

WHAT IS THE **PCR_{plus}** ADVANTAGE?

PCR_{plus} is an elevated category of PCR testing because it combines the following five advantages:



ACCURACY

Results you can rely on.



SPEED

Don't wait days.
Same-day results.



FLEXIBILITY

Results anytime,
anywhere.



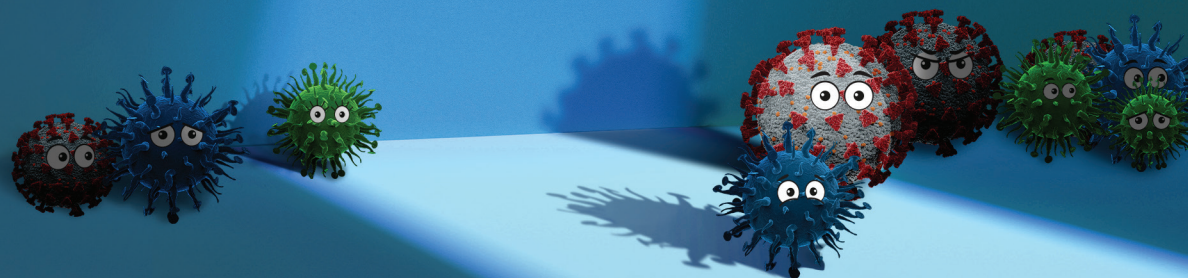
QUALITY

A track record of
results you can trust.



SIMPLICITY

Easy steps from
test to results.



Insert co-branding
logo here.
Please use transparent
background.



¹ COVID-19 – Centers for Disease Control and Prevention (January 4, 2022). Symptoms of COVID-19, "Watch for Symptoms". Retrieved from: <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>

² RSV – Centers for Disease Control and Prevention (January 4, 2022). Symptoms and Care, "Symptoms". Retrieved from: <https://www.cdc.gov/rsv/about/symptoms.html>

³ Flu – Centers for Disease Control and Prevention (January 4, 2022). Flu Symptoms & Complications, "Flu Symptoms". Retrieved from: <https://www.cdc.gov/flu/symptoms/symptoms.htm>

⁴ Centers for Disease Control (October 20, 2022). Covid Data Tracker Weekly Review. Retrieved from: <https://www.cdc.gov/coronavirus/2019-ncov/covid-data/covidview/index.html>

⁵ Centers for Disease Control and Prevention (December 18, 2020). Respiratory Syncytial Virus Infection (RSV), Trends and Surveillance. Retrieved from: <https://www.cdc.gov/rsv/research/us-surveillance.html>

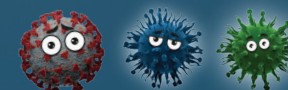
⁶ Centers for Disease Control and Prevention (October 1, 2021). Estimated Flu-Related Illnesses, Medical visits, Hospitalizations, and Deaths in the United States — 2019–2020 Flu Season. Retrieved from: <https://www.cdc.gov/flu/about/burden/2019-2020.html#estimates>

For more information about COVID-19, RSV and flu, please visit www.cdc.gov.

0963-01

KNOWING **MORE** MATTERS

Is it
COVID-19, RSV, or the Flu?



An accurate, reliable diagnosis informs treatment decisions.



















































Thankfully, a same-day, multiplex test can make it easy to find out what you have and what care you need.

Cepheid, with its GeneXpert® systems and diverse menu of PCR tests, is proud to partner with the care providers at this facility to offer **PCR_{plus}** here.

Educational campaign brought to you by Cepheid.

LOOK FOR THESE SYMPTOMS

Often spiking during the winter season, COVID-19, RSV disease and the flu are contagious respiratory illnesses that share many of the same symptoms. The three illnesses could possibly seasonally surge, posing a triple threat to you and your family. Here's how symptoms overlap:

	COVID-19 ¹	RSV ²	FLU ³
 Fever			
 Runny Nose			
 Coughing			
 Fatigue			
 Body Aches			
 Sore Throat			
 Nausea			
 Vomiting			
 Chills			
 Headache			
 Diarrhea			
 Shortness of Breath			
 Loss of Taste			
 Loss of Smell			
 Sneezing			
 Loss of Appetite			
 Wheezing			

ABOUT COVID-19, RSV DISEASE & THE FLU

While impacting people of all ages, the viruses causing COVID-19, RSV disease, and the flu render the following populations especially vulnerable: children, the elderly, those who are immunocompromised, and people with underlying conditions. Coughing, sneezing, and potential contact with virus-contaminated surfaces all contribute to virus spread.

THE IMPACT OF RESPIRATORY VIRUSES*

COVID-19⁴



96 million 

More than 96 million people in the U.S. have **suffered** from COVID-19.

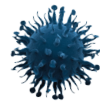
5.4 million 

More than 5.4 million have been **hospitalized**.

1 million 

More than 1,058,692 have **died**.

RSV⁵



2 million 

On average, more than 2 million people **suffer** from RSV disease each year.

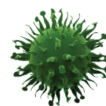
235,000 

On average, more than 235,000 are **hospitalized** each year.

14,000 

On average, more than 14,000 **die** each year.

FLU⁶



35 million 

More than 35 million people in the U.S. **suffered** flu-related illnesses between 2019-2020.

380,000 

More than 380,000 million were **hospitalized** between 2019-2020.

20,000 

More than 20,000 **died** between 2019-2020.

SOLUTION: MULTIPLEX TEST

As we face respiratory season, clarity in distinguishing between respiratory illnesses is paramount. A PCR multiplex test will empower your provider to detect and differentiate between COVID-19, Flu A, Flu B, and RSV, with a single nasal swab. **PCR_{plus}** multiplex tests are designed for COVID-19 detection and broader coverage for variants.

For use under Emergency Use Authorization (EUA) Only

