

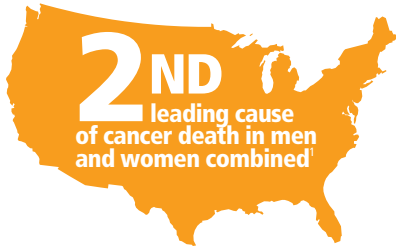


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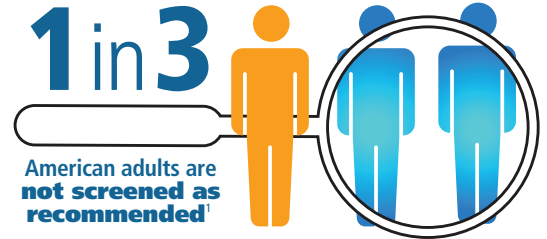
# COLORECTAL CANCER PREVENTION: GET SCREENED

## Colorectal cancer in the U.S.



**90%** SURVIVAL RATE

when cancer is found and treated early<sup>1</sup>



## When should I start screening?

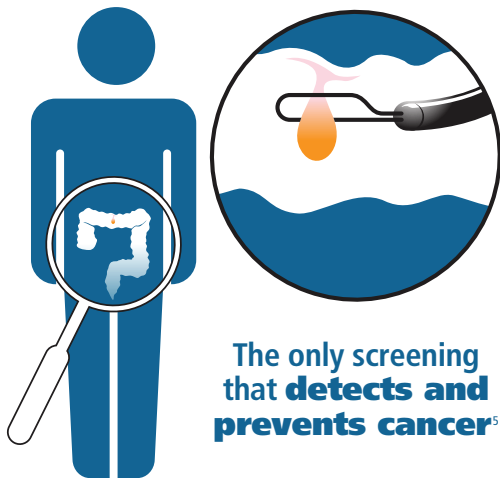
Most guidelines recommend average-risk individuals start screening at age

**50**<sup>3</sup>

African Americans and people with a family history of cancer or polyps should start screening earlier<sup>4,5</sup>

The American Cancer Society recommends average-risk individuals start screening at 45<sup>6</sup>

## Colonoscopy: The gold standard



The only screening that **detects and prevents cancer**<sup>5</sup>

The only test for those with **risk factors** such as personal history of polyps, cancer, or family history of cancer<sup>5</sup>



Reduces the incidence of cancer by

**89%**<sup>7</sup>

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# COLORECTAL CANCER SCREENING: COMPARING THE OPTIONS

## Which screening test is most effective?

1	<ul style="list-style-type: none"> <li>• Colonoscopy*</li> <li>• Fecal immunochemical test (FIT)</li> </ul>
2	<ul style="list-style-type: none"> <li>• CT Colonography</li> <li>• Cologuard®</li> <li>• Flexible sigmoidoscopy</li> </ul>
3	<ul style="list-style-type: none"> <li>• Capsule endoscopy</li> </ul>

In 2017, the U.S. Multi-Society Task Force on Colorectal Cancer (MSTF) ranked colonoscopy in the highest of three tiers for CRC screening options<sup>8</sup>

**\* MSTF recommends physicians offer colonoscopy first, annual FIT to patients who decline colonoscopy, then second-tier tests for patients who decline FIT<sup>8</sup>**



A 2014 New England Journal of Medicine study of 10,000 patients found screening colonoscopy to be more effective than FIT and Cologuard® for cancer and pre-cancerous polyp detection<sup>9</sup>

<p><b>1 in 13</b> patients who use Cologuard may have cancer the test will miss<sup>9</sup></p>	<b>COLOGUARD WILL MISS:</b>	
	<p>More than 30% of polyps that will soon be cancer<sup>9</sup></p>	<p>Almost 60% of larger polyps that may become cancer<sup>9</sup></p>

**1 in 6** patients will have a positive Cologuard<sup>9</sup>

A follow-up colonoscopy is recommended for a positive Cologuard<sup>10</sup>

Follow-up colonoscopy will find almost half (45%) of positive Cologuards are false positives<sup>9</sup>

## Insurance coverage for screening

Medicare covers 100% of an initial screening test

Follow-up colonoscopy needed for a positive FIT or Cologuard

Patients may have deductible or copay for follow-up colonoscopy to FIT or Cologuard, as the colonoscopy is then considered diagnostic or therapeutic<sup>11</sup>

Cologuard is covered by many private insurers, but patients could pay approximately **\$600** if not covered<sup>8</sup>

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