



KNOWING **MORE** MATTERS

PCR_{plus} is an elevated category of PCR testing that 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.


Educational campaign brought to you by Cepheid.

www.cephid.com/knowningmore




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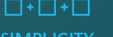
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Cepheid, with its GeneXpert® systems and diverse menu of Xpert® tests, is proud to partner with the care providers at this facility to offer the **PCR_{plus}** advantage.

KNOWING **MORE** MATTERS

Did you know the difference between PCR and antigen tests for **COVID-19 detection**?¹




PCR tests are more sensitive than antigen tests. PCR tests amplify genetic material from the virus; therefore, they can detect very small amounts of virus in a sample.



Antigen tests detect viral proteins directly from a sample without amplification; therefore, false negatives may occur if there is a low or moderate amount of virus present.

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¹ Cleveland Clinic: COVID-19 and PCR Testing. Accessed 10/1/2022. <https://my.clevelandclinic.org/health/diagnostics/21462-covid-19-and-pcr-testing>

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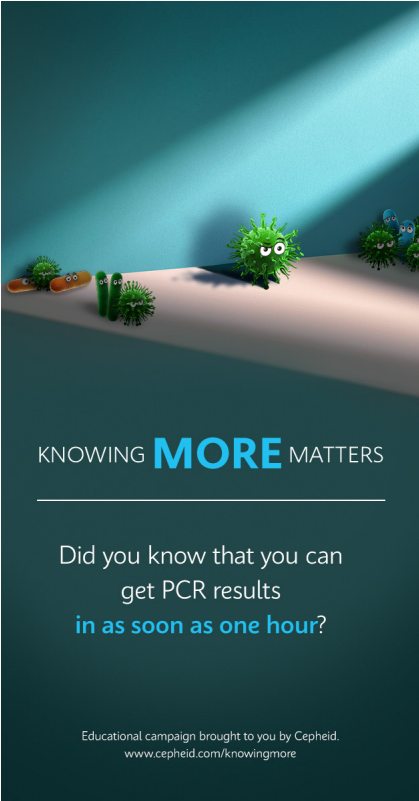
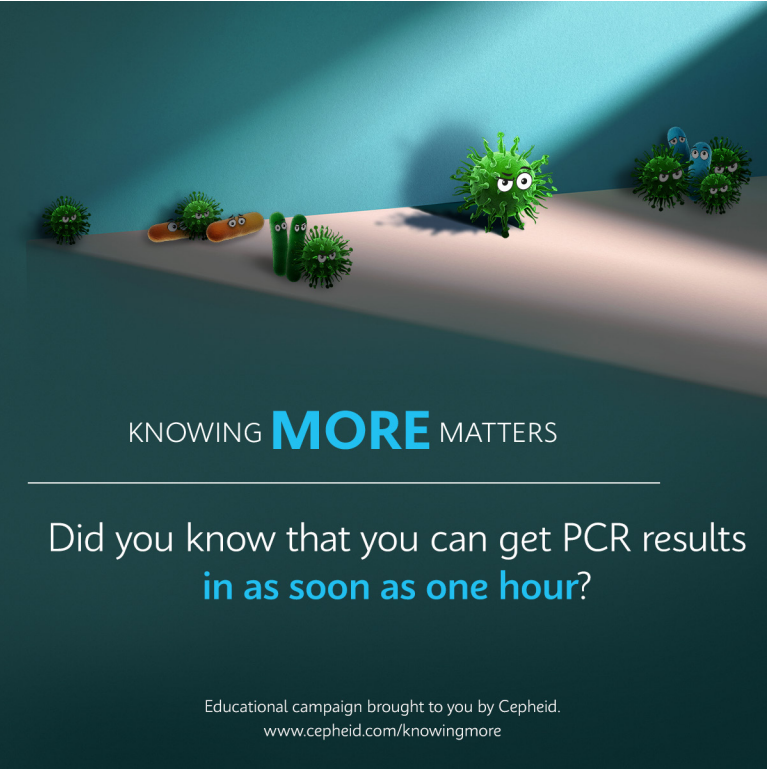


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PCR tests are more sensitive than antigen tests. PCR tests amplify genetic material; therefore, they can detect very small amounts of virus in a sample. Antigen tests detect proteins directly from a sample; therefore, false negatives are possible if there is a low amount of virus present. For this reason, PCR is recognized as the gold standard for COVID-19 testing.

Title: **PCR***plus* Education



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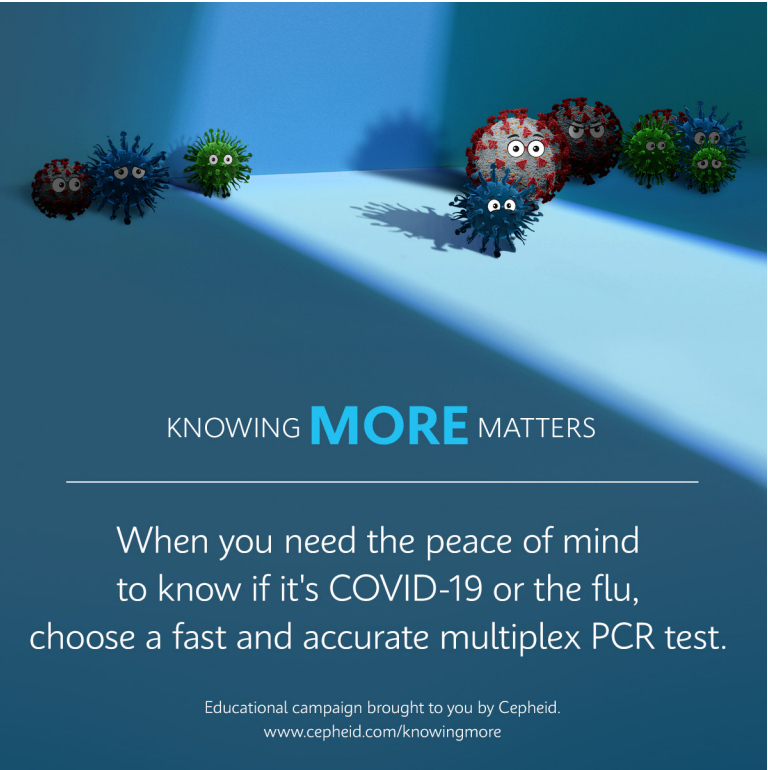
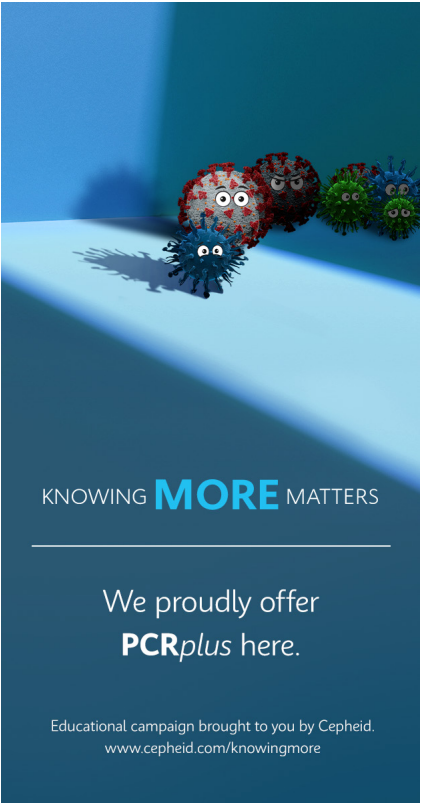
PCR testing doesn’t have to take 2-3 days. [Insert Provider Name] offers same-day PCR results at all 16 of our locations.

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Post copy:

Get accurate, same-day results for your peace of mind. Whether you need a test for travel or have symptoms, schedule a multiplex PCR test for COVID-19, Flu, and RSV today online at [Insert Provider Name]. That’s the **PCR***plus* advantage.



Post copy:

Schedule a multiplex PCR test for COVID-19, Flu, and RSV with same-day results online at [Insert Provider Name]. That’s the **PCR***plus* advantage.

