1 out of every 200 babies is born with Congenital CMV infection

A simple saliva test can give you the answer

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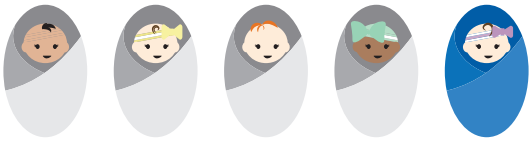
The Unknown Threat

According to the CDC, congenital CMV infection occurs when a baby is born with a Cytomegalovirus infection. It is the most common virus passed from mothers to babies during pregnancy[1]. In fact, nearly 1 in 4 women are carriers of CMV during pregnancy[2].

1 in 200 babies are born with cCMV each year[3], and yet the majority of pregnant women have either never heard of it, or don't realize the danger it poses to their unborn child.

Congenital CMV infection is the main cause of non-genetic hearing loss in newborns. Congenital CMV can also cause developmental disabilities such as vision loss, cerebral palsy, mental disability, and, in rare cases, death[4].

1 in 5 babies born with cCMV will develop permanent health problems



The Challenge of Testing for Congenital CMV

In order to detect a congenital infection, newborns have to be tested within the first 3 weeks of life[3].

Congenital CMV can be diagnosed if the virus is detected in a baby's saliva, urine or blood, but the recommended sample is saliva for its ease of collection, lack of invasiveness and high level of viral antigen concentration given that CMV replicates in the salivary glands[5].

Recently the FDA cleared a test that uses a saliva sample and provides accurate results in less than 1 hour. Providing physicians with prompt actionable results even before the baby is discharged from the hospital.

"At this point, I think saliva is one of the best approaches just because of ease of collection and because of the high viral load that makes it the better specimen choice versus urine or dried blood spot."

— Karen Fowler, DrPH, Department of Pediatrics, Division of Infectious Diseases University of Alabama at Birmingham

Improving Outcomes for Newborns

It is recognized that early detection is critical to establish appropriate treatment and patient management for an improved outcome.

A convenient, accessible saliva test for congenital CMV can accomplish multiple benefits for the patient, the parents and the physicians. Consider the possibilities:

- Imagine having test results same day
- Having an opportunity to make an informed patient care decision sooner
- The possibility of earlier intervention and avoidance of long-term complications

Congenital CMV infection is the main cause of deafness in newborns

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CMV is common, serious and preventable

5 Simple Tips to Help Prevent CMV:

Avoid contact with saliva when kissing a child

Do not put a pacifier in your mouth

Do not share food, utensils, drinks or straws

Do not share a toothbrush

Wash your hands after changing a diaper

For more information go to: www.nationalcmv.org

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