

The *in practice!* Series

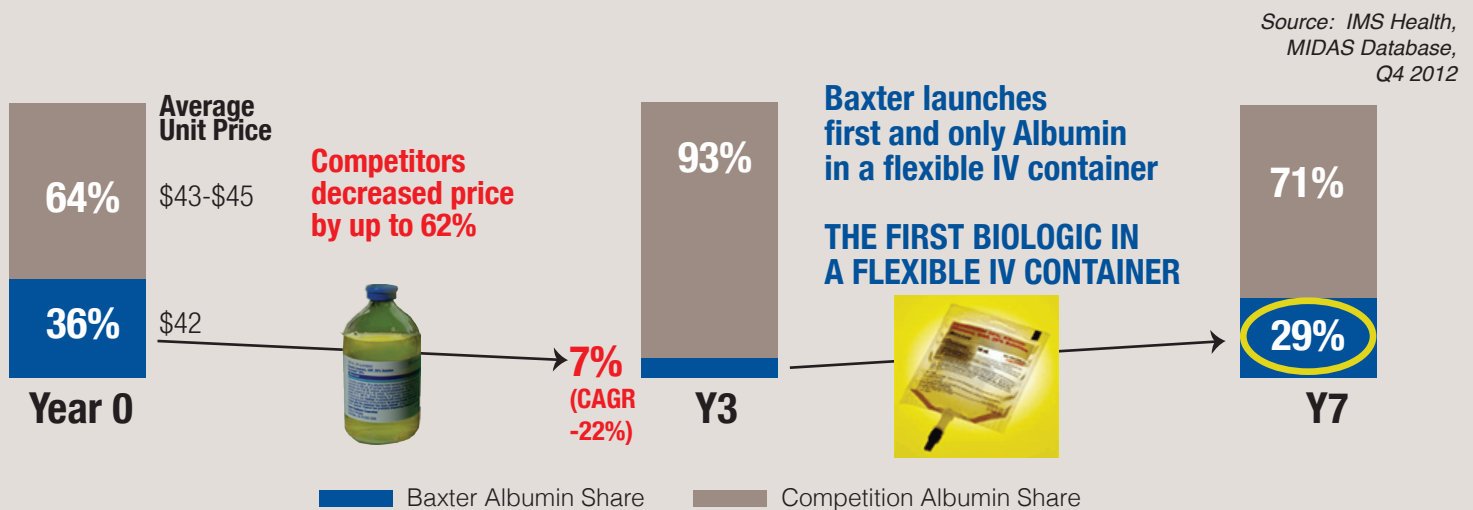
Baxter's BioPharma Solutions: Solutions that work.

Improved Product Safety - *in practice!*

Baxter

ENHANCED PACKAGING = ENHANCED SAFETY

Situation	Baxter was being pushed out of the albumin market with aggressive price decreases from competitors. Albumin is a widely available, undifferentiated product, supplied in a vented glass bottle. When broken, this represented a biohazard, waste and potential injury.
Solution	The product was reintroduced in a GALAXY Liquid Premix Container System as a secondary delivery option which, most importantly, offers improved safety to both users and patients.
Result	Market segment recovered with the introduction of a differentiated, safer alternative. Even after several years, Baxter's albumin in a flexible container remains unrivaled and sustained price premium of 13%.



Flexible IV container systems offer **enhanced safety in medication delivery** to patients by facilitating **correct drug concentration** in a **shatterproof**, closed delivery system, designed to **reduce infection and mortality rates**.

BioPharma
Solutions