Abbott

ID NOW™ MARKETING TOOLKIT

# Introduction to Consumer Marketing Tools

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# Consumers want more timely, accessible care

## ID NOW RAPID MOLECULAR TESTS HELP YOU MEET THAT NEED

- Significantly faster than other molecular methods[2]
- More accurate than conventional rapid tests[1, 2]
- Enable immediate, effective treatment decisions.[2]
- Aid targeted antiviral therapy and Antimicrobial Stewardship

1 ID NOW Influenza, Strep A and RSV only. ID NOW COVID-19 does not have an accuracy claim

2 Williams, KM, Jackson MA, Hamilton M. Rapid Diagnostic Testing for URIs in Children: Impact on Physician Decision Making and Cost. Infect. Med. 19(3): 109- 111, 2002.

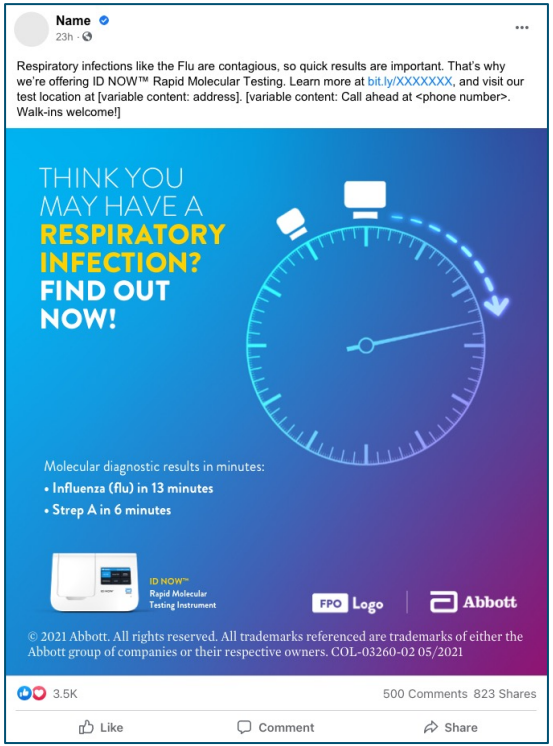
ID NOW MARKETING TOOLKIT

# Now Available: Consumer Marketing Tools

You can now promote your ID NOW rapid molecular testing services to consumers using templates from Abbott.

- Easy 3 step process to use:
  1. Accept Terms & Conditions to gain access
  2. Download templates to update with your information
  3. Send your final versions of templated media to Abbott for approval via portal
- Key considerations:
  - No charge to access or use templates. You are responsible for posting digital content & printing collateral
  - Not an incentive to purchase additional ID NOW instruments or assays

# Toolkit Templates




## DESIGNED TO MARKET YOUR RAPID MOLECULAR TESTING SERVICE TO CONSUMERS

Multiple versions available: focus on the ID NOW tests you offer

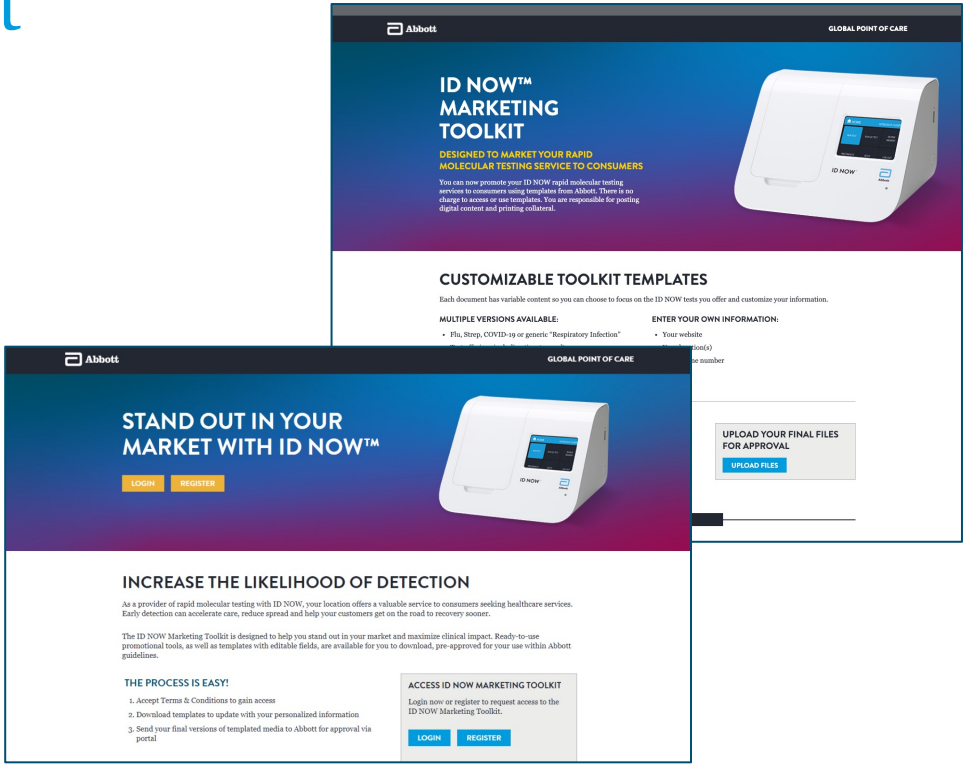
- Flu, Strep, COVID-19 or generic “Respiratory Infection”
- Test offerings including time to result
- Ask a Healthcare professional or Pharmacist
- Required disclaimers pre-populated

Variable content sections to enter your own information

- Your website
- Your location(s)
- Your phone number
- Your logo

# How to Access the Toolkit

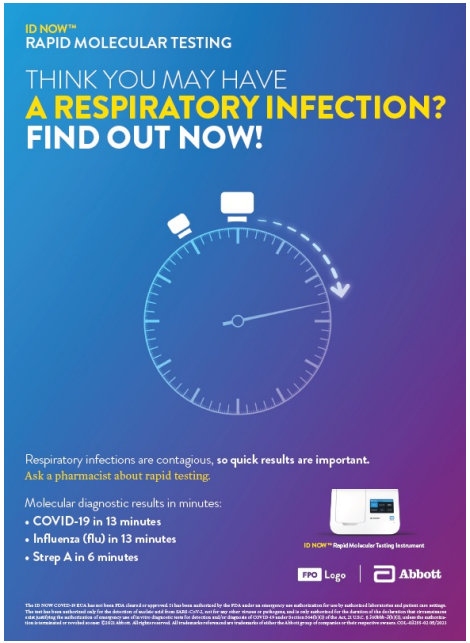
- Visit [idnowmarketingtoolkit.com](idnowmarketingtoolkit.com)
- Click on “Register”
- Complete webform & accept Terms & Conditions to request access
  - Requires ID NOW serial number for verification
- Username & password will be approved via email within 3 days
- Login to download templates and instructions, and also to update & submit final versions
- There are detailed instruction documents available for each template type



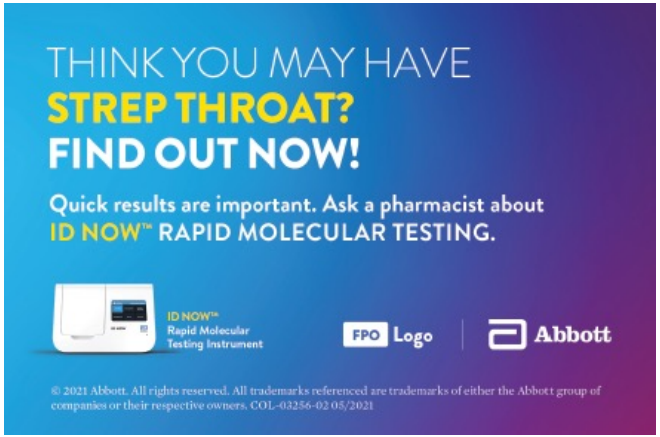
# Toolkit Templates: Printable

## MAILER


## POSTER



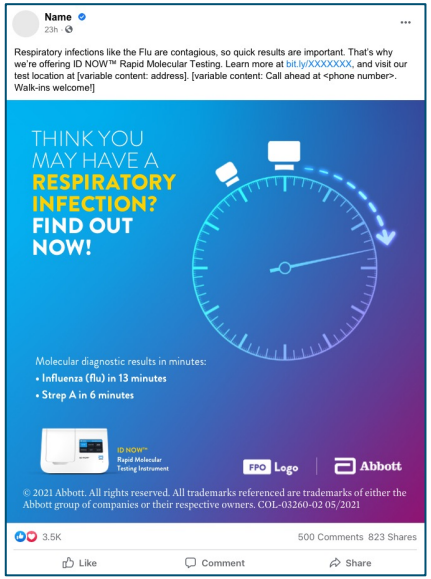

## SHELF TALKER/ SIGN



# Toolkit Templates: Digital

## SOCIAL MEDIA AD


## SOCIAL MEDIA POST

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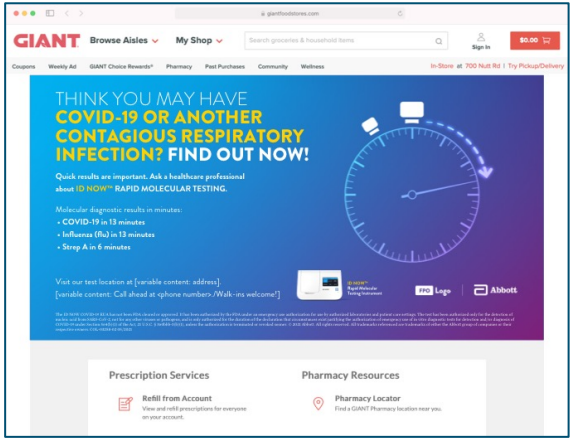
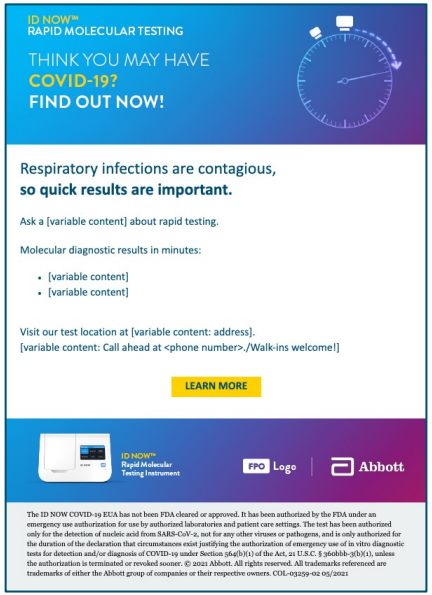


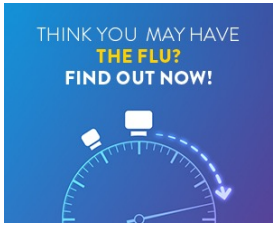

# Toolkit Templates: Digital

## EMAIL




## ANIMATED BANNER ADS

Frame 1

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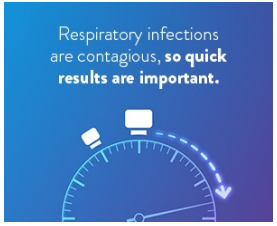


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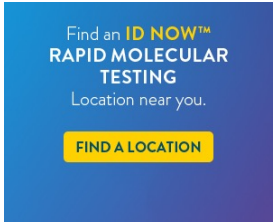


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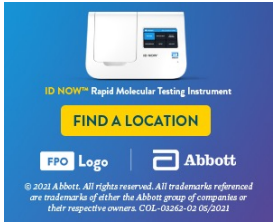
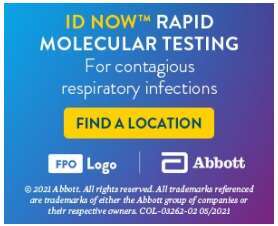



## STATIC BANNER ADS




Ad sizes available:

- 250x250
- 300x250
- 300x600
- 728x90


The ID NOW COVID-19 test has not been FDA cleared or approved. It has been authorized by the FDA under an emergency use authorization for use by authorized laboratories and patient care settings. The test has been authorized only for the detection of nucleic acid from SARS-CoV-2, not for any other viruses or pathogens, and is only authorized for the duration of the declaration that circumstances exist justifying the authorization of emergency use of in vitro diagnostic tests for detection and/or diagnosis of COVID-19 under Section 564(b)(1) of the Act, 21 U.S.C. § 360bbb-3(b)(1), unless the authorization is terminated or revoked sooner.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