### **Helena Fecal Occult Blood Tests**

are the key to...



- Compliance
- Lower Cost

Leading medical institutions across the country are enjoying great performance, and even greater savings with ColoScreen and ColoScreen-ES occult blood tests.

And when compliance is an issue, ColoCARE makes the difference.

Try our FOBT kits –
you'll like our
QUALITY
and love our
Low Prices!

### **Colorectal Cancer Facts\***

- Colorectal cancer is the 3rd most common cancer in both men and women.
- An estimated 108,070 new cases of colon and 40,740 of rectal cancer are expected to occur in 2008.
- Over 49,960 Americans will die from colorectal cancer in 2008.
- With early detection and treatment, the 5-year survival rate for colorectal cancer is 90%; however, only 39% of colorectal cancers are diagnosed at this stage, mostly due to low rates of screening. After the cancer has spread regionally to involve adjacent organs or lymph nodes, the 5-year survival drops to 68%. For persons with distant metastases, 5-year survival is 10%.
- Regular screening, such as annual FOBT, is recommended for everyone over age 50.

#### **CROSS REFERENCE CHART** Product HELENA Beckman Coulter® **COLOSCREEN** Hemoccult® Description 1000 Singles Lab Pack 5076 60152 100 Singles Lab Pack 5072 60151 Developer 20 x 15 mL 5077 62115 80 Triples w/Mailer 5073 N/A 40 Triples w/Mailer N/A 61130 **ColoScreen-ES** Hemoccult® Sensa® 100 Singles Lab Pack 5086 64151 5085 80 Triples w/Mailer N/A 40 Triples w/Mailer 64130 N/A Developer 20 x 15 mL 5088 64115

To order or for additional information, contact your local medical supply distributor or call Helena Laboratories, toll free 800-231-5663.

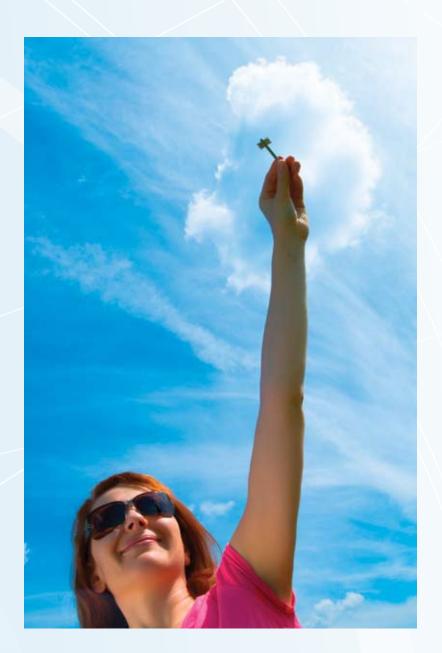
www.helena.com

# **EARLY DETECTION**

is the Answer

# HELENA FOBT

is the Key



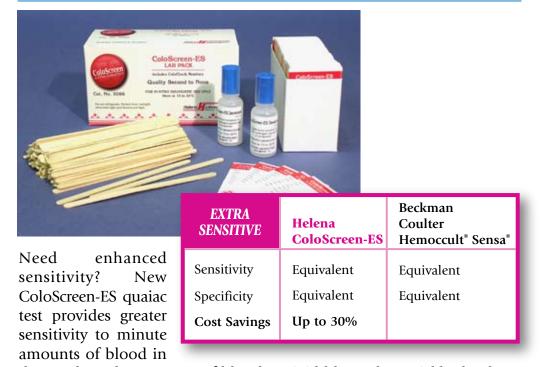
<sup>\*</sup>Colorectal Cancer Facts & Figures 2008. © 2008, American Cancer Society

## **Extra Sensitive**

# **High Compliance**

## **Lower Cost**

### **ColoScreen-ES**



the stool. In the presence of blood, a vivid blue color quickly develops, improving readability for easy to interpret results. ColoScreen-ES offers laboratories and doctors' offices a high quality, low cost alternative to Beckman Coulter Hemoccult® Sensa®.

- Enhanced sensitivity to blood in the stool
- Vivid color development for improved readability
- High-quality, low-cost alternative to Hemoccult<sup>®</sup> Sensa<sup>®</sup>
- Convenient packaging
- Positive and negative monitors

#### CAT. NO. 5085 ColoScreen-E.S. Take Home Kits

- 80 Take Home Kits, each containing: 1 mailing return envelope with instructions 1 E.S. triple slide with on-slide monitors, 3 applicators and tissues
- 6 x 15 mL bottles of E.S. developer

### CAT. NO. 5086 ColoScreen-E.S., 100 Singles

- 100 E.S. single slides with on-slide monitors
- 2 x 15 mL bottles of E.S. developer
- 100 applicators

#### CAT. NO. 5088 ColoScreen-E.S. Developer, 15 mL

• 20 x 15 mL bottles of E.S. developer

### **ColoCARE**



ColoCARE is the key to high patient compliance, giving you the accuracy you expect from a guaiac slide without the hassles.

HIGH COMPLIANCE	Helena ColoCARE	Beckman Coulter Hemoccult <sup>®</sup>
Sensitivity	Equivalent	N/A
Specificity	Equivalent	N/A
Compliance	Superior	N/A

With ColoCARE, there's no stool handling, no chemical developers and no laboratory processing. To use, the patient simply places a test pad into the toilet after a bowel movement, watches for a color change, records the observation and returns the reply card provided in the patient kit. The test pad is simply flushed away.

ColoCARE is clean, simple and accurate, dramatically increasing compliance.

- Innovative technology
- No fecal sampling
- No laboratory processing
- Patient compliance as high as 90%
- Free physician support materials

### CAT. NO. 5651 ColoCARE Take Home Kits

- 50 Take Home Kits, each containing: 3 ColoCARE test pads with instructions, response card, and mailing envelope
- 50 "ColoCARE Dispensed Today" Stickers

### CAT. NO. 5650 ColoCARE Screening Pack

• 250 Take Home Kits, each containing: 3 ColoCARE test pads with instructions, response card, and mailing envelope

### CAT. NO. 5656 ColoCARE, 100 Singles

• 100 ColoCARE test pads

### ColoScreen



30% less than its higher-priced, name-brand counterpart.

For traditional guaiac slide testing you can't beat the price and quality of ColoScreen. After all, why pay more when you can buy the same test for less?

- Low price alternative to more expensive name-brand counterpart
- Convenient packaging for single and triple slide dispensing
- Tape form for in-clinic digital exams
- Positive and negative quality assurance monitors with every test

### CAT. NO. 5073 ColoScreen Take Home Kits

- 80 Take Home Kits, each containing: 1 mailing return envelope with instructions, 1 triple slide with on-slide monitors, 3 applicators and tissues
- 6 x 15 mL bottles of developer

### CAT. NO. 5072 ColoScreen, 100 Singles

- 100 single slides with on-slide monitors
- 2 x 15 mL bottles of developer
- 100 applicators

#### CAT. NO. 5076 ColoScreen, 1000 Singles

- 1000 single slides with on-slide monitors
- 20 x 15 mL bottles of developer
- 1000 applicators

### CAT. NO. 5077 ColoScreen Developer, 15 mL

• 20 x 15 mL bottles of developer

#### CAT. NO. 5078 ColoScreen Developer, 2 mL

• 50 x 2 mL bottles of developer

### CAT. NO. 5079 ColoScreen Tape

Perforated tape segments with monitors

- 2 x 100 test dispenser
- 2 x 15 mL bottles of developer