

**Mo-99 2015 TOPICAL MEETING ON  
MOLYBDENUM-99 TECHNOLOGICAL DEVELOPMENT**

**AUGUST 31-SEPTEMBER 3, 2015  
HILTON BOSTON BACK BAY  
BOSTON, MASSACHUSETTS**

**Challenges Marketing LEU (One Year Later)**

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**ABSTRACT**

The American Medical Isotopes Production Act promotes the transition of radiopharmaceuticals manufactured from HEU sources to those produced by non-HEU methods. The radiopharmacy plays a key role as the driver of the initial conversion, the source for bringing the physicians together as stakeholders and in delivering patient doses of non-HEU radiopharmaceuticals to the molecular imaging community. One year invested after the industry adoption of non-HEUMo99 generators two years earlier, the transition in the community is less than 10%. Challenges to adapting its clients and to complete the transition in the local market are still a challenge even as the pipeline of non-HEU becomes more robust. New factors and drivers are identified going forward and the considerations that should be understood as Full Cost Recovery becomes fact.