

CELLSEARCH[®] SYSTEM [TO BE OFFERED/NOW AVAILABLE] AT [INSTITUTION NAME]

The award-winning CELLSEARCH[®] Circulating Tumor Cell (CTC) test is now available throughout the [INSERT INSTITUTION NAME] system. This test, the only one to be FDA-cleared as an *in vitro* diagnostic to measure CTC levels, helps oncologists predict prognosis and develop personalized care plans for their metastatic breast, prostate*, and colorectal cancer patients at any time during the course of the disease.

The CELLSEARCH[®] System was honored with a 2009 Prix Galien USA Award for Best Medical Technology on the basis of the innovative nature of its development, applicability and future biomedical potential. To date, clinical data from 28 independent prospective studies involving more than 4,700 patients have validated the clinical performance and value of the CELLSEARCH[®] System to predict progression-free survival and overall survival both before and after therapy initiation. CELLSEARCH[®] CTC data have been published in more than 100 peer-reviewed publications for research and diagnostic use. The CELLSEARCH[®] System can provide significant value in patient monitoring when assessed in conjunction with other clinical factors.

“The addition of CELLSEARCH[®] to our existing suite of patient monitoring technologies represents an important advance to our approach to cancer care,” said [Name of physician, Title]. “The CELLSEARCH[®] CTC test plays an important role in providing oncologists with an additional, proven, highly accurate tool to help them make more informed patient care decisions.”

The CELLSEARCH[®] CTC test is administered via a routine blood test and represents an important tool in the monitoring of metastatic breast, colorectal or prostate* cancer patients as an adjunct to other methods of monitoring disease status (e.g. imaging), to aid physicians in having a more complete picture of a patient’s prognosis. The CELLSEARCH[®] CTC test’s advanced technology makes it possible to detect as low as one CTC in 7.5 mL of whole blood, with greater than 99 percent specificity.

Please contact XXXX to learn how you can access the CELLSEARCH[®] CTC test for your patients. For further information on the test’s intended use, warnings and limitations please refer to the CELLSEARCH[®] CTC Kit Instructions for Use available at www.cellsearchctc.com.

*Metastatic prostate cancer patients were defined as having two consecutive increases in the serum marker prostate-specific antigen above a reference level, despite standard hormonal management. These patients are commonly described as having androgen-independent, hormone-resistant, or castration-resistant prostate cancer.