

QUICKVUE[®]

iFOB TEST
Immunochemical Fecal Occult Blood

One visit. One test. One time.[®]

Colorectal cancer is the second leading cause of cancer-related deaths in the United States for both women and men.¹ This disease surpasses both breast and prostate cancer in mortality, second only to lung cancer in the number of cancer deaths.¹ Despite the fact that it is highly preventable,¹ it was estimated that 148,610 new cases of colorectal cancer would be diagnosed and 49,960 people would die from the disease in 2008.² According to the American Cancer Society Cancer Facts and Figures 2008, **“this decrease reflects declining incidence rates and improvements in early detection.”**

Quidel's CLIA-waived QuickVue iFOB test is an easy to perform diagnostic tool used to detect the presence of blood in stool specimens. Blood in the stool is an indication of a number of gastrointestinal disorders, including colorectal cancer. Simply add six (6) drops of the buffered

specimen solution into the cassette sample well and read the results in 5 to 10 minutes.

The QuickVue iFOB test requires only one specimen, and because it is specific to human hemoglobin, patients are not required to adhere to strict dietary or medication restrictions. The result is a more patient friendly test that is easier to complete.³ Additionally, immunochemical FOB tests are more analytically sensitive than traditional Guaiac based methods.⁴

The QuickVue iFOB test has the potential to increase patient compliance and offers superior analytical performance (as compared to Guaiac tests)³ to positively impact both patient care and satisfaction.



¹Cancer Research and Prevention Foundation 2005.

²American Cancer Society, Facts and Figures, 2008.

³Oncology, February 2004, Volume 49, No. 2.

⁴Centers for Medicare and Medicaid Services.

Rapid Diagnosis

- Results in 5 to 10 minutes
- Positive results may become visible sooner

Convenient Packaging

- Available in 20 test kit size, 50 and 100 test tray packs
- Additional Specimen Collection and Return Kits available separately in convenient 10 and 40 kit sizes
- External kit controls available separately
- Room temperature storage
- 24-month shelf life from date of manufacture

Easy to Use

- Efficient collection
- Secure transport
- Convenient and sanitary dispenser

Excellent Performance

- Analytical sensitivity: 50 ng hHb/mL buffer or 50 µg hHb/g feces
- Specificity: Specific to human hemoglobin
- Physician office laboratory agreement is 98% when using quality control specimens

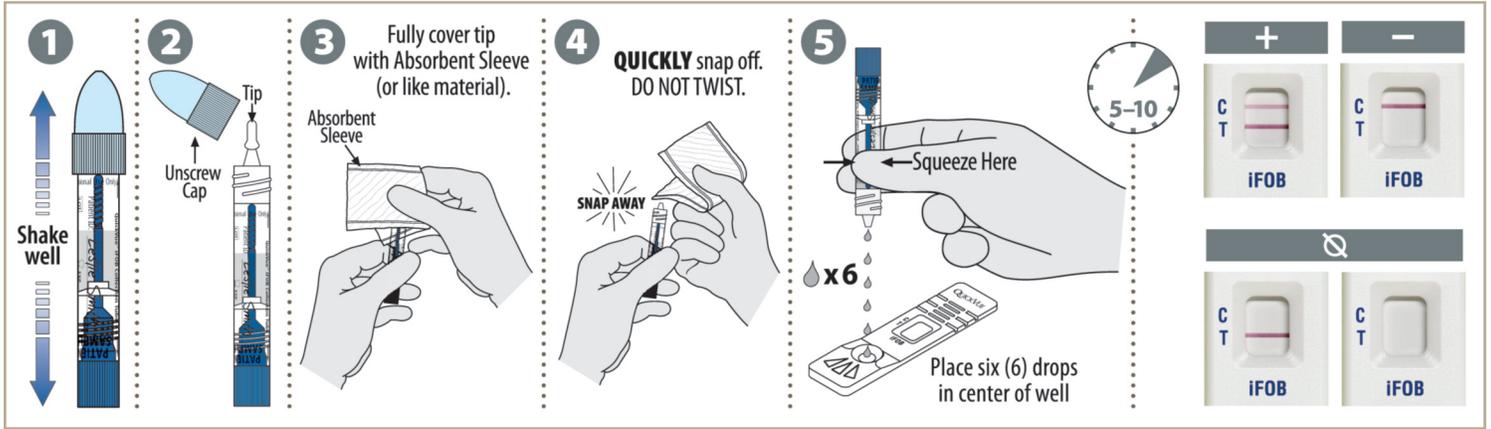


For more information on QuickVue iFOB test kits, visit our website or call your Quidel Account Manager at 1.800.874.1517 (U.S. only), or 858.552.1100 (outside U.S.).

Quidel Corporation • Worldwide Headquarters • 10165 McKellar Court • San Diego, CA 92121 USA • quidel.com



Test procedure:



20 Test Kit Intended for POL

- Designed as a take home test, where the patient returns sample by mail
- Includes patient take-home specimen collection and return components

50 Test Tray Pack Intended for Acute Care

- Designed for bedside testing and large volume accounts
- Collection tube and test trays are printed with procedures, which allow for distribution throughout facility
- Large test volume and compact packaging provide efficient storage



To order: Call your Quidel Account Manager at 1.800.874.1517



QuickVue iFOB – 20 Test Kit: Catalog #20194
 QuickVue iFOB Specimen Collection and Return Kit – 10 Test Kit: Catalog #20196
 QuickVue iFOB – 50 Test Tray Pack: Catalog #20201
 FIT/iFOB Control Set – Catalog #20197

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