

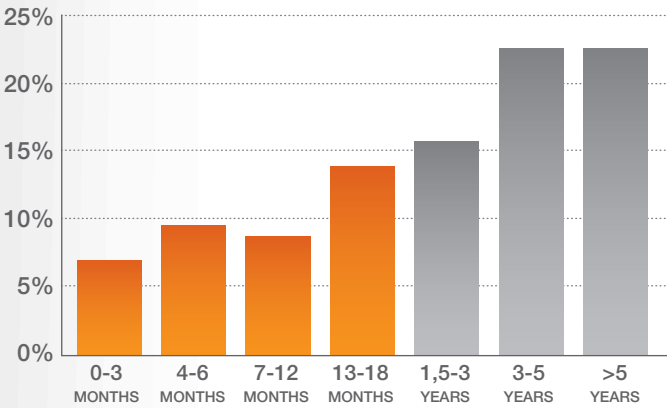


Improving the Quality of Life for Your CML Patients:

A Patient Survey Analysis

The survey was conducted in collaboration with the French CML Patient Association (LMC France) in Nov 2013. The survey was run to better understand the patient's perception of their BCR-ABL monitoring, in particular in relation to the time it takes for them to receive their results and the impact this has on their lives.

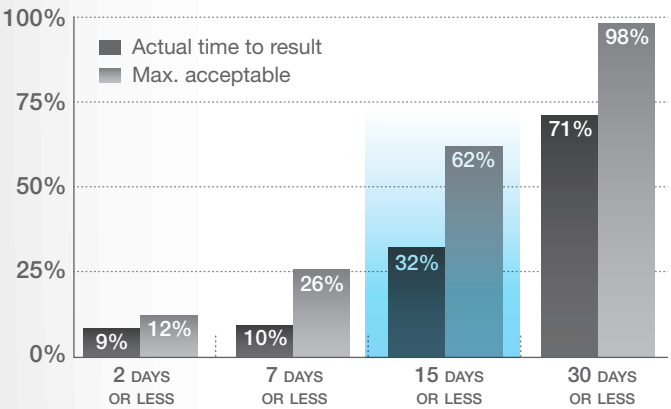
PATIENT'S SURVEY DISTRIBUTION



138 patients completed the survey, the demographics gave a good spread across the population in terms of length of time under a monitoring service.

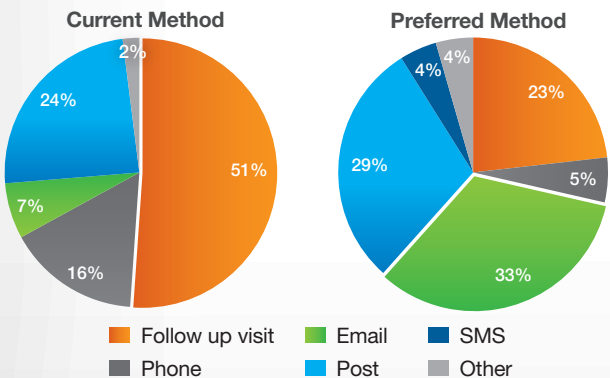
DELIVERING RAPID AND MEANINGFUL RESULTS

Q: According to you, what is the maximum acceptable time from blood sampling to BCR-ABL result?



Currently only 32% of patients receive their results within 15 days or less, while 62% declare 15 days or less as the maximum acceptable time to result.

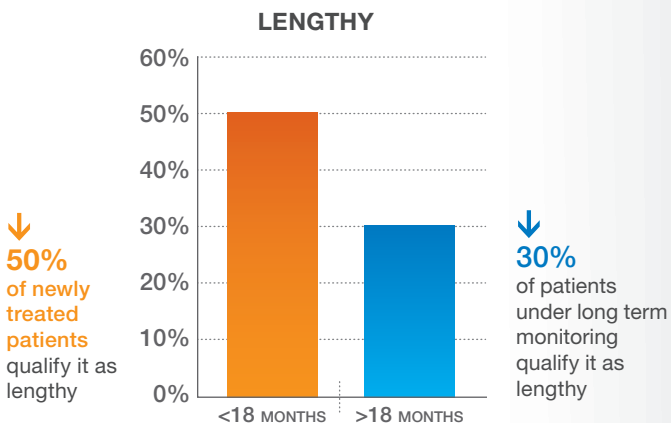
Q: How do you receive your results vs how would you like to receive them?



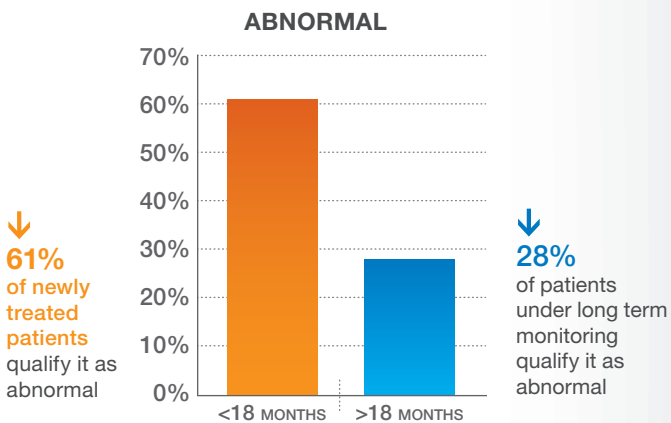
Only 7% of patients currently receive their results by email while 33% would prefer email over any other form of communication.

MANAGING PATIENT ANXIETY AND EXPECTATIONS DURING THE FIRST 18 MONTHS OF TREATMENT

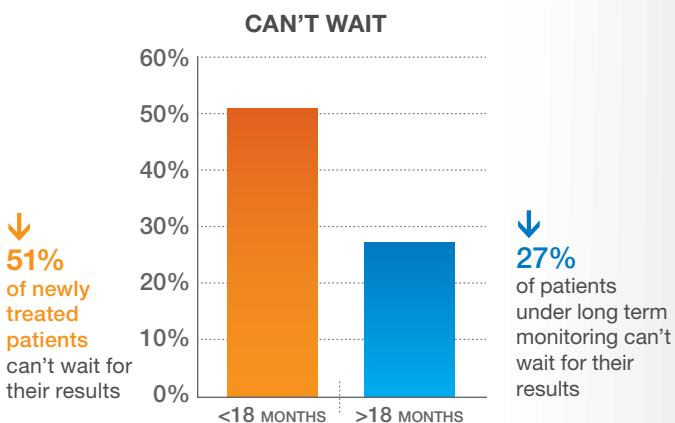
- Q: How would you qualify the time while waiting for your BCR-ABL monitoring results?



- Q: How would you qualify your life while waiting for the results?



- Q: How would you qualify your need to know the results?



There is a strong correlation between the length of treatment and the anxiety level induced by the waiting time to results in the newly diagnosed patient group.

A PATIENT FOCUSED BCR-ABL MONITORING

Q: Would you like to receive your results in 48h?

78% of patients answered **YES**

Fact: Today, 91% of the patients experience time to result longer than 2 days for their BCR-ABL results when the most rapid labs provide BCR-ABL measurements on the International Scale (IS) in less than 2 hours from receipt of the sample.

Q: How could the current situation be improved for you?

Getting a copy of the **report**

Receive the results **faster**

More **comprehensive** explanation of the results

Receive results **automatically**

Getting a **graphical** report with history

KEY OUTCOME

There is a strong demand from patients to receive results faster (<15 days) proactively.

According to the patient, faster results would reduce their anxiety, improve the ownership of their disease and significantly improve their quality of life.

ABOUT CEPHEID



Xpert® BCR-ABL Monitor

Simplified, standardized, rapid testing for improved CML patient management.

Cepheid's 95 minute fully automated BCR-ABL monitoring solution improves patient management in laboratories around the world, delivering for everyone, the same accurate, reproducible and standardised results on the International Scale (IS), enabling clinicians to manage their patients with the best standard of care in a timely manner.

CE IVD In Vitro Diagnostic Medical Device

The data presented in this document is extracted from an internet survey conducted by Cepheid with the French CML Patient association (LMC France) in Nov 2013.
www.lmc-france.fr

CEPHEID

904 Caribbean Drive
Sunnyvale, CA 94089 USA

TOLL FREE +1.888.336.2743

PHONE +1.408.541.4191

FAX +1.408.541.4192

EUROPEAN HEADQUARTERS

Vira Solelh
81470 Maurens-Scopont, France

PHONE +33.563.82.53.00

FAX +33.563.82.53.01

EMAIL cepheid@cepheideurope.fr

www.Cepheidinternational.com

