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**UPPI LEU Walk: Implementing a Lean Business Model  
Canvas to Support Client Transition to non-HEU  
Medical Isotopes**

John Witkowski  
President, UPPI, LLC.  
5400 Laurel Springs Parkway, Suite 405, Suwanee, GA 30024 – USA

**ABSTRACT**

Entering the fourth year of the UPPI LEU Walk, challenges to successful client conversions continue to exist in the transition to non-HEU/LEU medical isotopes. Reimbursement coverage via private payers, customer misconceptions of non-HEU/LEU labeled  $^{99m}\text{Tc}$  radiopharmaceutical availability and when Full Cost Recovery will be implemented into the dose price structure are dynamic uncertainties which require a flexible business model that adjusts with or makes market changes. We developed a lean business model canvas for the LEU  $^{99m}\text{Tc}$  products using the nine building blocks to refine and modify successful client conversion during a time frame when the non-HEU/LEU pipeline increases but has not reached total replacement of HEU produced medical isotopes.