

*Is the rhinitis allergic or non-allergic?
Knowing makes a difference.*



*Test with ImmunoCAP[®] to differentiate
the diagnosis and to target treatment*

The Value of a *Positive* ImmunoCAP® Result

- ✓ Identify specific allergens to reduce exposure
- ✓ Formulate an appropriate therapy plan based on objective evidence indicating an allergic etiology
- ✓ Decide if and when referral is appropriate

Upper Respiratory Disease Patient Management

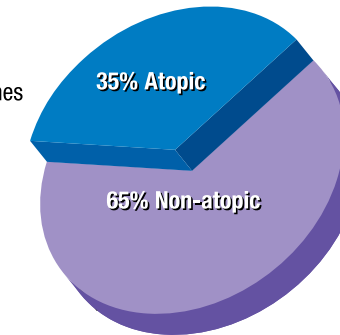
PATIENT PRESENTS WITH SYMPTOMS
Nasal Congestion, Rhinorrhea, Increased Secretions, Sneezing

HISTORY AND PHYSICAL EXAM

ImmunoCAP Specific IgE Blood Test

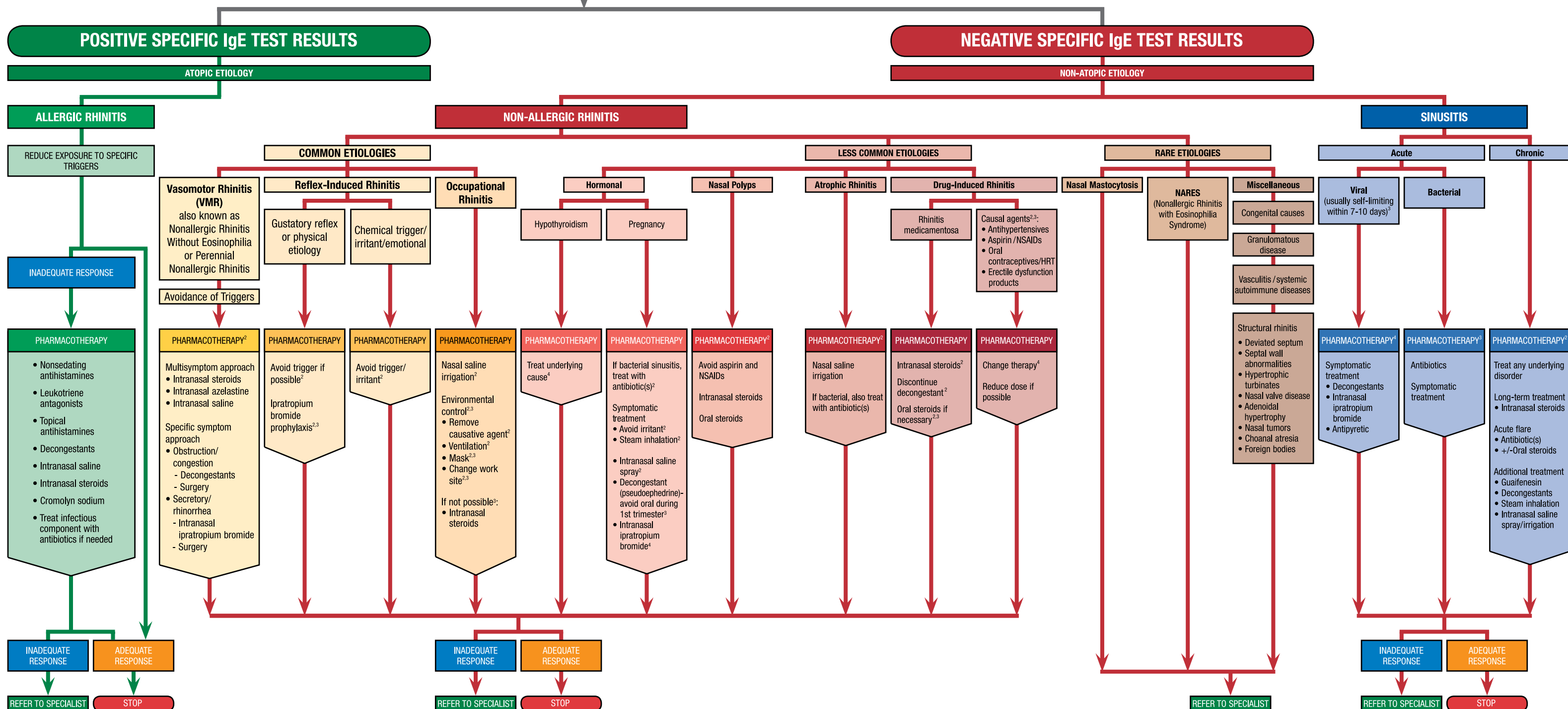
Of all your patients using prescription antihistamines, 65% are not truly allergic¹

Prescription antihistamines are generally of little benefit in patients with non-allergic rhinitis.²



The Value of a *Negative* ImmunoCAP® Result

- ✓ Rule out atopic etiology and get to the underlying cause
- ✓ Formulate an appropriate treatment plan based on objective evidence indicating a non-allergic etiology
- ✓ Decide if and when referral is appropriate



The ImmunoCAP® results are in— What do I do now?

Make a plan

Positive specific IgE test results

- Use appropriate medications to target allergic etiologies
- Rank positive results in order from high to low IgE measurements
- Consider reducing exposure to allergens with the highest IgE levels first
- Focus on indoor triggers, since these may be easier to control
- With multiple positive results, reduce exposure to the trigger with the highest IgE levels. Do this for 4 weeks, and if symptoms improve, continue therapy. If not, instruct patient to avoid the next most likely contributor to symptoms while continuing to avoid first allergen

Negative specific IgE test results

- Explore other possible symptom causes
- Use appropriate medications to address non-allergic etiologies

Educate the patient

Positive specific IgE test results

- Review test results
- Stress the need to reduce exposure to the relevant allergens based on the patient's documented sensitizations
- Encourage compliance with targeted medications to achieve symptom relief

Negative specific IgE test results

- Review test results
- Point out to the patient that test results confirm antihistamines won't work for his or her symptoms
- Encourage compliance with targeted medications to achieve symptom relief

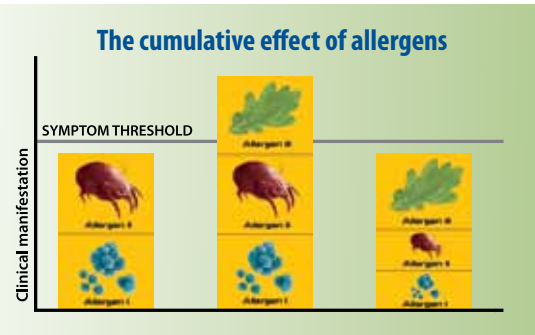
Schedule a follow-up appointment or consider an appropriate referral

References

1. Szeinbach SL, Boye M, Muntendam P, O'Connor R. Diagnostic assessment and resource utilization in patients prescribed non-sedating antihistamines. Paper presented at: American College of Osteopathic Family Physicians; March 2001; Philadelphia, PA. 2. Settupane RA, Lieberman P. *Ann Allergy Asthma Immunol.* 2001; 86:494-508. 3. Dykewicz MS, Fineman S, eds. *Ann Allergy Asthma Immunol.* 1998;81:478-518. 4. Roland P, McCluggage CM, Schneider GW. *Evaluation and Management of Allergic Rhinitis: A Guide for Family Physicians.* Austin, TX: Texas Academy of Family Physicians; 2001.

You can't know until you test!
www.isitallergy.com

ImmunoCAP is a US registered trademark of Phadia AB
 ©2010 Phadia US Inc., a subsidiary of Phadia AB



You know your IgE

Take control over your allergic triggers

Reduce your allergen exposure

<input type="checkbox"/> Dog dander	None	<input type="checkbox"/> Cat dander	None	<input type="checkbox"/> Cockroach	None
<input type="checkbox"/> Mold pollen	None	<input type="checkbox"/> Wood pollen	None	<input type="checkbox"/> Wash	None
<input type="checkbox"/> Tree pollen	None	<input type="checkbox"/> House dust mites	None	<input type="checkbox"/> Other allergens	None

Reducing allergen triggers reduces symptoms

The cumulative effect of allergens

Phadia

Phadia US Inc
 4169 Commercial Avenue
 Portage, MI 49002
 800.346.4364
 483952.02