

FLORIDA INFUSION™

BEDFORD LABORATORIES™

Bedford
Laboratories
offers the
most

FloridaInfusion, the nation's largest independent specialty distributor, has been providing outstanding customer service along with cost-effective and competitive prices to office-based oncologists for more than 17 years. A pioneer in the specialty distribution business, FloridaInfusion has come to understand the unique clinical needs and financial challenges facing the office-based physician. Always the innovator, FloridaInfusion also understands that today's business-savvy customers demand more. That's precisely why FloridaInfusion has developed and implemented a long list of value-added services all designed to make doing business with it more convenient and cost effective.

comprehensive line of generic oncology products in the world. It's really no surprise when you consider that Bedford's parent company, Ben Venue Laboratories, was founded in 1938 and is now a division of the pharmaceutical giant Boehringer Ingelheim. Ben Venue Laboratories has been providing manufacturing services to the pharmaceutical industry's top companies for more than 60 years. During that time, Ben Venue Laboratories was instrumental in the development of such breakthrough drugs as penicillin and bacitracin, and has enjoyed a reputation as a leading developer and supplier of freeze-dried plasma for the armed forces. In addition, Ben Venue Laboratories has helped develop several blockbuster oncology products with the NCI, the most notable being Taxol®.

Relying on their vast experience, Ben Venue Laboratories took a major step forward in 1993 when Bedford Laboratories was created. The strategy was simple: market multisource oncology injectables under the newly formed Bedford Laboratories label thereby setting the stage to fulfill their commitment to become the leader in the production of generic oncology products. Taking that important step has paid off in a major way. The long awaited and successful launch of a number of new generic oncology products including paclitaxel (generic Taxol®) and pamidronate (generic Aredia®) has further solidified Bedford's position as a market leader. With U.S. patents expiring on several important "branded cancer drugs" in the coming months, Bedford's goal of providing quality injectable generics to the medical community continues to grow.



An important aspect in achieving its goal of providing quality products at affordable prices was to establish a relationship with a major generic manufacturer. While seeking this primary source for its multisource injectables needs, it was only natural that FloridaInfusion's search would inevitably lead to Bedford Laboratories. With the most comprehensive line of generic oncology injectables available anywhere and a management team that shared FloridaInfusion's commitment to provide quality products at low prices to office-based physicians, the partnership was forged. FloridaInfusion is proud of the partnership and looks forward to providing its customers with new products from Bedford Laboratories in the months and years ahead.

That's also good news for you.

**ASK ABOUT FLORIDA INFUSION'S
GENERIC PARTNER'S PROGRAM.
Call (800) 624-0152.**



2003

**Two great companies,
one important goal.**

**The leading
manufacturer
of generic
injectables meets
the largest
independent
specialty
distributor
in the nation.**

**Proudly serving
the needs of
O.A. Members!**