



QUIDEL

quidel.com

Quidel Compliance Program

Quidel is committed to conducting its business with integrity and the highest ethical standards. As part of that commitment, Quidel has developed a compliance program that is designed to ensure the company and its employees operate in accordance with all applicable federal and state laws and industry standards relating to the marketing and promotion of our products, our relationships with the medical community, and the prevention and detection of fraud and abuse. Quidel's *Comprehensive Compliance Program (CCP)* in conjunction with the Quidel *Code of Business Conduct and Ethics* and other company policies form the basis of Quidel's compliance program in accordance with the "Compliance Program Guidance," published by the Office of Inspector General of the U.S. Department of Health and Human Services, and the PhRMA¹ "Code on Interactions with Healthcare Professionals."

Overview of Compliance Program

Policies and Procedures. Quidel has developed and disseminated written compliance policies and procedures that guide the conduct of its employees and day-to-day operations. These policies/procedures are continuously reassessed, revised and supplemented as appropriate.

Leadership and Structure. Quidel has designated a Clinical/Regulatory Compliance Officer and a General Counsel who jointly oversee the compliance program and regularly report to the Company's CEO, senior management, and its Board of Directors on compliance issues.

Training and Education. Quidel continues to develop and implement regular, effective education and training programs for all relevant employees.

Effective Communication. Quidel has created and maintains an effective line of communication with its employees including the availability of a Quidel Compliance Helpline for its employees to ask questions or report complaints. The Compliance Helpline is available 24 hours a day, 7 days a week, through a toll-free telephone number and website.

Internal Monitoring. Quidel utilizes audits and other risk evaluation techniques to monitor compliance, identify problem areas and assist in the reduction of any identified problems.

Disciplinary Actions. Quidel has procedures in place for the enforcement of appropriate disciplinary action against employees or contractors who fail to comply with the requirements outlined in the compliance program policies or who otherwise engage in misconduct.

Responding to Misconduct. Quidel has implemented policies for the investigation of identified instances of non-compliance or misconduct, including policies to address the prompt and proper response to reports of potential offenses.

¹ Pharmaceutical Researchers and Manufacturers of America (PhRMA)



QUIDEL

Annual Spending Limits for Company Expenditures to CA Healthcare Professionals

Quidel has established a \$500 annual limit on promotional expenditures (such as meals and educational or patient-benefit items) as the aggregate value of the items or activities that may be provided to an individual California healthcare professional pursuant to requirements of California Health and Safety Code §119402.

Annual Written Declaration

Quidel Corporation (“Quidel”) has established a *Comprehensive Compliance Program* and *Code of Business Conduct and Ethics* applicable to all Quidel employees, that together set forth Quidel’s guiding principles, standards and policies that are designed to help ensure compliance by Quidel and its employees with the federal, state and local laws to which our operations are subject.

Quidel hereby declares that, to our knowledge, and based on our good faith understanding of the statutory requirements, we have established a compliance program (herein “Program”) compliant with California Health and Safety Code Sections 119400-119402. To our knowledge, we are, in all material respects, in compliance with our Program, meaning we have established the elements outlined in that Program, and where procedures are described, we are proceeding in good faith to implement those procedures.

Quidel periodically reassesses its Program and may from time to time improve upon, and thereby amend and refine, that Program.

By making this declaration, Quidel is not asserting that it can always prevent individual employees from improper conduct, and we are unable to represent that every Quidel employee will always fully comply with the *Comprehensive Compliance Program* and the *Code of Business Conduct and Ethics*. However, as identified in the Program, Quidel has established procedures to help identify potential violations and to discipline employees as necessary.

Douglas C. Bryant

Name

President and Chief Executive Officer

Title

March 31, 2015

Date