

SINGLE POINT CALIBRATION

TO PROVE THAT **TANDEM[®]-E** IMMUNOC SAVE YOU TIME AND MONEY,

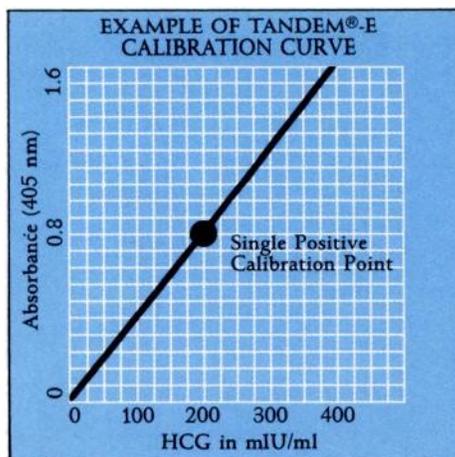
TANDEM[®]-E ImmunoEnzyMetric assays are a technologically superior and procedurally convenient family of immunoassays. These assays incorporate monoclonal antibodies in a patented* two-site assay system that not only *improves accuracy and precision* but also significantly *reduces the per specimen cost* of immunoassays.

WHAT MONOCLONAL ANTIBODY TECHNOLOGY MEANS TO YOU IN DOLLARS AND CENTS.

Monoclonal antibodies have become synonymous with state of the art immunoassay technology. However, the mere presence of monoclonal antibodies in an assay is not a guarantee of value. Hybritech's leadership in the application of monoclonal antibodies to immunoassay testing provides a *breakthrough* in immunometric assays: enzyme-labelled immunoassays with a *true linear response*.

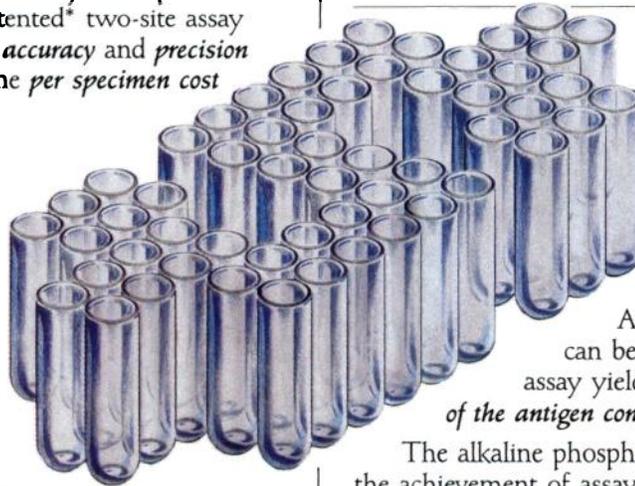
Precise and accurate quantitation is achieved with only a *single positive calibrator*. Savings of 8-12 calibrator tubes per run translates to real dollar savings in reagents.

Procedural simplicity through simultaneous incubation as well as fewer tubes per run *reduces labor* and frees the technologist for other tasks.



*US patent number 4,376,110

MONOCLONAL ANTIBODY TECHNOLOGY APPLIED.



The monoclonal antibodies used in TANDEM-E assays are *precisely* defined, *reproducible* and of known concentration, thereby yielding a predictable response not achievable using conventional polyclonal antisera.

As a result, reagent concentration can be optimized so that the two-site assay yields a *linear response as a function of the antigen concentration*.

The alkaline phosphatase label is the final step in the achievement of assay linearity. This non-isotopic label produces a linear color development as a function of analyte concentration and allows determinations to be performed colorimetrically, at 405nm.

PERSONALIZED COST ANALYSIS.

TANDEM-E ImmunoEnzyMetric Assays (IEMA) incorporate a new technology, and we expect and encourage your critical review and evaluation. So, ask us for a comparison!

We'll come to you, answer your questions, review your procedures and requirements and develop a detailed, customized cost analysis with computerized support. For *free*

You'll be able to see at a glance the impact TANDEM-E assays can have on your *turnaround time* and *bottom line*. You can even ask "What if?" questions and receive answers relative to assay run, frequency and cost impact.

IMPACT OF PROSPECTIVE PAYMENT LEGISLATION.

Third party reimbursement problems and potential regulatory constraints on laboratory operating activities can and will have serious effects on your facility.

Cost control is a fact of life. TANDEM-E ImmunoEnzyMetric Assay kits help you in the face of these economic considerations.

In fact, the cost savings can be so great, they might m