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## ENZYME-LINKED IMMUNOSORBENT ASSAY (ELISA) MANUFACTURED FOR DIAGNOSIS OF CHICKEN ANAEMIA VIRUS IN BROILER BREEDER FLOCKS

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 $\mathbf{P}$  roduction of indirect enzyme-linked immunosorbent assay (ELISA) to detect serum antibody of chicken anaemia virus (CAV) is described. This test depends on the availability of CAV polyclonal antibodies present in convalescent chicken serum to react with the VP1 antigen and adsorbed to the ELISA plate. In this experiment, VP1 gene is translated to be the capsid protein that holds most the receptor responsible for diagnosis of chicken anaemia virus (CAV). VP1 gene was manufactured to use as coating protein on absorbent face of indirect ELISA. As start, the VP1 gene was inserted into pRSET-B plasmid then transformed into E. coli top10 competent cells. The expressed VP1 protein was then detected using western blot test. Latter after, the VP1 protein been produced in large scale in E. col host. The recombinant VP1 protein was successfully expressed in high cell density. The use of Tangential Flow Filtration (TFF) step was necessary for dialysis and desalting which could increase both the specific activity and the final yield of the purified protein fraction. The protein expressed has been tested as an antigen for detection of antibody to CAV in infected chicken. An enzyme-linked immunosorbent assay (ELISA) of the chicken anaemia virus was prepared for the detection of serum antibody to CAV. sera samples from 60 (positive CAV chicken sera) were screen tested. Statistical analysis methods were applied to measure ELISA specificity, sensitivity, p-value and t-value. In the results and discussions: a band of 50 kDa was showed in western blot test as a proof of the VP1 protein expression. The indirect ELISA specificity was 93.3% and sensitivity was 100%. A t test produced a t-value of 15.805 for the indirect ELISA and revealed a significant difference between CAV-positive serum and CAV-negative serum (p-value of 0.001). For the second variable the t-test yielded a t-value of 5.063, which revealed a significant difference between CAVpositive serum and CAV-negative serum (p-value of 0.015). In conclusions: This indicates that the indirect ELISA approach using VP1 fusion protein has many advantages compared to the commercial indirect ELISA. However, the present study can be a base for the development of ELISA assay for CAV that could reduce the test cost of indirect ELISA method for diagnosis and increase its reliability.

## IMPORTANCE OF MODERN AWARENESS STRATEGIES IN THE FIELD OF PHYSIOTHERAPY PRACTICE USING ADVANCED SOCIAL MEDIA

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It was in 90s that many advertising appeared in newspapers and bill boards everywhere, a huge sum of amount was spent on these to get the attention of crowds. It's now in the 21st century with the affordable smart phones and technologically advanced gadgets, marketing and advertising has become fast, advanced and cheaper. It's just in your fingertips you need to see what your friends are up to, or what they see, or what they buy, or what they are suffering from, you just have to peep into the social media profiles and you can scan a lot of potential details in one glance. In the modern era there is no person left in the planet who is not using a mobile phone or land phone. Communication has become a major part of life and business. You need to ask you need to communicate; you need to tell you need to communicate etc. Physiotherapy has a history from the world war times and it has come a long way in advance treatment methods and advancement in the academic knowledge too. We find bachelor, masters, PhDs and Researchers who are perusing future and practice in physiotherapy fields. In my topic we will see how social media has played a vital role of revolution from creating a profile account to making it into a business account. Few of the things which are widely used in social media are for online education, marketing, booking appointments, case discussion forums, Tele medicine, buy and sell, online consultation, webinars and so on. To conclude social media is a vital part of daily social life which helps to connect with patients and vice versa by just a few clicks.