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Is Colon Cancer Screening Really That Important?

Get the facts for you and your loved one

by **Cologuard (Paid Content)** | Comments: 0

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When Nina turned 50, she had already been thinking about putting off her colonoscopy. She was busy and didn't have time for an invasive colon cancer screening test that required a day of prep, time off work and arranging transportation to and from a procedure. Plus, she had no family history of colon cancer so she wondered how important it could really be.

At her annual check-up, her health care provider brought up scheduling her colonoscopy and Nina spoke honestly about what was holding her back. She was pleasantly surprised to hear about an accurate, noninvasive alternative that can be used at home and agreed with her health care provider's recommendation to use Cologuard, the only stool DNA test approved by the FDA for people 50 years and older who are at average risk for colorectal cancer.

Nina's Cologuard test result was "positive," meaning that it detected a potential abnormality that required her to schedule a follow up diagnostic colonoscopy, which indicated the presence of pre-cancer. Because of early detection, treatment was quick and successful.

“

Don't ignore your health. Take charge of it and ask your healthcare provider if a noninvasive colon cancer screening test you can use at home is right for you.

- Nina M., 54
Cleveland, Ohio

Adults over 50 - What You Need to Know About Your Colon Cancer Risk

Of cancers that affect both men and women, colorectal cancer is the second leading cause of cancer-related deaths in the United States.¹ In fact, it is estimated that there will be more deaths due to colorectal cancer than breast cancer in 2018.¹ After age 50, your risk for colon cancer increases significantly, and your doctor will recommend regular screenings at this time for those at average-risk.² The good news? When caught in the early stages, colon cancer has a 90% survival rate,¹ and screening is now easier than ever.³

MAKE AN APPOINTMENT

"Nearly 40% of people have not had a colonoscopy to screen for or diagnose colon cancer at the recommended age – they put it off for years and years. Now with the availability of Cologuard as a screening test, they no longer have to put off colon cancer screening." Dr. Ronald Koff, General Surgical Oncologist

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It's All About Early Detection

Meet Greg, he loves golfing, volunteering and traveling with his wife...he's a busy guy! Greg was scheduled for his third routine colonoscopy, remembered the extensive preparation required and knew he didn't want to go through that again. At a recent golf event he learned about the same stool DNA colon cancer screening test that could be done in the privacy of his home with no prep. After speaking with his doctor, Greg had his prescription filled and was relieved when the results came back negative.

And you can trust the science behind this stool DNA test too. Developed with Mayo Clinic, Cologuard's proprietary stool DNA technology can analyze and detect 11 distinct biomarkers that identify cancer and precancer. And it finds 92% of cancer in stages I-IV.^{1,2} Plus it fits seamlessly into your life because there's no prep, no diet or medication changes, you use it in the privacy of your own home, and it is covered by most major medical insurance for eligible patients and by Medicare as well. It's that simple.



Give Yourself the Gift of Health

No more excuses - now there's no reason to put off screening! Early detection of colon cancer means catching it when it is most treatable. Be proactive about your health and talk to your healthcare provider about your screening options.

Take the first step for you or your loved one. Download the Cologuard Order Form and take it with you to your next doctor visit.

About Cologuard

Cologuard is intended for the qualitative detection of colorectal neoplasia associated DNA markers and for the presence of occult hemoglobin in human stool. A positive result may indicate the presence of colorectal cancer (CRC) or advanced adenoma (AA) and should be followed by diagnostic colonoscopy.

Cologuard is indicated to screen adults of either sex, 50 years or older, who are at typical average-risk for CRC. Cologuard is not for everyone; not for high risk individuals, including those with a family history of colorectal cancer, a personal history of colorectal cancer or advanced adenoma, IBD and certain hereditary syndromes. Positive Cologuard results should be referred to diagnostic colonoscopy. A negative Cologuard test result does not guarantee absence of cancer or advanced adenoma. Following a negative result, patients should continue participating in a screening program at an interval and with a method appropriate for the individual patient. Cologuard performance when used for repeat testing has not been evaluated or established. Rx only.

Also of Interest

- [What celebrating your 50s should look like](#)

^{*} When the term colon cancer is used in this article, it is intended to encompass colorectal cancer - which includes both colon and rectal cancer.

[†] 5-year survival rate

[‡] Both false positives and false negatives do occur. In a clinical study of Cologuard, 13% of people without cancer or precancer tested positive.

Sources

¹ American Cancer Society. *Cancer Facts & Figures 2018* (PDF). Last revised January 4, 2018. Accessed July 24, 2018

² American Cancer Society. *Colorectal Cancer Facts & Figures 2017-2019* (PDF). Accessed July 24, 2018.

³ SEER Cancer Stat Facts: Colorectal Cancer. National Cancer Institute. Bethesda, MD

⁴ Imperiale TF, Ransohoff DF, Itzkowitz, et al. Multitarget stool DNA testing for colorectal-cancer screening. *N Engl J Med.* 2014;370(14):1287-1297.





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PRODUCT INFO:
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What Celebrating Your 50s Should Look Like

It begins an exciting, new chapter

by **Cologuard (Paid Content)** | Comments: 0



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It's the beginning of a whole new exciting chapter!

Fifty is a milestone, but it's also a great time to start celebrating all the adventures ahead. Being 50 today doesn't look like it used to - we're active, healthy, engaged, and energized for another 50 years!

Ahead of the Curve

At 50, staying healthy means being proactive about your health. It's especially important now to stay active, make daily exercise a part of your regular routine, eat a diet full of fresh fruits, vegetables, and whole grains, don't smoke and limit your intake of saturated fats and sugar.¹

One critical way you can stay ahead of the curve is to make preventive health measures a priority. Cancer screening is particularly important. Of cancers that affect both men and women, colon² cancer is the second leading cause of cancer-related deaths in the United States.² The leading national health guidelines recommend you begin colon cancer screening at age 50, when your risk for the disease increases.³ But the good news is that it's highly treatable, with a 90% survival rate⁴ if caught in the early stages.⁴

You're in Control

You made some really great decisions in life so far - maybe you've raised a family, you volunteer in your community or have started your own business. Here's another important decision you need to make: take control of your health through simple steps like getting screened for colon cancer. Talk to your doctor about screening options, including an accurate, noninvasive stool DNA colon cancer screening option you can use at home. Cologuard is the only stool DNA test approved by the FDA for people 50 years and older who are at average risk for colorectal cancer. It can be used in the privacy of your home, requires no prep or disruption of your routine and identifies changes in DNA associated with colon cancer.⁵ It is covered by Medicare and Medicare Advantage with no co-pay or deductible for eligible patients, and more than 85% of all patients who use this option have no out-of-pocket cost for screening.⁶

Make it a Decade to Remember

It's never too late to try new things; in fact, turning 50 is an ideal time to start. If you haven't yet taken a proactive approach to your health, make today the day. Don't put off getting screened for colon cancer at the recommended age of 50⁵ because you're avoiding colonoscopy. Instead, if you are healthy and don't have any known risk factors for colon cancer, give yourself and your loved ones the gift of health by screening for colon cancer with a noninvasive and highly effective option. You have many active decades ahead!

See how effective and easy a noninvasive screening option you can use at home can be.



EASY AT-HOME COLON CANCER SCREENING



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Cologuard is intended for adults 50 and older at average risk for colorectal cancer. Cologuard is not for everyone; not for high-risk individuals, including those with a family history of colorectal cancer, a personal history of colorectal cancer or advanced adenoma, IBD, and certain hereditary syndromes. Cologuard is not a replacement for diagnosis

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Also of Interest

- [Is colon cancer screening really that important?](#)

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[†] 5-year survival rate

[‡] Rate of coverage varies by state and region. Coverage rate only applies to Cologuard screening population. Based on the Affordable Care Act, colon cancer screening should be covered by most private insurers with no co-pay or deductible for eligible patients (ages 50-75; at average risk for colon cancer; without symptoms). Some exceptions may apply, so it is recommended that patients call their insurer to confirm.

[§] 50 is the recommended age for colon cancer screening for those at average risk according to the United States Preventive Services Task Force

Sources

¹ Li Y, Pan An, Wang D, et al. Impact of healthy lifestyle factors on life expectancies in the US population. *Circulation*. 2018; 13:345-355.

² American Cancer Society. *Cancer Facts & Figures 2018* (PDF). Last revised January 4, 2018. Accessed July 24, 2018.

³ Bibbins-Domingo K, Grossman DC, Curry SJ, et al; for US Preventive Services Task Force. Screening for colorectal cancer: US Preventive Services Task Force recommendation statement. *JAMA*. 2016; 315(23): 2564-2575.

⁴ SEER Cancer Stat Facts: Colorectal Cancer. National Cancer Institute. Bethesda, MD

⁵ Imperiale TF, Ransohoff DF, Itzkowitz, et al. Multitarget stool DNA testing for colorectal-cancer





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Are You Ready for Life's Big Milestone Moments?

Be prepared for some of life's greatest times

by **Cologuard (Paid Content)** | Comments: 0



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As you gather with family and friends over the holidays, you'll likely reminisce about 2018 and share your hopes and dreams for what 2019 will hold. It's a time to celebrate past achievements and make plans for the future milestones that are sure to change your life. So whether it's retirement, taking that bucket list trip, finding love again or becoming a grandparent, read below for tips to be better prepared.

Life-Changing Milestones to Welcome in 2019

1. **Crossing the Threshold to Retirement** Is this the year you finally retire, or will you take intentional steps as you move toward retiring in the next year or two? Either way, congratulations, it's a time to celebrate...though it may seem a little scary too. **Here are some important financial tips to keep in mind:**

- **Keep tabs on your budget:** A solid financial plan starts with monitoring the money you're bringing in and how it's being spent. This will keep you honest about where your money is going each month and help you control spending. Try a smartphone app to monitor your finances or pick one day a month to do a deeper dive. While working on a budget can be challenging, the rewards of a workable financial future are worth it.
- **Become a savvy shopper:** One of the benefits of retirement is having access to special discounts and savings programs. Take advantage, you've earned it! Don't be afraid to ask for a "senior" discount even if it's not advertised. You may be surprised to find out how many stores and museums offer discounts. And since you've got time on your side, you can travel anytime to get lower rates on airfare and hotels or take in that special discounted Wednesday matinee.



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2. **Embarking on Your Dream Vacation** What's on your bucket list? An exotic African safari, a cruise around the world or the great American road trip? Your time is finally your own, so make it happen. How do you turn your travel dreams into a reality? Do what you can, when you can. For example, take a smaller trip this year to save up for the big one next year.

Pack your bags and maximize your time away with these travel tips:

- **Plan ahead:** Whatever's on your "want to do" list, whether it's a trip for a few days or a few weeks, planning is key. Put aside some time to sit down with a calendar and set up some goals and timelines for where you'll go and what you'll do in the 365 days ahead (and beyond). Create a vision board to collect ideas, information and inspiration for the future. Revisit it regularly to stay motivated and check your progress.
- **Change your thinking:** You may be surprised to learn that joining the local community center can help make your trip dreams come true. Group travel has many advantages. Often times the trip price includes airfare, accommodations, excursions and some meals. And one of the best benefits is that the travel company the community center coordinates with, does all the planning. You just pack your passport and bags and open yourself up to a whole new world.



EASY AT-HOME COLON CANCER SCREENING



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3. Welcoming a New Grandchild: An empty nest often means your children are preparing their own nests to grow their families. Both you and your kids are charting new territory. As someone with experience, you're in the perfect position to offer a helping hand and a little advice (only if asked!). Plus you can enjoy the benefits of little ones — without the stress and sleepless nights of raising them.

Here are some tips on how to fully engage in the role of new grandparent:

- **Make mealtime easier:** Remember how overwhelming having a newborn can be? New parents often welcome having a few ready-made meals available. Cook up some of their favorite foods, and make sure there's enough to freeze for later. If you're not nearby, consider ordering a few meals from the new parents' favorite restaurants or local grocery store.
- **Offer to babysit:** New parents need support. The stress and strain of a new baby can leave them feeling exhausted and disconnected. Let them know that when they're ready to leave their bundle of joy, you're there ready to help. They get a break and you get to enjoy some precious one on one time!



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While You Make These Milestones Happen – Be Proactive About Your Health

Today's science has brought new technologies that help to identify many diseases, and there are recommended screening tests that adults 50 and over should consider.

- **Be in the know:** Of cancers that affect both men and women, colon cancer¹ is the second leading cause of cancer-related deaths in the United States.¹ After age 50, your risk for colon cancer increases significantly, and your doctor will recommend regular screenings at this time for those at average-risk.² The good news? When caught in the early stages, colon cancer has a 90% survival rate,³ and screening is now easier than ever.⁴
- **Make screening easy:** ColoGuard is the only stool DNA screening option approved by the FDA for people 50 years and older who are at average risk for colorectal cancer.⁵ Developed with Mayo Clinic, ColoGuard's proprietary stool DNA technology can analyze and detect 11 distinct biomarkers that identify cancer and precancer. And it finds 92% of cancer in stages I-IV with 87% specificity.⁶ Plus it fits easily into your life because there's no prep, no diet or medication changes, you use it in the privacy of your own home, and it is covered by most major medical insurance for eligible patients and by Medicare as well.

Pledge today that you and your loved ones will get screened for colon cancer. Early detection of colon cancer means catching it when it is most treatable.

Take care of yourself and think of your loved ones. Download the ColoGuard Discussion Guide and take it with you to your next healthcare provider visit. ColoGuard is available by prescription only.

About ColoGuard

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Also of Interest


- Giving Thanks – 3 Stories That Demonstrate the Importance of Early Colon Cancer Screening

¹ American Cancer Society. Colorectal Cancer Facts & Figures 2017-2019. (PDF) Accessed October 3, 2018.


² 5-year survival rate

³ Noone AM, Howlader N, Krapcho M, Miller D, Brest A, Yu M, Ruhl J, Tatalovich Z, Mariotto A, Lewis DR, Chen HS, Feuer EJ, Cronin KA (eds). SEER Cancer Statistics Review, 1975-2015. National Cancer Institute. Bethesda, MD, based on November 2017 SEER data submission, posted to the SEER web site, April 2018. Accessed July 24, 2018.

⁴ The Sensitivity Of Stool DNA (sDNA) Screening For Colorectal Cancer. ColoGuardtestcom 2018. Accessed October 3, 2018.




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Giving Thanks – 3 Stories That Demonstrate the Importance of Early Colon Cancer Screening


Give yourself the gift of screening
by **Cologuard (Paid Content)** | Comments: 0




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Ask yourself, “what are you thankful for?” The answer is likely related to the relationships you hold near and dear, as so many of us value family and friends. This is a good reason why you should be proactive about your health, so you can continue having special moments with them. And if you are 50 or over, taking care of your health should include getting a colon cancer¹ screening test, as your risk for the cancer increases significantly.¹ The good news is that if caught early, colon cancer is 90%¹ treatable.⁴

Real Stories of Inspiration Sue, Greg and Nina share their stories. Each one of them stopped making excuses when it came to colon cancer screening and took action with Cologuard, a sensitive, noninvasive stool DNA colon cancer screening option that can be used at home.³






Having peace of mind is priceless, I can live my life without worry.

- Greg P, 69
Oconomowoc, WI


Minimizing Risk for Maximum Life Enjoyment: Greg’s Story

Greg’s been pretty good about seeing his doctor and taking the necessary steps to ensure he’s healthy. And when it comes to his colon cancer screenings, he’s followed doctor’s orders there too. With two routine screening colonoscopies under his belt, Greg dreaded the thought of another one and was determined to “never go through that again.” Then he remembered the brochure he picked up at a recent golf tournament about the noninvasive stool DNA screening option for colon cancer, Cologuard.


Greg contacted his doctor to see if this screening option was right for him. As Greg was over the age of 50 and at average risk for colon cancer, his doctor prescribed Cologuard. “The test arrived in the mail and I simply followed the directions – it was that easy! My test came back normal and I’m cleared for another three years – it was a hole in one!” Now Greg has the peace of mind to enjoy more golf and time with his family.



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Overcoming Fears: Nina's Story

Nina is living her best life, she runs her own business, travels a lot, and loves to go on motorcycle adventures with her husband. She's proactive about her health - she eats right and exercises regularly. But there's one thing she had been putting off, her screening colonoscopy. Having a screening colonoscopy was simply something she was afraid to do. Plus, she didn't want to invest the time in an invasive colon cancer screening test that required a day of prep, time off work and arranging transportation to and from the procedure. In addition, with no family history of colon cancer, she wondered how important getting screened could really be.

At her annual check-up, her health care provider brought up scheduling her screening colonoscopy and Nina spoke honestly about what was holding her back. She was pleasantly surprised to hear about a noninvasive alternative screening test that can be used at home and agreed with her health care provider's recommendation to use Cologuard, the only stool DNA test approved by the FDA for people 50 years and older who are at average risk for colon cancer.¹¹

Nina's Cologuard test result was "positive," meaning that it detected a potential abnormality and she completed a follow up diagnostic colonoscopy, which identified the presence of pre-cancer. Because of early detection, treatment was quick and successful.

A Screening Option to be Thankful For

There's no reason to put off getting screened. Developed with Mayo Clinic, Cologuard's proprietary stool DNA technology can analyze and detect 11 distinct biomarkers that identify cancer and pre-cancer. And it finds 92% of cancer in stages I-IV with 87% specificity.²⁴ Plus, it fits easily into your life because there's no prep, no diet or medication changes. You use Cologuard in the privacy of your own home, and it is covered by most major medical insurance for eligible patients and by Medicare as well.

Talk to Your Healthcare Provider about Colon Cancer

First Answer This:

1. Have you ever been screened for colon cancer? Yes or No
2. Have you been avoiding a screening colonoscopy? Yes or No

Then Ask This:

1. What are my risk factors for colon cancer? Do I have any symptoms?
2. What are my screening options? How do they differ?
3. Is Cologuard right for me?

[Click here to download the Cologuard Discussion Guide and Order Form today. Cologuard is available by prescription only.](#)

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- Are You Ready for Life's Big Milestone Moments?

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¹¹ The Sensitivity Of Stool DNA (sDNA) Screening For Colorectal Cancer. Cologuardtest.com 2018. Accessed October 3, 2018.

² Both false positive and false negative results occur. In a clinical study of Cologuard, 13% of people with a positive Cologuard had a diagnostic colonoscopy that did not detect cancer or precancer. A negative Cologuard test result does not guarantee absence of cancer or advanced adenoma. Following a negative result, patients should continue participating in a screening program at an interval and with a method appropriate for the individual patient.

⁴ Imperiale TF, Ransohoff DF, Itzkowitz, et al. Multitarget stool DNA testing for colorectal-cancer screening. *N Engl J Med.* 2014;370(14):1287-1297.