

Join the fight against *H. pylori*.

- Test it:** Every patient with symptoms of an ulcer or gastritis has been tested for *H. pylori* infection.
- Find it:** I know what's causing each patient's ulcer or gastritis.
- Cure it:** Patients who test positive for *H. pylori* have been placed on eradication therapy.

ZAP THE BUG TODAY!



TEST IT!

FIND IT!

CURE IT!

Put Our Commitment to the Test

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**AMERICA'S
MOST
WANTED
BACTERIA!**

NAME: *Helicobacter pylori* (alias "The Bug")

HIDEOUT: Stomach or duodenum.

MODUS OPERANDI: Inflicts gnawing, burning abdominal pain.

CRIME: Causes ulcers, gastritis, and cancer.

WARNING: Can be highly dangerous if left undetected!

REWARD: If captured, patients can be cured.

H. pylori FACT SHEET

"Tagamet and Zantac do not cure ulcers . . . when the medicine is stopped, the ulcers resume their attack."¹

- **FACT:** *H. pylori* is the criminal responsible for approximately 95% of duodenal ulcers², all cases of gastritis², and up to 60% of gastric cancer.³
- **FACT:** *H. pylori* is a repeat offender that causes recurring gastritis and ulcers.
- **FACT:** Within a year of stopping acid-reducing medications, 70% of patients have an ulcer recurrence.¹
- **FACT:** *H. pylori* can have dangerous consequences — the bacteria has been classified as a Group 1 (Definite) carcinogen by the World Health Organization.
- **ACTION:** Arrest the perpetrator! Detect and eradicate *H. pylori*!

TEST IT!

In just 4 minutes, you can know if *H. pylori* is the culprit — with FlexPack™ HP.

- Simple office-based test
- Waived status
- Whole blood sample, no centrifugation required
- Results in just 4 minutes
- Excellent performance:
Sensitivity, 89%; Specificity, 91%⁴
- Reimbursable: CPT Code 86318QW
- Room temperature storage option



H. pylori is prevalent in 30% of the U.S. population.⁵

FIND IT!

Put *H. pylori* on trial with FlexPack™ HP — and get a verdict in just 4 minutes!

H. pylori infection is guilty of causing:

- ~95% of duodenal ulcers²
- ~70% of gastric ulcers²
- 100% of gastritis²
- 40-60% of gastric cancer³



H. pylori is prevalent in 50% of 50-year olds and 60% of 60-year olds.²

CURE IT!

"It costs less to kill the infection than to keep a patient on Zantac for a year."¹

Sentence the bug to swift and permanent justice with *H. pylori* eradication therapy.⁴

- Nearly 85% patients can be cured in just a few weeks with eradication therapy (antibiotics plus an acid suppressant).⁴
- When *H. pylori* is eradicated, many patients can stop long-term treatment with medications such as Tagamet and Zantac.⁴
- Cure ulcers for good⁶ — and reduce health care expenses and patient visits.⁷
- Patients who receive *H. pylori* eradication therapy experience fewer ulcer-related clinic visits, hospital stays, days lost from work, and follow-up endoscopies.⁷



\$25 billion have been spent on acid-reducing drugs in the U.S. during the past five years.¹

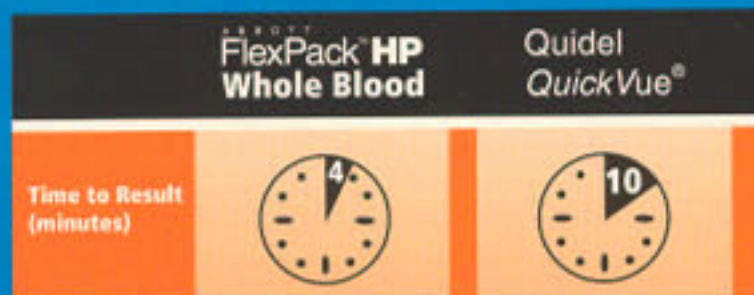
WAIVED STATUS

No proficiency testing required

No CLIA inspections for *H. pylori* testing

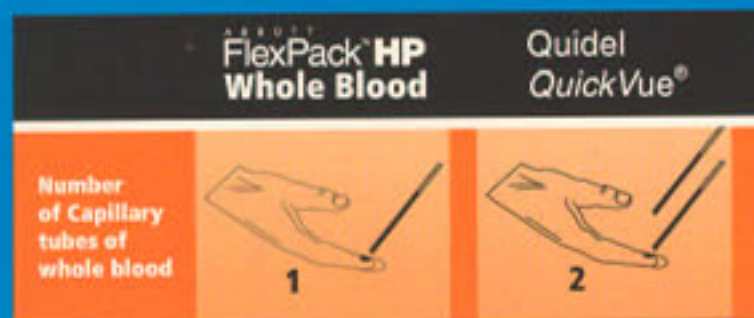
INVESTIGATE THE DIFFERENCE!

FlexPack HP detects the bug in less than half the time!



THE EVIDENCE IS CLEAR!

FlexPack HP detects the bug with less blood!



1 O'Reilly B. Why Doctors Aren't Curing Ulcers. *Fortune*. 9 Jun 97.

2 Marshall BJ. *Helicobacter pylori*. *Am J Gastroenterol* 1994;89:S116-S128.

3 The Eurogast Study Group. An international association between *Helicobacter pylori* infection and gastric cancer. *Lancet*. 1993;341:1359-1362.







4 Data on file, Abbott Laboratories.

5 Megraud, F. Epidemiology of *Helicobacter pylori* infection. *Gastroenterol Clin North Am*. 1993;22:73-88.

6 Data on file, Abbott Laboratories.

7 Two double-blind, randomized multicenter clinical trials. Data on file, Abbott Laboratories.

The FlexPackTM HP Procedure is a Quick Four-Step Process

STEP 1		<p>Open Test Card and bend back so it lies flat on work surface.</p> <p>Do not touch pads on Test Card with hands.</p> <p>Add 2 drops of buffer to Pink Pad (Flap A).</p>
STEP 2		<p>Obtain fingerstick whole blood sample:</p> <ul style="list-style-type: none">• Clean finger with alcohol; allow to dry.• Pierce finger. Properly dispose of lancet.• Wipe away first sign of blood with gauze. Squeeze finger from its base several times.• Quickly fill FlexPack Capillary Tube to <u>Black Line</u>; avoid air bubbles.
STEP 3		<ul style="list-style-type: none">• Immediately touch FlexPack Capillary Tube to <u>Bottom</u> of Blue Pad and hold until flow stops; some blood will remain in tube.• Wait for blue liquid to reach <u>Limit Line</u> then close and seal Test Card; do not allow blue liquid to migrate past Limit Line.
STEP 4		<ul style="list-style-type: none">• Start timing for 4 minutes; at 4 minutes, read results through front viewing window. <p> Positive Result</p> <p> Negative Result</p>

For informational use only. When performing assay, refer to package insert accompanying kit.