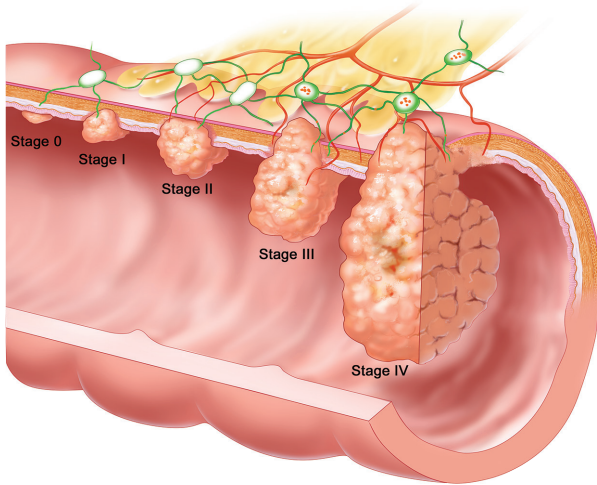


# Screening for colorectal cancer (CRC) on time matters<sup>1</sup>

## How CRC develops<sup>1</sup>



- CRC typically starts as a polyp, or growth, on the wall of the colon or rectum. Some polyps may **develop** into cancer<sup>1</sup>
- Many people with early-stage CRC have **no symptoms**, but their cancer is detected through screening<sup>1</sup>
- When caught in early stages, CRC is more treatable in about **90%** of people<sup>2\*</sup>

Regular screening can help find CRC in early stages. That's why it's important to screen on time.<sup>1</sup>

\*5-year survival.<sup>2</sup>

## Focus on the CRC facts



It's the most preventable, yet least prevented, form of cancer<sup>3</sup>



It's the 3rd most common cancer among men and women<sup>4</sup>



About 70% of people have no family history<sup>5</sup>



It's on the rise in people <50<sup>6</sup>

## Don't wait to screen












There are choices when it comes to CRC screening.<sup>6,9</sup>

No matter which you choose, the American Cancer Society recommends regular screening starting at age 45. Even if you've screened before, you'll need to screen again when your healthcare provider recommends.<sup>6</sup>

See screening options on the next page ↓

# There are **choices** when it comes to CRC screening<sup>1,6-8</sup>

The best test is the one that gets done

	 <b>Colonoscopy</b> (visual exam)	 <b>Multitarget stool DNA test*</b> (Cologuard®)	 <b>FIT/FOBT*</b> (fecal immunochemical test/ fecal occult blood test)
 <b>How does it work?</b>	Uses a scope to look for and remove abnormal growths in the colon/rectum	Finds abnormal DNA and blood in the stool sample	Detects blood in the stool sample
 <b>Who is it for?</b>	Adults at high or average risk	Adults 45+ at average risk	Adults at average risk
 <b>How often?</b>	Every 10 years <sup>†</sup>	Every 3 years <sup>9</sup>	Once a year
 <b>Noninvasive?</b>	No	Yes, used at home	Yes, used at home
 <b>Prep required?</b>	Yes, full bowel prep including fasting and laxatives	No	No/Yes <sup>‡</sup>
 <b>Time it takes?</b>	1-2 days for bowel prep and procedure	The time it takes to collect a sample	The time it takes to collect a sample
 <b>Covered?<sup>§</sup></b>	Covered by most insurers	Covered by most insurers	Covered by most insurers
 <b>After a positive result?</b>	Polyps removed and examined (biopsy)	Follow-up colonoscopy	Follow-up colonoscopy

\*All positive results on non-colonoscopy screening tests should be followed up with timely colonoscopy.

‡FIT does not require changes to diet or medication. FOBT requires changes to diet or medication.

§Insurance coverage can vary; only your insurer can confirm how CRC screening would be covered under your insurance policy.

†For adults at high risk, testing may be more frequent and should be discussed with your healthcare provider.

**Regular screening has the potential to save lives. But no one is saved by not screening.<sup>7</sup>**

Choose the screening option(s) to discuss with your prescriber today:

Colonoscopy

Multitarget stool DNA test

FIT/FOBT

None

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