governor Arnold Schwarzenegger has proposed cutting Medicaid expenditures by $2.4 billion. Included in these reductions are utilization controls, provider rate decreases, and greater out-of-pocket costs for Medicaid recipients.

All of these cost-containment policies would have a negative impact on individuals that rely on plasma protein therapies. Utilization controls could involve step-therapy that would cause patients to switch therapies. Greater out-of-pocket costs could lead to patients not having enough money to procure their therapies or infusing less frequently than medically appropriate.

Similar cost-containment strategies are being considered by other states. Perhaps the greatest threat to patient access is the idea of sole-source providers for specialty pharmacies. Decision-makers in Iowa and Oregon have suggested the idea of having their Medicaid recipients receive their clotting factor from one supplier in one location in the state. PPTA is concerned that limiting Medicaid recipients to one provider would require individuals to switch providers and to travel a great distance to reach the sole-provider. This policy could result in increased Medicaid costs because of increased hospitalizations, if patients find the sole provider is too far to travel or in increased usage of Medicaid transportation services to bring the patients to the sole provider.

Europe

Its not just country-level changes that are being watched. The public health care systems of Europe are going to have to bear the major impact the financial reforms sweeping the continent as a result of the global financial upheaval over the last two years.

Unprecedented national borrowing will be repaid on the basis of reduced spending and increased taxation. Several countries that will be highlighted in this article are those thought to be particularly exposed and where extreme spending controls are expected.

Signs of tighter spending on health are increasingly evident. Tighter controls in clinical guidelines, simple and strict caps to spending on certain high cost medical conditions, higher pharmaceutical taxes and single supplier contracts are just examples of the tightening of the fiscal purse strings.

Portugal

Portugal, the westernmost country of continental Europe, is best known for its beautiful sunny beaches and golf courses. Although it has been qualified as being among the top 20 countries in the world in terms of quality-of-life, the Portuguese economy, after having known a significant growth in the 1980s and 1990s, has recently been struggling with financial debts. Portugal officially has the lowest per capita gross domestic product (GDP) in Western Europe and has recently been described by *The Economist* as the "new sick man of Europe."

Despite the poor status of its general economic situation,

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