

Australian bowel screening test manufacturer sets record straight on product recall

The manufacturer of a clinically proven bowel screening test is setting the record straight today in relation to a factually incorrect story aired on the Channel 7 evening news bulletin in New South Wales and South Australia last night (Monday, May 11, 2009).

The news story, which highlighted the recall of the Government-issued screening test used by the National Bowel Cancer Screening program due to quality control issues, incorrectly featured vision of an Australian-developed bowel screening test manufactured by Enterix (Australia) and marketed as *Inform*[®] (now known as *InSure*[®]). After learning of the incorrect footage, the test manufacturer contacted Channel 7, upon which the station promptly issued a clarification.

The recalled test, which is manufactured by Japan-based Fujirebio Diagnostics, is imported into Australia by Siemens Medical Healthcare Diagnostics, and supplied to the Department of Health and Ageing by Dorevitch Pathology.

Concerned by the potential for any inaccuracies to cause serious alarm among those who have used the *InSure*[®] screening test, Ms Judy Readman, General Manager of Enterix (Australia), wishes to assure the general public that the *InSure*[®] test is not the test which is the object of the re-call.

“The general benefit of the *InSure*[®] test is that we know it is a very good screening test.

“We have researched it in many thousands of people and have been very satisfied with its performance,” said Ms Readman.

“We also know that this type of test with its unique brush sampling method, is generally preferred by a lot of people.”

Leading Gastroenterologist, Professor Graeme Young from Flinders University, Adelaide, says it is important to understand the differences in the range of bowel screening tests available in Australia.

“Each manufacturer sources the test components from different places.

“Also, the *InSure*[®] test uses a novel brush sampling method from the toilet bowl water, whereas the test that the Government is currently recalling requires a little stick to be poked into the bowel action. The two tests then use quite different methods to develop the sample to get the result,” said Prof Young.

more#

“The *InSure*[®] bowel screening test is a safe, reliable, Australian-made test that is independent of the National Bowel Cancer Screening Program,” said Ms Readman

“The test uses a unique, patient-friendly sampling method that requires no faecal handling, and has no diet or medication-related restrictions.

“Last year, Enterix performed over 80,000 bowel cancer screening tests in Australia and exported over half a million kits to the United States,” Ms Readman said

For those who are currently using the Government-issued bowel cancer screening kit, there is no reason to panic, assures Prof Young.

“When the Government sends them a replacement kit, they should immediately repeat the testing with the replacement.

“If they don’t want to wait until then, they should visit their GP to discuss their concerns.”

Bowel cancer, Australia’s second biggest cancer killer, claims the lives of 80 Australians each week.

Annual screening tests have been shown to play a significant role in the early prevention and detection of cancer.

“Bowel cancer kills more Australian men and women each year than breast or prostate cancer, so regular screening is vital for people over 50,” said Ms Readman.

“If Australians were to participate fully in screening, we could reduce the number of deaths by anywhere between 1,000 to 2,500 per year,” Prof Young said.

The *InSure*[®] Bowel Screening test is available from GPs or pharmacies nation-wide, or by calling 1800 55 65 75. Those seeking more information about the test can visit www.boweltest.com.au.

ends#

For more information, or to coordinate an interview with Professor Graeme Young or Ms Judy Readman, please contact Kirsten Bruce or Michaela Patton from VIVA! Communications on 02 9884 9100 or m. 0401 717 566 / 0423 877 748.