



Test and Treat Today.

Almost all children are infected by RSV within their first two years of age.



About RSV

RSV (respiratory syncytial virus) is a very common virus that often resembles the common cold with mild symptoms such as a runny nose, coughing and low-grade fever. However, some infants and children may have a greater risk of developing more severe symptoms such as difficult or rapid breathing, wheezing, irritability and restlessness, and poor appetite.¹

Who is at risk for RSV?

Nearly half of all infants become infected during their first year of life, and virtually all children have been infected by the age of two.² However, those at greatest risk of severe RSV infections include:³

- Infants born extremely premature
- Children with medical conditions such as:
 - Severe lung disease
 - Severe heart disease

Why test for RSV?

Testing for RSV can aid your physician's diagnosis, which, in turn, can help guide your physician's patient care decisions.

Request the QuickVue RSV Test

If you suspect your child may have an RSV infection, ask your doctor for the QuickVue RSV test. Why QuickVue?

- FAST – results in 15 minutes in the same office visit
- ACCURATE – high accuracy (sensitivity and specificity)
- TRUSTED – When it comes to rapid testing, QuickVue is a market leading brand⁴ with a high perceived value.⁵



For more information, contact Quidel at 800-874-1517 or visit www.quidel.com.

^{1,3}Respiratory Syncytial Virus (RSV). American Academy of Pediatrics, et al., http://www.aap.org/pubed/ZZZSO05MASD.htm?&sub_cat=107 (accessed 9/16/2006)

²Parenting and Child Health; Respiratory Syncytial Virus (RSV); <http://www.cyh.com/HealthTopics/HealthTopicDetails.aspx?p=114&np=303&id=1997>

⁴2006 HPIS Market Data.

⁵Brand Institute, Inc. Brand Awareness Study, March 2005.