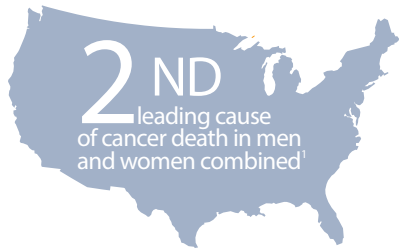




**BORLAND
GROOVER**

COLORECTAL CANCER PREVENTION: GET SCREENED

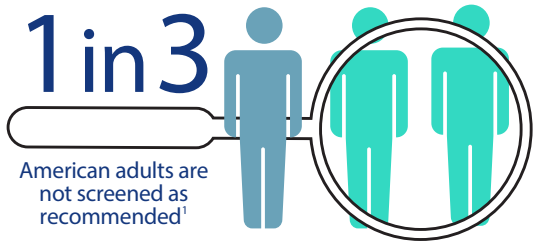
Colorectal cancer in the U.S.



90% SURVIVAL
RATE

when cancer is found
and treated early¹

1 in 3



When should I start screening?

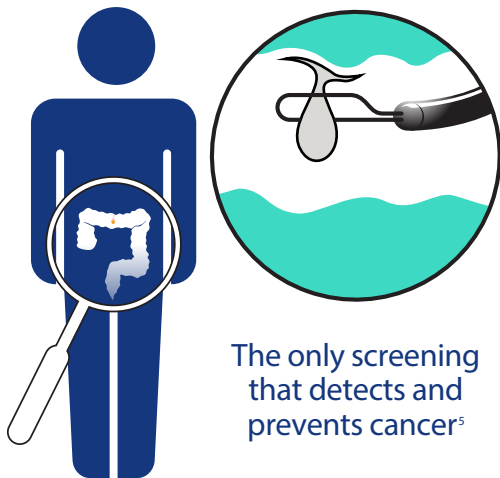
Most guidelines
recommend
average-risk
individuals start
screening at age

45

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

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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

<p>1 in 13 patients who use Cologuard may have cancer the test will miss⁹</p>	<p>COLOGUARD WILL MISS:</p>	
	<p>More than 30% of polyps that will soon be cancer⁹</p>	<p>Almost 60% of larger polyps that may become cancer⁹</p>

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

⁸New recommendations by American Cancer Society states screening should begin at age 45 for people at average risk. Please check with your insurance provider for coverage options for colon cancer screening before the age of 50. Most insurance companies, as well as Medicare and Medicaid, cover procedures based on recommendations made by the U.S. Preventive Services Task Force (USPSTF). The USPSTF recommends screening starting at age 50.

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