

National Jewish, Phadia to Collaborate

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DENVER —

Partnership Underscores Role of Allergy Testing in Improving Asthma Outcomes

National Jewish Health announced today that it has entered a co-promotion agreement with Phadia US Inc. to build recognition of the important role allergy testing plays in the diagnosis and treatment of asthma and other respiratory diseases. Under the agreement, National Jewish Health will help create educational programs, activities and literature to promote to pulmonologists the value of understanding allergy in the diagnosis and management of patients with respiratory diseases. National Jewish will discuss available methodologies for in-office testing for allergies in these patients. Phadia currently has a product for such testing in the office, ImmunoCAP Rapid, which is currently under review by the United States Food and Drug Administration (FDA). Phadia anticipates FDA clearance by the end of the first quarter of 2009.

“National Jewish Health is devoted to combating the uncontrolled asthma epidemic in the United States, and access in our clinics and regional sites to the latest technology will further accelerate our success,” said David Tinkelman, MD, Vice President of Health Initiatives at National Jewish. “Our expertise will be invaluable in creating educational opportunities for this important part of the assessment of patients with respiratory diseases.”

National Jewish will develop educational services and materials emphasizing the importance and utility of testing patients for allergy in the office setting for pulmonologists. Those services include many elements, but importantly a website for both consumers and physicians who can seek advice and assistance for treatment and avoidance options.

According to the American Academy of Allergy, Asthma and Immunology, approximately 23 million Americans have asthma and more than seven million of these are children, making it one of the most common chronic diseases of childhood. While the number of asthma-related deaths has declined in recent years, asthma remains the cause for nearly two million emergency room visits annually, resulting in a significant economic burden on our healthcare system.

National Jewish Health is known worldwide for treatment of patients with respiratory, immune and related disorders, and for groundbreaking medical research. For 11 consecutive years, *U.S. News & World Report* has ranked National Jewish the No. 1 respiratory hospital in the nation. National Jewish’s Advanced Diagnostics Lab is the nation’s leading immunology reference lab, featuring a comprehensive menu of respiratory, molecular, and companion diagnostic tests. More information can be found by visiting www.nationaljewish.org.

About Phadia

Phadia AB, headquartered in Uppsala, Sweden, is the world leader in *in vitro* IgE diagnostic research and product development. Its U.S. affiliate is in Portage, Michigan. More information can be found by visiting www.phadia.com.

National Jewish Health is the leading respiratory hospital in the nation. Founded 120 years ago as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. To learn more, visit the media resources page.

Media Contacts

Our team is available to arrange interviews, discuss events and story ideas.

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