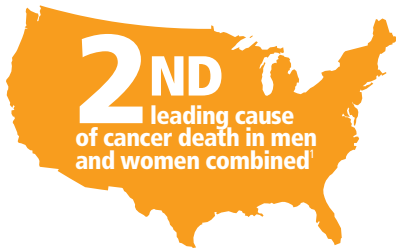


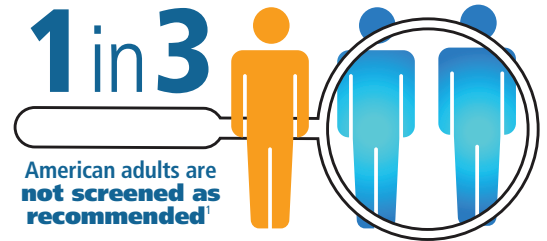
COLORECTAL CANCER PREVENTION: GET SCREENED

Colorectal cancer in the U.S.



90% SURVIVAL
RATE

when cancer is found
and treated early¹



When should I start screening?

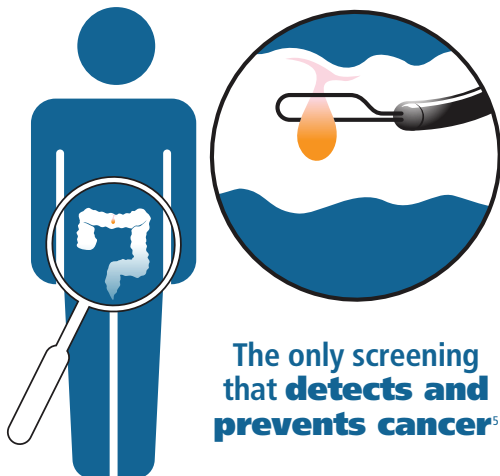
Most guidelines
recommend
average-risk
individuals start
screening at age

50³

African Americans and people with a
family history of cancer or polyps
should start screening earlier^{4,5}

The American Cancer Society recommends
average-risk individuals start screening at 45⁶

Colonoscopy: The gold standard



**The only test for those with
risk factors** such as personal
history of polyps, cancer, or
family history of cancer⁵



Reduces the
incidence
of cancer by

89%⁷

COLORECTAL CANCER SCREENING: COMPARING THE OPTIONS

Which screening test is most effective?

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

In 2017, the U.S. Multi-Society Task Force on Colorectal Cancer (MSTF) ranked colonoscopy in the highest of three tiers for CRC screening options⁸


*** MSTF recommends physicians offer colonoscopy first, annual FIT to patients who decline colonoscopy, then second-tier tests for patients who decline FIT⁸**




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 detection⁹

COLOGUARD MISSED 1 in 13 people with colon cancer ⁹	COLOGUARD ALSO MISSED:	
	More than 30% of polyps that will soon be cancer ⁹	Almost 60% of larger polyps that may become cancer ⁹

1 in 6 patients will have a positive Cologuard⁹



A follow-up colonoscopy is recommended for a positive Cologuard¹⁰



Follow-up colonoscopy will find almost half (45%) of positive Cologuards are false positives⁹

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 therapeutic¹¹

Cologuard is covered by many private insurers, but patients could pay approximately

\$ 600

if not covered⁸

REFERENCES: 8. Rex D, Boland C, Dominitz J et al. Colorectal Cancer Screening: Recommendations for Physicians and Patients from the U.S. Multi-Society Task Force on Colorectal Cancer. The American Journal of Gastroenterology 2017;112:1016-1030. <http://doi.org/10.1038/ajg.2017.174>. 9. Imperiale T, Ransohoff D, Itzkowitz S, et al. Multitarget Stool DNA Testing for Colorectal-Cancer Screening. New England Journal of Medicine, 2014;370:1287-1297. <https://www.nejm.org/doi/full/10.1056/nejmoa1311194>. 10. U.S. Food and Drug Administration. Summary of Safety and Effectiveness Data (SSED). https://www.accessdata.fda.gov/cdrh_docs/pdf13/P130017b.pdf. Accessed July 27, 2018. 11. American Cancer Society. Colorectal Cancer: Early Detection, Diagnosis, and Staging: Insurance Coverage for Colorectal Cancer Screening. <https://www.cancer.org/cancer/colon-rectal-cancer/detection-diagnosis-staging/screening-coverage-laws.html>. Accessed July 27, 2018.