Target Customer Segment
Accutrend® Plus: an important first step in identifying those at risk for CVD

- **Prevention & Screening**
  - Risk factor assessment
  - Lifestyle modification

- **Diagnosis**
  - Complete fasting lipid profile to determine treatment plan
  - Identification of metabolic syndrome

- **Treatment**
  - Therapeutic lifestyle modification
  - Drug consideration

- **Disease Management**
  - Complete fasting lipid profile to evaluate therapy effectiveness
  - Manage co-morbidities

Health Fairs
Wellness Programs

Physician Office Lab
Reference Lab
Hospital

**Product Overview**
Accutrend Plus is the low-cost leader for total cholesterol testing

- **Fast, Reliable Test Results**: Test for total cholesterol in 3 minutes and blood glucose in 12 seconds
- **Large Display**: Easy-to-read screen helps user view results and interpret them accurately
- **Event Flags**: Characterize a particular value with regard to special circumstances, such as meals or exercise

**Enhanced memory**: Store up to 100 results for each test parameter – 200 in total

**Onboard QC**: Built-in performance and quality control uses multiple checks to help ensure accurate and reliable results

**Convenient**: Test both cholesterol and glucose with one easy-to-use, handheld meter

**Room Temperature Test Strip Storage**: No need for special storage, such as refrigeration

**Out-of-Meter Dosing**: Blood sample touches the strip, not the meter

*Glucose test strip not shown*
### Sales Direction

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| Often evaluate product specifications and clinical data to make a purchasing decision. | Position the reliable Accutrend Cholesterol test as a more clinically useful option than a potentially unreliable HDL or LDL test | • What are your concerns if an LDL or HDL cholesterol test result from a health screening event proves unreliable?  
• What systems are you currently using to screen your patients for cardiovascular disease risk factors?  
• How would an immediate cholesterol test result help you better identify patients at risk for cardiovascular disease? |

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| Often evaluate workflow efficiency and ease-of-use to make a purchasing decision. | Position the Accutrend Plus system as an efficient testing option for health screening events, requiring no capillary tubes, test strip refrigeration, or external power source; and offering fast test results | • What improvements would you implement to increase the efficiency of your health screening events?  
• What do you see as the biggest challenges or bottlenecks in your workflow at health screening events?  
• What measures do you take to prevent blood sample cross-contamination at health screening events?  
• How important are testing flexibility and efficiency at community health screening events? |

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| Often evaluate product costs and ROI to make a purchasing decision. | Position the Accutrend Plus system as the most cost effective testing option for total cholesterol screening events | • What measures do you take to minimize cost at health screening events?  
• How do you evaluate the financial impact of the health screening events you provide?  
• How are you currently recruiting new patients to your health system or facility?  
• Describe your key business initiatives for your preventive health program over the next 1-2 years. |

### The 1-Minute Sales Pitch

• The Accutrend Plus system is an important first step in identifying those at risk for cardiovascular disease  
• The Accutrend Plus system provides reliable, cost effective total cholesterol and glucose testing in about 3 minutes  
• Roche has a long history of manufacturing reliable point-of-care products as shown by the ACCU-CHEK® and CoaguChek® systems
Frequently Asked Questions

Technical Buyer

How closely does the Accutrend Plus system agree with lab results?
The Accutrend Cholesterol test achieved a correlation coefficient of 0.920 when compared to a serum Abell-Kendall reference method. Additionally, the Accutrend Glucose test achieved a correlation coefficient of 0.988 when compared to a whole blood hexokinase reference method.

Does independent clinical data exist on the Accutrend Plus system?
Yes. In a 2009 study by Mendez-Gonzalez in the journal *Point of Care*, the Accutrend Cholesterol test was compared to the CardioChek PA device and reference lab methods. The authors concluded that the Accutrend Plus meter is useful for total cholesterol measurements and “suitable for screening and dyslipemia control.”

What are the measuring ranges of the Accutrend Plus system tests?
The Accutrend Cholesterol test measures a range of 150 to 300 mg/dl. The Accutrend Glucose test measures a range of 20 to 600 mg/dl. Results outside these ranges will display as “Lo” or “Hi” on the meter.

What are the clinical guidelines for total cholesterol testing?
The National Cholesterol Education Program (NCEP) identifies three categories for assessing a person’s risk of developing CVD using a total cholesterol test. A test result below 200 mg/dl is desirable. Test results between 200 and 239 mg/dl are borderline-high risk. Test results above 240 mg/dl are considered highest risk.

User Buyer

Do patients need to be fasting for testing on the Accutrend Plus system?
No. The Accutrend Cholesterol and Accutrend Glucose tests can be performed at any time of the day on both fasting and non-fasting patients.

How long can I store my test strips at room temperature?
Accutrend Cholesterol and Accutrend Glucose test strips can be stored at room temperature for 18 months from the date of manufacturing.

How many Accutrend Cholesterol Control tests can be performed with each vial of control solution?
Approximately 80 control tests can be performed with each vial of Accutrend Cholesterol Control solution.

How often do I have to run controls?
A quality control test should be run in the following situations, inclusive of, but not limited to: when you open a new container of test strips, before using your meter for the first time, if you drop the meter, or when you want to check the performance of the meter or strip. Please refer to the User’s Manual for additional information.

What are the cleaning and disinfection recommendations?
Mild soap suds as well as 70% ethanol or isopropyl alcohol are suitable for cleaning. When used in the professional sector, a mixture consisting of 1-propanol, 2-propanol and glutaraldehyde is also recommended.

Economic Buyer

What are the CPT® codes and 2012 Medicare National Limitation Amounts?
The CPT code for a total cholesterol test is 82465 with a Medicare National Limitation Amount (NLA) of $6.16 for 2012. The CPT code for a glucose test is 82962 with a Medicare NLA of $3.32 for 2012. Please note that rates may be lower in some states.

Are promo or starter kits available?
Yes. The Accutrend Plus system is available for a limited time in a 6-box (Roche cat # 05896703001) and 12-box (Roche cat # 05513669001) starter kit. Each kit includes Accutrend Cholesterol test strips, 1 Accutrend Plus Meter Kit, and 1 box of Accutrend Cholesterol controls.

How does the cost compare to the CardioChek PA or Cholestech LDX?
The Accutrend Plus system allows preventive healthcare providers to achieve reliable total cholesterol and glucose results without compromising cost. For example, in a single, 50-patient total cholesterol screening event, the Accutrend Plus may provide cost savings between 50 and 75% when compared to the CardioChek PA and Cholestech LDX.

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6 “An important first step in identifying those at risk for Cardiovascular disease.” Roche Diagnostics, Indianapolis, IN. 339-51041-0212.