

March Toward a Healthier Future: Get Screened for Colorectal Cancer Today

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March is Colorectal Cancer Awareness Month, a critical time to spotlight one of the most common yet preventable cancers affecting millions worldwide. At [Your Health System], we are committed to providing patients with the best tools and information to stay healthy. Our responsibility is to not only educate our communities, but to also encourage action to screen for this preventable disease.

Understanding Colorectal Cancer

Colorectal cancer (CRC) is the second leading cause of cancer deaths among men and women in the United States.¹ CRC refers to cancer that begins in the colon or rectum. It often starts as small, benign growths known as polyps, which can develop into cancer over time.² **This is why using screening methods that detect precancerous polyps before they turn into cancer is so critical.** When CRC is detected early, there is about a 90% 5-year survival rate.³

Focus on the Facts

- CRC affects all races, genders, and ethnicities⁴
- About 75% of people have no family history of colorectal cancer⁵
- CRC is on the rise in adults under 50⁶

An Effective, Non-Invasive Screening Option

It is important for patients at average risk to know that they have options to screen for CRC. In addition to colonoscopies, there are also non-invasive screening options, like the Cologuard® test. The Cologuard test is an at-home screening test that can be delivered and picked up from your door to allow you to screen for CRC in a comfortable environment.

The Cologuard test is a reliable option for those at average risk, and effectively detects CRC and precancer as the best-in-class noninvasive option.⁷

The American Cancer Society recommends that adults aged **45 and older** get regular colorectal cancer screenings.⁸ If you have a family history of colorectal cancer or other risk factors, talk to your healthcare provider about whether the Cologuard test is right for you.

Join Us in the Fight Against Colorectal Cancer

This March, join [Your Health System] in raising awareness about colorectal cancer. Share your story, wear blue to show your support of regular CRC screening, encourage your loved ones to get screened, and help us fight colorectal cancer.

Remember, early detection saves lives. Don't wait—ask your healthcare provider about CRC screening today!

Important Information about the Cologuard products

Indications for Use

The Cologuard® and Cologuard Plus™ tests are 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)/advanced precancerous lesions (APL) and should be followed by a colonoscopy. The Cologuard test and Cologuard Plus test are indicated to screen adults of either sex, 45 years or older, who are at average risk for CRC. These tests are not a replacement for diagnostic colonoscopy or surveillance colonoscopy in high-risk individuals.

Contraindications

Cologuard test products are not for high-risk individuals, including patients who have the following:

- a personal history of colorectal cancer and adenomas
- a positive result from another colorectal cancer screening method within a test recommended timeframe
- have been diagnosed with a condition associated with high risk for colorectal cancer such as IBD, chronic ulcerative colitis, Crohn's disease
- have a family history of colorectal cancer, or certain hereditary syndromes

Warnings and Precautions

All positive results should be referred to colonoscopy.

Cologuard test products may produce false positive and false negative results. A false positive result occurs when a result is positive, even though a colonoscopy will not find CRC or APL. A false negative result occurs when a result is negative, even when a colonoscopy identifies APL or CRC.

A negative result does not guarantee the absence of colorectal 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. Performance when used for repeat testing has not been established.

**EXACT
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Refer to the [Cologuard test Clinician Brochure](#) or the [Cologuard Plus test Clinician Brochure](#) for additional information about the benefits and risks of using each version of the Cologuard product for CRC screening.

Rx only.

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References 1. Siegel RL, Wagle NS, Cercek A, Smith RA, Jemal A. Colorectal cancer statistics, 2023. *CA Cancer J Clin*. 1. 2023;73(3):233-254 2. What is colorectal cancer. American Cancer Society. Updated January 24, 2024. Accessed November 14, 2024. <https://www.cancer.org/cancer/colon-rectal-cancer/about/key-statistics.html> 3. Itzkowitz SH. Incremental advances in excremental cancer detection tests. *J Natl Cancer Inst*. 2009;101(18):1225-1227. 4. Henley SJ, Ward EM, Scott S, et al. Annual report to the nation on the status of cancer, part I: national cancer statistics. *Cancer*. 2020;126(10): 2225-2249. 5. National Cancer Institute. Genetics of colorectal cancer (PDQ®) - health professional version. Accessed November 20,2023. https://www.cancer.gov/types/colorectal/hp/colorectal-genetics-pdq#_12_toc 6. Wolf AMD, Fontham ETH, Church TR, et al. Colorectal cancer screening for average-risk adults: 2018 guideline update from the American Cancer Society. *CA Cancer J Clin*. 2018;68(4):250-281. 7. Imperiale TF, Ransohoff Itzkowitz SH, et al. Multitarget stool DNA testing for colorectal-cancer screening. *N Engl J Med*. 2014;370(14):1287-1297 8. American Cancer Society. Colorectal Cancer Facts & Figures 2023- 2025. Atlanta: American Cancer Society; 2023.