

MULTISTIX[®] and Uristix[®] Reagent Strips

Accurately gain a broader clinical insight into a patient's health

Product features, advantages and benefits

Fourteen different urine strip testing combinations fit any physician testing needs. All Siemens reagents provide accurate, consistent, reliable semi-quantitative results that ensure patients receive the best, most cost effective care. With the best quality and with service second to none, Siemens will lead the industry to the next generation of urinalysis testing at point-of-care.

- The brand of urinalysis strips physicians know from medical school
- Same reagents and analyzers used in hospital and reference laboratories
- CLIA waived when run on a CLINITEK[®] Status Analyzers or when read visually

Which prospects would be best? (ideal customer/account to target)

All physicians, clinics and laboratories including: Internal Medicine, Primary Care Practitioners, Urologist, Pediatrician, Obstetrician, Gynecologist

Competition

Roche, distributor private label, Clarity, Teco

Typical objections and responses

Pricing is higher than private label & generic brands

- Siemens offers quality, consistency, accuracy, innovation and #1 brand
- Same reagent can be used visually and with CLINITEK[®] Analyzers
- Same reagent as used in most hospital and reference laboratories
- Siemens is the innovator in urinalysis and provides quality support to our customers via telephone Customer Services

Notes and discussion questions

- If visually reading: How much staff time does it take to visually read patient UA strips and how confident are you in the accuracy of the results?
- If we could automate this process, alleviating the subjectivity of the results while saving valuable staff time, would you be interested?
- Would you be interested in looking at a CLIA waived, automated urinalysis analyzer that does several types of urinalysis testing, makes better use of staff time, and brings revenues into the office?

Order information

- #2161 - MULTISTIX[®] 10SG Reagent Strips 100 strips/btl
- See price list for addition urine strip options

Billing Information:

Common CPT Codes – 2014 National Limitation Amounts (NLA); varies by state (When billing Medicare, QW modifier required along with CPT code)

Various codes depending on visual or instrument reading, or including microscopic

- | | |
|--|--------|
| • 81000: Urinalysis, non-automated, with microscopy | \$4.32 |
| • 81001: Urinalysis, automated, with microscopy | \$4.32 |
| • 81002: Urinalysis, non-automated, without microscopy | \$3.49 |
| • 81003: Urinalysis, automated, without microscopy | \$3.06 |



MULTISTIX PRO[®] 10LS Reagent Strip

Diagnose Chronic Kidney Disease in its Earliest Stages

Product features, advantages and benefits

Multistix PRO[®] - unique in-office dip and read test with a protein to creatinine ratio for early detection of kidney disease

- Use Multistix PRO with patients at risk for kidney disease
- Improved reliability of albumin and protein in concentrated and dilute urine specimens (up to 75% reduction in false results)
- Can reduce need for 24 hour collection
- CLIA waived when read with a CLINITEK[®] Analyzer
- In addition, assists diagnosis of kidney function, UTI, carbohydrate metabolism (diabetes Mellitus), and liver function

Which prospects would be best? (ideal customer/account to target)

Physicians: Internal Medicine, Primary Care Practitioners, Urologist, Ob-Gyn

Competition

None

Typical objections and responses

High price point, identifying target user, and understanding P:C ratio

- Provides more reliable protein results than traditional UA strip
- Adjusts protein results for effects of diluted or concentrated urine sample
- Ability to bill Creatinine CPT provides additional revenue
- Can be used by any physician who wants a more reliable and sensitive protein
- Physicians treating patients at risk for kidney disease: Diabetes, Hypertension, Pre-eclampsia, Elderly, Frequent UTI, Kidney Stones, Taking Nephrotoxic Medications, CVD, ED, BPH

Notes and discussion questions

- Show the physician the list of patients at risk for CKD. Do you see many patients who are at risk for CKD?
- Are you aware of the recommendations from the NKF for testing at risk patients for CKD?
- How do you perform this testing now?
- What would you think about using a simple urine strip with improved protein sensitivity and reliability which could be used to test your patients at risk?
- How would you feel about using a new urine strip which could improve the reliability of protein results by up to 75%?
- Would you be interested in looking at a CLIA-waived, automated urinalysis analyzer that does several types of urinalysis testing, makes better use of staff time, and brings revenues into the office?

Order information

- #1566 – MULTISTIX PRO[®] 10LS Reagent Strips 25 strips/btl
- #1554 - MULTISTIX PRO[®] 10LS Reagent Strips 100 strips/btl

Billing Information:

2014 National Limitation Amounts (NLA); varies by state

Note: When billing to Medicare, QW modifier required along with the CPT code

- Submit both one of the urinalysis codes & creatinine code for reimbursement
- 81000: Urinalysis, non-automated, with microscopy \$4.32
- 81001: Urinalysis, automated, with microscopy \$4.32
- 81002: Urinalysis, non-automated, without microscopy \$3.49
- 81003: Urinalysis, automated, without microscopy \$3.06
- 82570: Creatinine, other source \$7.06



CLINITEST[®] hCG Pregnancy Test

The One Pregnancy Test That's Connected

Product features, advantages and benefits

Clinitest[®] hCG Pregnancy Test is the only CLIA-waived, analyzer read pregnancy test available

- It produces a printed report of the test result for medical records.
- Qualitative method for rapid detection of hCG in urine
- CLIA waived when read on a CLINITEK[®] Status Analyzer.
- Instrument reading improves testing efficiency and accuracy
- Results automatically printed and can be sent to EMR or Data Management System

Which prospects would be best? (ideal customer/account to target)

Ob/Gyn, Family Medicine, Primary Care, Internal Medicine, Urgent Care, Imaging Centers, Hospital Emergency Room, Point of Care Coordinators in Hospitals

Competition

Quidel, Beckman Coulter, Alere, distributor Private Label

Typical objections and responses

Higher priced test, need for a CLINITEK[®] Status Analyzer

- Test is more reliably timed and objectively read
- Analyzer read CPT may reimburse at higher level
- Test results are automatically printed and reported for billing and records

Notes and discussion questions

- How do you test for pregnancy?
- What concerns do you have with your current test?
- How do you interpret visual results which show a faint reading?
- How confident are you that results are properly recorded?
- Would automatic timing and reading improve your confidence in accurate pregnancy testing?
- Would you be interested in looking at a CLIA-waived, automated urinalysis analyzer which performs hCG in addition to several types of urinalysis testing, makes better use of staff time, and brings revenues into the office?

Order information

- #1760 - CLINITEST[®] hCG Pregnancy Test 25 cassettes/bx

Billing Information:

2014 National Limitation Amounts (NLA); varies by state

Note: When billing to Medicare, QW modifier required along with the CPT code

- 84703: Gonadotropin, chorionic (hCG) qualitative \$10.26
- Most insurances pay higher for this CPT than the one used for the visual tests



CLINITEK[®] Microalbumin 2 Reagent Strips

CLIA-Waived Testing for Early Kidney Disease in At-Risk Patients

Product features, advantages and benefits

Test for Kidney Disease in at risk patients: Patients with diabetes or hypertension

- Provides the following 3 results on a single urine sample: Albumin, Creatinine, Albumin-to-Creatinine Ratio (A:C)
- Use at least once annually on at risk patients
- A:C result reduces the need for 24 hour collections
- CLIA-waived on CLINITEK Status Analyzer

Which prospects would be best? (ideal customer/account to target)

Internal Medicine, Primary Care Practitioner, Endocrinologist, Cardiologist, Diabetic Clinics

Competition

Roche, HemoCue, Teco

Typical objections and responses

Higher price point

- Understanding advantages of A:C ratio
- A:C Ratio recommendations for use on patients with Diabetes or Hypertension
- More accurate and reliable microalbumin results due to A:C Ratio
- Additional billing for Creatinine CPT may bring in additional revenue

Notes and discussion questions

- Do you see a significant number of patients with diabetes or hypertension?
- Are you aware of the recommendations for testing patients with Diabetes and Hypertension for kidney disease?
- How do you perform Microalbumin testing on these patients?
- What would you think about using a simple urine strip test for microalbumin levels in your office?

Order information

- #2083 - CLINITEK[®] Microalbumin 2 Reagent Strips 25 strips/btl

Billing Information:

2014 National Limitation Amounts (NLA); varies by state

Submit both the microalbumin & creatinine codes for reimbursement

Note: When billing to Medicare, QW modifier required along with the CPT code

- 82044: Urine microalbumin, semi-quantitative \$6.24
- 82570: Creatinine, other source \$7.06



CLINITEK Status[®]+ and Status[®] Connect Analyzers

Siemens answers the need for more accurate and efficient testing

Product features, advantages and benefits

Two models from the CLINITEK Status family of analyzers to meet the needs of physician offices and hospital point of care:
CLINITEK Status+ Analyzer - Small, point of care, CLIA-waived, semi-automated urine analyzer can perform up to four types of urine tests: Traditional urine strips, albumin-to-creatinine ratio strips, protein-to-creatinine ratio strips, and hCG test (pregnancy).

- Instrument read tests improve efficiency and accuracy of patient results
- Expand clinical utility through a diversified Point-of-Care test portfolio
- Improve data security with programmable operator management and lockout
- Maintain reagent integrity and result accuracy with Auto-Checks feature for humidity checks and auto-strip detection

CLINITEK Status Connect System (System is comprised of CLINITEK Status+ Analyzer, Connector, and Barcode Reader) – same features as above and more applicable for point of care testing locations needing additional instrument features such as: QC management and lock-out, connectivity, and bar code reader for patient and operator ID

Which prospects would be best? (ideal customer/account to target)

The CLINITEK Status+ Analyzer can be used in any location where urine testing is performed such as physician offices. Physician specialties would include: IM, FP, Ob-Gyn, Urology, Pediatrics, Urgent Care Facilities

The CLINITEK Status Connect System is the analyzer of choice for hospital point of care where connectivity, operator and QC management and lock-out are beneficial. Typical testing locations would include: ED, Outpatient Clinics, Surgery Departments, ICU

Competition

Roche, distributor private label, Clarity

Typical objections and responses

I can read a urine strip visually, why would I want to invest in an analyzer?

Only takes about 10 seconds of hands on time where visual takes up to 2 minutes which increases efficiency in the office, clinic, or department. Care givers can spend more time with patients and less time performing tests. Also, ensures results are accurately timed and reported to support correct billing. Other tests are available which can not be read visually, providing more clinical utility and potential billing.

Notes and discussion questions

- If visually reading: How much staff time does it take to visually read patient UA strips and how confident are you in the accuracy of the results?
- If we could automate this process, alleviating the subjectivity of the results while saving valuable staff time, would you be interested?
- Would you be interested in looking at a CLIA waived, automated urinalysis analyzer that does several types of urinalysis testing, makes better use of staff time, and brings revenues into the office?



Order information

- #1780 – CLINITEK Status+ Analyzer
- #1797 – CLINITEK Status Connect System

CLINITEK Advantus[®] Analyzer

Innovative Auto-Checks for Quality and Workflow Improvements

Product features, advantages and benefits

The CLINITEK Advantus Analyzer for urine chemistry testing offers flexible productivity for busy clinics, healthcare practices, and laboratories. Key benefits include:

- Improved data integrity with the use of the unique Auto-Checks feature for strip identification and exposure to humidity
- Improved quality control with user defined QC testing protocol including reminders and lock-out
- Enhanced productivity with self- pacing operation, instant start-up, and through-put of seven seconds per sample
- Flexible operation including connectivity, stat testing, and up to three user-defined confirmatory flags
- Workflow improvement with touch screen entry of microscopic results
- Maintain reagent integrity and result accuracy with Auto-Checks feature for humidity checks and auto-strip detection
- Expand clinical utility with the ability to perform traditional urine and protein-to-creatinine ratio (P:C) testing

Which prospects would be best? (ideal customer/account to target)

Hospital and reference laboratories, clinics requiring high throughput, laboratories performing DAU testing, customers currently using CLINITEK 500 or and old CLINITEK Advantus Analyzer, back-up for customers using an automated urinalysis system such as IRIS, Arkray, Roche, or Siemens Atlas or AUWi

Competition

Roche, IRIS

Typical objections and responses

I have other options, why should I consider your system?

- Fast throughput (500/hr) will improve efficiency
- QC reminders and QC lockout ensures compliance to QC protocol
- Auto-Checks feature for improved data integrity
- 3 user defined confirmatory flags saves time in identifying samples requiring follow-up
- Microscopic information entered through display improves convenience

Notes and discussion questions

- If visually reading: How much staff time does it take to visually read patient UA strips and how confident are you in the accuracy of the results?
- If we could automate this process, alleviating the subjectivity of the results while saving valuable staff time, would you be interested?
- How do you currently test for sample adulteration with performing DAU testing?



Order information

- #1420 – CLINITEK Advantus Analyzer (includes barcode reader)