



ibs•smart®

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# THE PATIENT PERSPECTIVE

The Value of ibs-smart in Personalized Patient Care





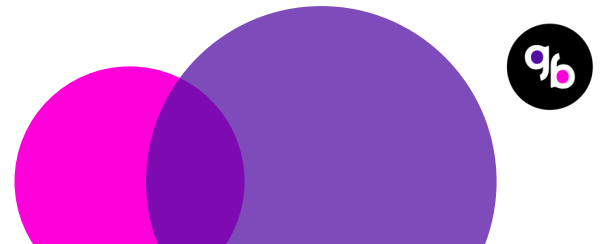
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## A SIMPLE BLOOD TEST

ibs-smart is a **blood test** that measures the levels of two antibodies, **anti-CdtB and anti-vinculin**, known to be elevated in patients who have IBS with a diarrheal component (IBS-D or IBS-M).

## AN EFFECTIVE DIAGNOSIS

The American College of Gastroenterology's **Clinical Guidelines for IBS** recommend a **rule-in strategy** for diagnosing IBS. ibs-smart is **highly specific** in distinguishing IBS from IBD and has a high **positive predictive value** that allows doctors to confidently **rule in IBS**.



# IBS PATIENT EXPERIENCE SURVEY: METHODOLOGY

**WHAT:** An online survey with 14 questions about patient experience with IBS

**WHO:** Patients who report IBS symptoms or have been clinically diagnosed with IBS

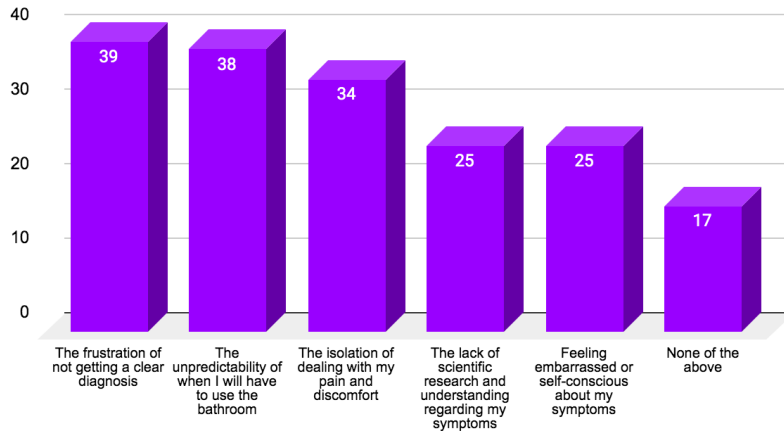
**WHERE:** The survey was distributed to IBS and SIBO support groups online and was promoted on ibr-smart web properties

**RESPONSE:** 490 total respondents



# PATIENTS WANT A CLEAR DIAGNOSIS

What do you struggle with most?



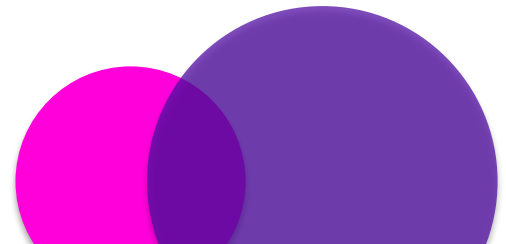
The challenge **most commonly reported** by IBS patients is **the lack of a clear diagnosis**.

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ibs-smart provides **a clear IBS diagnosis** with **96% - 100% positive predictive value** and **over 90% specificity**.

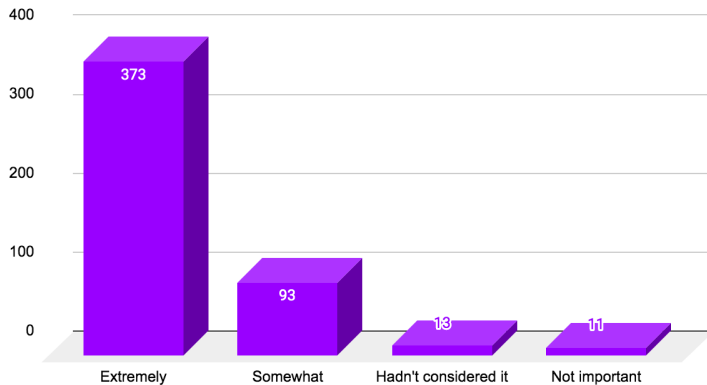
Dataset excludes respondents who have already been clinically diagnosed with IBS.

(When dataset includes those clinically diagnosed, a frustration with a lack of diagnosis is still the second most commonly reported struggle.)



# PATIENTS WANT TO KNOW THE ROOT CAUSE

How important is knowing the root cause of your IBS to you?

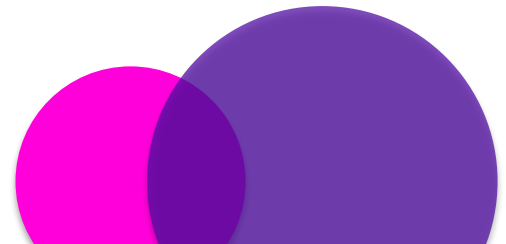


**96%** of patients surveyed feel it is **at least somewhat important** to know the root cause of their IBS.

**77%** feel it is **extremely important**.

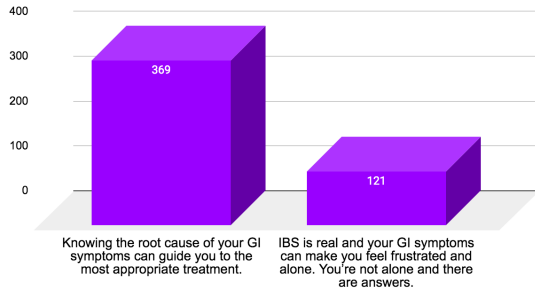
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ibs-smart rules in IBS and **confirms food poisoning** (gastroenteritis) as **the root cause**.

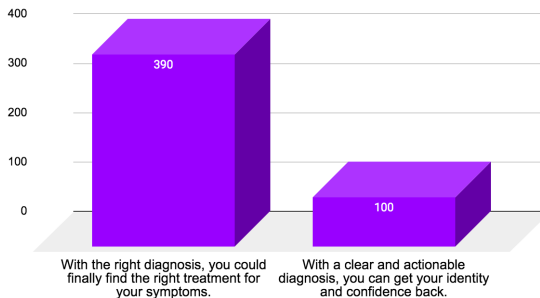


# PATIENTS WANT THE FASTEST PATH TO TREATMENT

Which statement is most powerful to you?



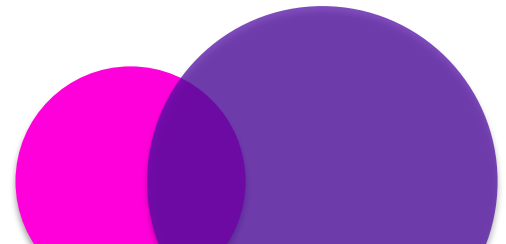
Which statement is most powerful to you?



>75% of patients clearly **prioritize a path to physical well being** over emotional or social improvements

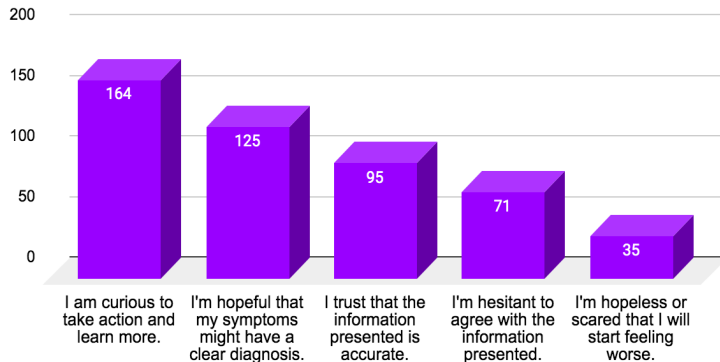
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ibs-smart offers a **positive diagnostic strategy** as recommended by the **ACG Clinical Guidelines for IBS** in order to ensure **the fastest path to IBS treatment.**



# WHEN OFFERED AN UNDERSTANDING OF THE ROOT CAUSE, PATIENTS TAKE ACTION

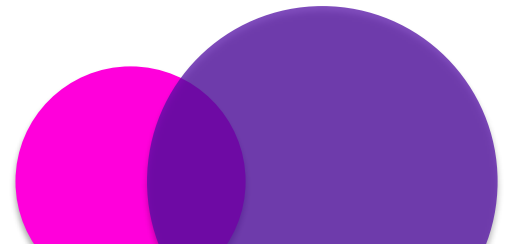
Food poisoning is the leading cause of IBS. If you're suffering from diarrhea and abdominal pain, you could have IBS and your symptoms could get worse throughout your life if not properly treated.



When presented with messaging about food poisoning as the leading cause of IBS, the **majority of patients** felt **optimistic** and **inspired to take action**.

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ibs-smart provides **a diagnosis** and **a confirmation of the root cause** within days, which can motivate patients to adhere to treatment plans.



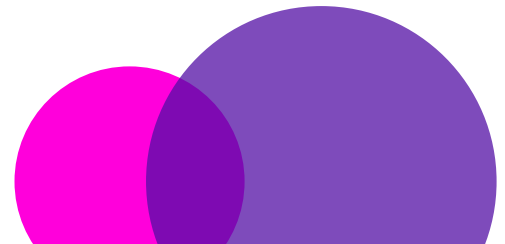


**ibs-smart has broad applicability to patients with diarrheal symptoms.**

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## PATIENTS TO CONSIDER

- Has IBS symptoms with a diarrheal component
- Has no alarm symptoms (e.g., blood in stool)
- May or may not remember having food poisoning
- May have factors that increase risks associated with invasive procedures





# ORDERING ibs-smart IS EASY

[orderibssmart.com](http://orderibssmart.com)

## 1: COLLECT BLOOD SAMPLE

Kits with phlebotomy materials can be provided at no cost. Draw blood at your office or fill out a requisition form, and we'll direct your patients to a local phlebotomy lab.

## 2: SHIP SAMPLE TO OUR CLIA-CERTIFIED LAB

Pre-paid shipping materials are included in kits. There are no special storage or handling requirements.

## 3: RECEIVE TEST RESULTS WITHIN 7 DAYS

Ordering and reporting processes can be customized to the needs of your office and will always be supported by excellent, in-house client support.



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