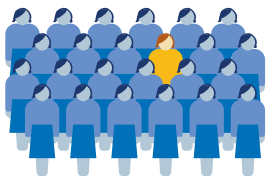


WHEN IT COMES TO COLON CANCER SCREENING, YOU HAVE OPTIONS

From December 2017 to March 2018, over 1,000 respondents completed an online survey designed to explore obstacles to recommended colon cancer screening among women 50 and older

Colon cancer screening is a crucial preventive health measure



About **one in 24** women will develop cancer of the colon or rectum in their lifetimes¹

1 out of every 57 women in the United States will die from colon cancer,

compared to **1 in 108** from ovarian cancer

and **1 in 455** from cervical cancer²

Women at average risk are recommended to start screening for colon cancer at age 50³



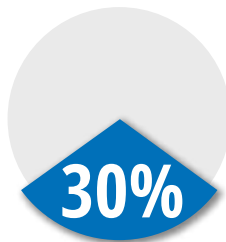
Yet **1 in 3** women 50 and older are not current with colon cancer screening⁴

Why do some women skip colon cancer screening altogether? Survey says:



1/3

of respondents were unaware that a person at age 50 is considered at average risk and recommended to begin regular screening



30%

of those who opted not to get screened for colon cancer say it's because they don't want to get a colonoscopy



Nearly half (48%) said they were not aware of a newer, non-invasive option that utilizes stool-DNA technology to screen for colon cancer



30%

Of those whose health care providers (HCP) discussed screening options, only 30% said their HCP discussed more than one option

Colonoscopies are not the only colon cancer screening option

COLONOSCOPY

- Prep required
- Hospital/outpatient clinic
- Sedated patient
- Tube inserted in rectum and advanced through large intestine



FECAL OCCULT BLOOD TEST (FIT/FOBT)

- No prep required
- At-home test
- May require diet restrictions
- Tests for blood hidden in stool



STOOL DNA (COLOGUARD®)

- No prep required
- At-home test
- No diet restrictions
- Uses stool DNA to detect abnormal cells and blood hidden in stool



TAKE CONTROL OF YOUR HEALTH

When it's time for your colon cancer screening, ask your health care provider which of these options could be right for you



When the term colon cancer is used in this document, it is intended to encompass colorectal cancer - which includes both colon and rectal cancer. Most guidelines recommend colon cancer screening starting at age 50 for people with average risk factors.



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.

References: 1. American Cancer Society. Key Statistics for Colorectal Cancer. American Cancer Society website. <https://www.cancer.org/cancer/colon-rectal-cancer/about/key-statistics.html>. Last revised January 4, 2018. Accessed January 29, 2018. 2. Lifetime Risk (Percent) of Dying from Cancer by Site and Race/Ethnicity: Males, Total US, 2012-2014 (Table 1.19) https://seer.cancer.gov/csr/1975_2014/results_merged/topic_lifetime_risk.pdf and Females, Total US, 2012-2014 (Table 1.20) https://seer.cancer.gov/csr/1975_2014/results_merged/topic_lifetime_risk.pdf. Accessed on May 3, 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. Carrie N. Klabunde C.N, Joseph D.A. King J.B., White A, Plescia M. Vital Signs: Colorectal Cancer Screening Test Use—United States, 2012. https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6244a4.htm?s_cid=mm6244a4_w. Centers for Disease Control and Prevention. November 8, 2013; 62(44):881-888. Accessed May 3, 2018.