

The Right Choice in FOBTs is E.A.S.Y.

Introducing Hemoccult® ICT from Beckman Coulter

When you use Hemoccult® ICT, you'll provide your patients with an immunochemical FOBT (iFOBT) that is the most clinically proven to reduce the incidence and mortality of colorectal cancer^{1,2}.

Effective

- Based on clinical trials³, Hemoccult® ICT detected more cancers and adenomas than the guaiac method.
- Increased specificity with high sensitivity; specificity to lower GI bleeding makes Hemoccult® ICT an ideal screening tool for colorectal cancer.
- Better specificity also reduces the number of false positives.

Accessible

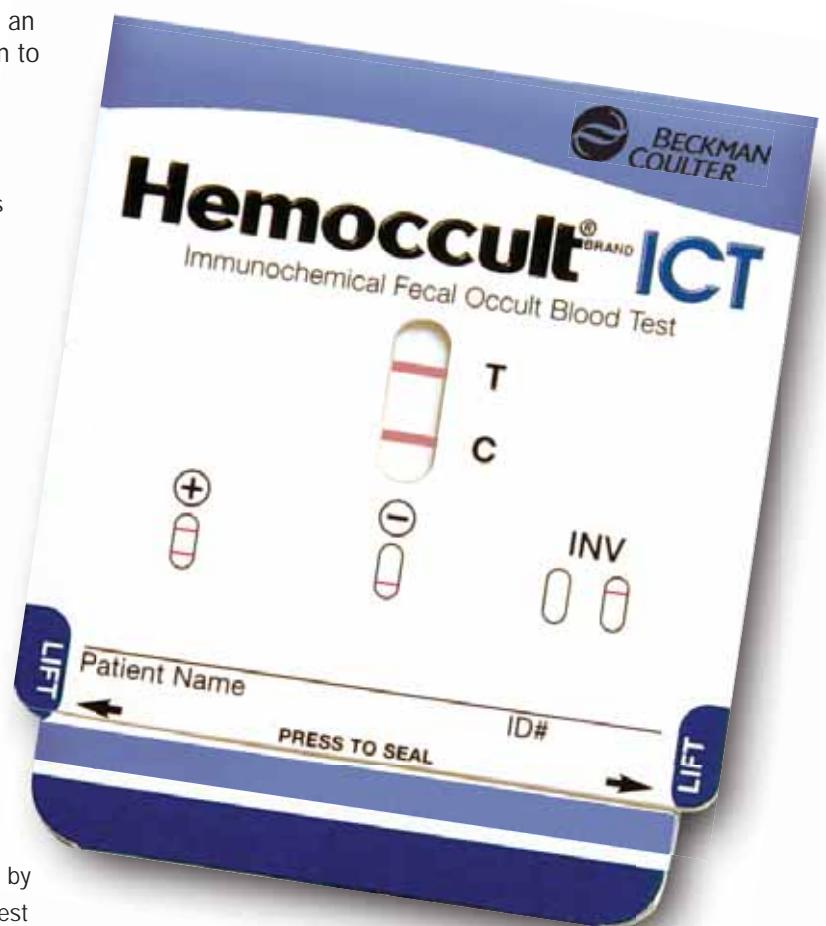
- Safe and non-invasive, it is performed in the office or at home by the patient.
- For CRC screening, it takes just 5 minutes a day over three days to complete the test.
- Simple two-card procedure for collecting the sample and developing the test.

Simple

- Hemoccult® ICT is patient friendly, with easy-to-follow collection instructions.
- Hemoccult® ICT eliminates the need for diet and drug restrictions by patients, making it easier than ever for them to comply with the test and return it.

Yearly

- FOBTs for CRC screening over a 3-day period on asymptomatic patients are proven to detect occult GI bleeding from polyps and cancer because occult bleeding is intermittent.



Hemoccult® BRAND

Physicians' #1 Choice in Fecal Occult Blood Testing

Hemoccult[®] ICT

Immunochemical Fecal Occult Blood Test

Hemoccult[®] ICT- The New Standard in FOBTs

Hemoccult[®], the most widely used and trusted brand, is proud to announce the arrival of its latest and most advanced FOBT—Hemoccult[®] ICT. As an immunochemical FOBT, Hemoccult[®] ICT has major advantages over traditional guaiac FOBTs that help make colorectal cancer even more preventable, treatable and beatable.

The right choice in FOBTs is E.A.S.Y.

Better Healthcare

- Clinically proven immunochemical FOBT
- Human hemoglobin specific means fewer false positives
- High sensitivity and specificity
- Detects lower GI bleeding

Improve Compliance

- No diet or drug restrictions
- Safe, non-invasive
- CLIA Waived with clear, readable test results

“... in comparison with guaiac-based tests ...
immunochemical tests are more patient-friendly ...”

— American Cancer Society Guidelines for the Early Detection of Cancer, 2003⁴

Beckman Coulter Primary Care Diagnostics Complete Product Offering

Rapid Diagnostics

Hemoccult[®] Hemoccult[®] SENSE[®] Hemoccult[®] ICT

CLIA waived, rapid tests for the detection of hidden blood in feces

Gastrocult[®]

CLIA waived, rapid test for the detection of hidden blood and pH in gastric fluid

FlexSure[®] HP Whole Blood and Serum

CLIA waived and moderately complex rapid tests for the detection of antibodies to *H. pylori*

ICON[®] SC Strep A

CLIA waived, rapid test, for the detection of Strep A in throat swab specimens

ICON[®] DS Strep A

CLIA waived, rapid test, dipstick format for the detection of Strep A in throat swab specimens

ICON[®] microALB

CLIA waived, qualitative assay for urinary albumin that allows for early detection of kidney disease

ICON[®] II HCG

CLIA waived and moderately complex semiquantitative test for the detection of hCG in serum or urine

ICON[®] 25 hCG

CLIA waived and moderately complex rapid test for the detection of hCG in serum or urine

Hematology Analyzers

COULTER[®] Ac*T diff™
COULTER[®] Ac*T diff 2™
COULTER[®] Ac*T™ 5diff™

Hematology Instrumentation, CBCs with differentials

References

1. Data on file, Beckman Coulter, Inc. Hemoccult[®] ICT Product Instructions 2004.
2. Mandel, Jack S., et al.: "The effect of fecal occult-blood screening on the incidence of colorectal cancer," *NEJM* 2000; 343:1603-1607.
3. Pignone M, Rich M, Teutsch SM, et al.: "Screening for colorectal cancer in adults at average risk: a summary of the evidence for the U.S. Preventative Services Task Force," *Ann Intern Med* 2002; 137:132-141.
4. Smith RA, Cokkinides V, Eyre HJ.: "American Cancer Society Guidelines for the Early Detection of Cancer, 2003," *CA Cancer J Clin* 2003; 53:27-43.

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Ordering Information

Hemoccult[®] ICT is CLIA Waived

Product Name	Product No.
Hemoccult[®] ICT Collection Cards Each box contains: • 100 Collection Cards	395065
Hemoccult[®] ICT Patient Screening Kits Each box contains: • 40 Patient Screening Kits Each Patient Screening Kit contains: 1 Dispensing Envelope with Patient Instructions 3 Hemoccult [®] ICT Collection Cards 3 Flushable Collection Tissues 3 Applicator Sticks 1 Mailing Pouch	395066
Hemoccult[®] ICT Tests Each box contains: • 20 Test Devices • 1 Bottle Hemoccult [®] ICT Buffer/8.0 mL To be used with Hemoccult [®] ICT Collection Cards—Product No. 395065 or patient Screening Kits—Product No. 395066	395067
Hemoccult[®] ICT Controls Each box contains: • 4 Bottles (2 Positive and 2 Negative/0.8mL each)	395068

CPT Code	2005 National Cap	Description
G0328QW	\$22.22	Colorectal Cancer screening with immunochemical FOBT
82274QW	\$22.22	Blood, occult, by fecal hemoglobin determination with immunochemical FOBT

To order product, contact your medical supply distributor.
For technical assistance, call Technical Marketing at
1-800-877-6242 or email askpcd@beckman.com

To order literature, call 1-866-544-1234.
For more information, visit www.hemoccultFOBT.com



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*Hemoccult[®] ICT is a relaunch
of the FlexSure[®] OBT