

Self-Pap Brochure

Client: Self-Pap

Self-Pap

Providing Solutions for Women Worldwide

According to the World Health Organization, close to a half-million women worldwide develop cervical cancer every year. Of these, more than 250,000 will die from the disease. The sad irony is that cervical cancer is one of the simplest cancers to diagnose in its pre-cancerous stage. Only the lack of testing causes these women to suffer and die.

Self-Pap has found a way to be part of the solution to this international health crisis. Because of its easy-to-use, patented design, women who have had obstacles to obtaining Pap smears are now having those barriers removed. The Self-Pap kit allows women to perform the test in their own homes, on their own terms. And it's not just convenient; it's accurate. The monolayer system used for Self-Pap specimen processing provides superior results over traditional methods.

Reach women who can't or won't go to the doctor

She's busy. She thinks she's too old to have to worry about cervical cancer. She doesn't trust doctors. And she has cervical intraepithelial neoplasia. The chance of her finding this out in time to save her life depends on a simple test. Now you can make sure that test gets into her hands. Self-Pap is the ideal solution to the problem of reaching women who do not have regular Pap tests. The user-friendly kit makes home testing practical, simple — and most of all — effective.

Simple and easy — for both patients and clinicians

Self-Pap is designed to be easy for patients to use. A woman can perform the procedure in less than five minutes without having to disrobe in front of her doctor or even leave the house for an appointment. There is no special skill or medical knowledge needed for your patient to accurately and safely perform this procedure.

The key to Self-Pap's ease of use is that the traditional speculum has been replaced with a patented lubricated cylinder. Because of its streamlined design, the Self-Pap can be glided easily into the vagina without any physician assistance. The guide head automatically positions the collection brush to retrieve cervical cell samples. With ten rotations of the guide head, the samples are collected and Self-Pap is removed. The collection brush head is then extracted and encased in the solution container, ready for mailing to a pre-determined, independent laboratory.

Self-Pap is designed as an adjunct to a full gynecological exam — not a replacement. It has a place in the clinical setting because it is more comfortable for the patient than the traditional speculum. The patented design allows for a smoother, and therefore less traumatic, entry into the vagina. This makes for simpler exams and happier patients.

Patented design assures optimum results

The Self-Pap patented design automatically positions the cervix in alignment with the vaginal axis for sampling. Thus, the correct position for thorough cell collection is assured. The cervical brush is specially designed to sample both the ectocervical area and the endocervical transition zone, so the patient is screened for the most common type of squamous abnormality. You and your patient can feel comfortable knowing that the test will be properly administered with minimum effort.

Cutting-edge monolayer technology gives more accurate readings than the traditional method

The monolayer Pap smear system provides superior results over conventional smears and is the most accurate screening method available. Newly approved by the FDA, this process uses a “thin-layered” cell preservative that increases accuracy. Through automation, a stain is applied to the sample and a slide prepared. A technologically advanced, computerized device then reads the slide. According to the World Health Organization, this computerized process eliminates 30 to 50 percent of the false negatives generated through human error when the conventional slide screening method is used.

Reduces healthcare costs

Distribution of Self-Pap to women reduces the need for facilities and staff, thereby saving money. It is liberating for women who only need to be tested once or twice a year, and even more so for those who must have Pap smears more often because of past abnormal test results. These women can now safely and easily comply with recommended re-testing with a minimum of effort and expense.

The use of Self-Pap increases the odds that pre-cancerous lesions or cervical cancer will be caught in time to begin life-saving treatment. Because cancer detected in early stages is much easier and less expensive to treat, burdensome healthcare costs are lowered. Self-Pap not only saves lives, it saves money.