

**Hemocult**<sup>®</sup>  
BRAND

We couldn't have made it any easier.



# To save lives

For over thirty years Hemoccult<sup>®</sup> has been the gold standard for fecal occult blood tests (FOBTs). In fact, our name has become synonymous with FOBTs. Now we've made it easier than ever to save lives by assisting in the early detection of colorectal cancer.

## Safe...Simple...Life-Saving.

Colorectal cancer (CRC) is the second leading cancer killer in the US, affecting men and women equally. More than 57,000 people die from this disease each year. But CRC is preventable and when detected early, the five-year survival rate is greater than 90%. Hemoccult<sup>®</sup> products are the only FOBTs that have been clinically proven to reduce the incidence of colorectal cancer by 20%<sup>1</sup> and mortality by 33%<sup>2</sup> (See Table).

Hemoccult<sup>®</sup> has established itself as the most widely used and trusted FOBT. Our enhanced product, Hemoccult<sup>®</sup> SENSE<sup>®</sup>, provides higher clinical sensitivity and easier readability. Hemoccult II<sup>®</sup> SENSE<sup>®</sup> elite, our newest product, makes it easier than ever for healthcare professionals to ensure patient compliance and provide life-saving results.

Clinical Study	Study Length	# of Patients	Mortality Reduction
<b>Minnesota<sup>2</sup></b>	13 years	46,551	33%**
<b>Funen, Denmark<sup>3</sup></b>	10 years	137,485	18%*
<b>Nottingham, UK<sup>4</sup></b>	10 years	152,850	15%*

\*Biennial FOBT \*\*Annual FOBT

**Proven Results.** Hemoccult<sup>®</sup> products are the only FOBTs proven through large-scale, randomized clinical trials to reduce CRC incidence and mortality.



# with Hemocc



## Hemocult®

- Most clinically proven
- Trusted for over 30 years
- Most widely used FOBT



## Hemocult® SENSE®

- Easier readability
- Higher clinical sensitivity
- Detection of more true positives



## Hemocult II® SENSE® elite

- Easier diet and patient instructions
- Easier sample collection
- Easier processing

### The #1 Brand in FOBTs.

Used with confidence by physicians for over 30 years, Hemocult® brand products are the only FOBTs supported in over 300 clinical publications and are recommended by the American Cancer Society as an effective screening method for CRC. The rigorous pre-qualification of raw materials and a unique quality control system allows the manufacturing of lot to lot consistency that is unmatched in the industry. As a result, Hemocult® products are used and trusted by the best American medical institutions and healthcare professionals. The millions of people who have been screened with Hemocult® products has resulted in many lives saved.

### Better Readability and Improved Clinical Sensitivity.

Hemocult® SENSE® is the enhanced Hemocult® product that provides improved readability and higher clinical sensitivity over regular Hemocult® and other FOBTs. Hemocult® SENSE® has been proven to give the highest clinical sensitivity readings (92%)<sup>5</sup> and offers the ability to find more true positives of occult blood.



**Improved Readability.** The intense blue reaction makes it easier to detect and interpret a positive result.

### Designed to Improve Patient Compliance.

Designed to be easier for patients, Hemocult II® SENSE® elite's simplified test card, clearer Patient Instructions, and sample collection options make it easier for patients to understand and complete the test. Hemocult II® SENSE® elite has simpler diet guidelines that are explained in an easy-to-read format describing which foods and drugs patients need to avoid and which are acceptable. Clear, simple developing instructions with one back flap and a single Performance Monitor® make the processing and interpreting of Hemocult II® SENSE® elite tests easier and faster for healthcare professionals.

# ult.®



## Hemocult® = Best Healthcare.

You can be confident that the Hemocult® brand products represent the best healthcare available today. Hemocult® products are built on the foundation of evidence-based medicine; they are clinically proven to be effective. The Hemocult® product line continues to improve. The Primary Care Diagnostics division of Beckman Coulter has listened and responded by continuing to evolve Hemocult® products based on suggestions made by patients and healthcare professionals.

In addition, we provide exceptional product support including full-service technical support, comprehensive customer service, educational materials and online professional and patient education ([www.hemocultFOBT.com](http://www.hemocultFOBT.com)).



Look for Eli's Helpful Tools at  
[www.hemocultFOBT.com](http://www.hemocultFOBT.com)

We understand that patient compliance is critical for physicians to adequately screen their patients for colorectal cancer. For this reason, we're committed to providing free education tools that help patients understand the disease of colorectal cancer and the importance of annual screening. A variety of patient and staff education materials have been developed (many available in English and Spanish) which include brochures, posters, videos and helpful tips for increasing patient compliance.

## Obtaining Hemocult® Products.

To order Hemocult® products, contact your medical supply distributor representative. For technical assistance, contact Technical Marketing at 1-800-877-6242 or email [askpcd@beckman.com](mailto:askpcd@beckman.com).

To order educational literature, call toll free 1-866-544-1234.



## About Beckman Coulter.

Beckman Coulter Primary Care Diagnostics is the leader in fecal occult blood testing and offers you the very best in rapid tests designed to simplify the diagnostic process. Our products, which include Hemocult® brand FOBTs, ICON® Strep A rapid tests, and our ICON® hCG pregnancy tests, help physicians and laboratories treat patients on-the-spot rather than having to wait hours or even days for results.

Beckman Coulter, Inc. is a leading provider of instrument systems and complementary products that simplify and automate laboratory processes. From integrated laboratory automation solutions to centrifuges and blood analyzers to diagnostic rapid-test kits, the company's products are used throughout the world in all phases of the battle against disease.

## PRODUCT INFORMATION

All products listed are CLIA Waived.

Product Name	Product No.
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### Hemocult II® SENSEA<sup>elite</sup> Products

<b>Hemocult II® SENSEA<sup>elite</sup> Dispensapak™ Plus</b>	<b>395035</b>
• 40 Patient Screening Kits	
• Two 15 mL bottles of Hemocult® SENSEA® Developer	

### Hemocult® SENSEA® Products

<b>Hemocult® SENSEA® Single Slides</b>	<b>64151</b>
• 100 Slides	
• 100 Applicator Sticks	
• Two 15 mL bottles of Hemocult® SENSEA® Developer	

<b>Hemocult® SENSEA® Single Slides</b>	<b>64152</b>
• 1000 Slides	
• 1000 Applicator Sticks	
• Twenty 15 mL bottles of Hemocult® SENSEA® Developer	

<b>Hemocult II® SENSEA® Dispensapak™ Plus</b>	<b>64130</b>
• 40 Patient Kits	
• Two 15 mL bottles of Hemocult® SENSEA® Developer	

<b>Hemocult® SENSEA® Developer</b>	<b>64115</b>
• Twenty 15 mL bottles	

### Hemocult® Products

<b>Hemocult® Single Slides</b>	<b>60151</b>
• 100 Slides	
• 100 Applicator Sticks	
• Two 15 mL bottles of Hemocult® Developer	

<b>Hemocult® Single Slides</b>	<b>60152</b>
• 1000 Slides	
• 1000 Applicator Sticks	
• Twenty 15 mL bottles of Hemocult® Developer	

<b>Hemocult II® Dispensapak™</b>	<b>61100</b>
• Case of 100 Patient Kits	
• Six 15 mL bottles of Hemocult® Developer	

<b>Hemocult II® Dispensapak™ Plus</b>	<b>61130</b>
• 40 Patient Kits	
• Two 15 mL bottles of Hemocult® Developer	

<b>Hemocult® Developer</b>	<b>62115</b>
• Twenty 15 mL bottles	

<b>Hemocult® Mailing Pouches</b>	<b>62200</b>
• Box of 100 pouches	



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### References

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- <sup>2</sup> Mandel, Jack S., et al.: "Reducing mortality from colorectal cancer by screening for fecal occult blood," N Engl J Med. 328:1365-1371, 1993.
- <sup>3</sup> Kronborg, Ole, et al.: "Randomised study of screening for colorectal cancer with faecal-occult-blood test," The Lancet. 348: 1467-1471, 1996.
- <sup>4</sup> Hardcastle, Jack D., et al.: "Randomised controlled trial of faecal-occult-blood screen for colorectal cancer," The Lancet. 348: 1472-1477, 1996.
- <sup>5</sup> Hemocult® SENSEA® Product Instructions