

## COMPLETE YOUR COLON CANCER SCREENING TODAY

Dear <First Name><Last Name>,

Our records show that you may be due for a colon cancer screening. With a variety of available screening options, you can choose the one that suits you best. To make your decision a little easier, we work with Exact Sciences, an independent company, and the independent health screening organization Recuro Health to provide you with **Cologuard<sup>®</sup>, a non-invasive in-home screening test that's available at no additional cost to you.**

Your Cologuard kit, along with instructions on how to use it, will be mailed to your home. **You can request to opt out of receiving a Cologuard kit online by visiting [screening.recurohealth.com](https://screening.recurohealth.com), or you can call 1-844-902-6434 (TTY: 711) Monday through Friday 8:00 a.m. to 8:00 p.m. ET to opt out by phone before <MONTH><DAY>, 2025.**

### WHY SCREEN FOR COLON CANCER?

- Colon cancer affects all races, genders, and ethnicities.<sup>1</sup>
- It's often considered the most preventable form of cancer.<sup>2,3</sup>
- The American Cancer Society recommends starting to screen at age 45 (or earlier if you have increased risk).<sup>4</sup>

### IS COLOGUARD RIGHT FOR ME?

Cologuard is for adults 45 years or older who are at average risk of colon cancer. Talk to your health care provider before using Cologuard, if you:

- Have a history of colorectal cancer, adenomas, or other related cancers.
- Had a positive result from another colorectal cancer screening test within the last six months.
- Have a condition that places you at high risk for colorectal cancer, including polyps, inflammatory bowel disease (IBD) or certain hereditary syndromes or a family history of colorectal cancer.

### WHAT ARE THE BENEFITS OF SCREENING WITH COLOGUARD?

Cologuard is one of the many options you can choose from to effectively screen for colon cancer. Here are some of the benefits to choosing this convenient, at-home option:



**Cologuard is convenient.** The test kit will be delivered right to your home. Use it at a time that works best for you.



**Cologuard is quick, clean, and comfortable.** At-home screening takes just minutes. It's non-invasive and requires no prep, unlike a colonoscopy.



**Cologuard is available at no additional cost.** You won't have to pay a copay, co-insurance, or a deductible, and choosing Cologuard won't increase your premiums or health care costs.

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To learn more about your screening options, scan the QR code or visit **[bcbsma.info/screeningoptions](https://bcbsma.info/screeningoptions)**.

Speak with your health care provider to choose the screening option that's right for you. You can request to opt out of receiving a Cologuard kit online by visiting **[screening.recurohealth.com](https://screening.recurohealth.com)**, or you can call **1-844-902-6434 (TTY: 711)** Monday through Friday 8:00 a.m. to 8:00 p.m. ET to opt out by phone before <MONTH><DAY>, 2025.

Sincerely,

Health and Medical Management  
Blue Cross Blue Shield of Massachusetts

### Indications and important risk information

Cologuard is intended to screen adults 45 years of age and older who are at average risk for colorectal cancer by detecting certain DNA markers and blood in the stool. Do not use if you have had adenomas, have inflammatory bowel disease and certain hereditary syndromes, or a personal or family history of colorectal cancer. Cologuard is not a replacement for colonoscopy in high-risk patients. Cologuard performance in adults ages 45-49 is estimated based on a large clinical study of patients 50 and older. Cologuard performance in repeat testing has not been evaluated.

The Cologuard test result should be interpreted with caution. A positive test result does not confirm the presence of cancer. Patients with a positive test result should be referred for colonoscopy. A negative test result does not confirm the absence of cancer. Patients with a negative test result should discuss with their doctor when they need to be tested again. False positives and false negative results can occur. In a clinical study, 13% of people without cancer received a positive result (false positive) and 8% of people with cancer received a negative result (false negative). Rx only.

### References:

1. 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.
2. National Cancer Institute. Genetics of colorectal cancer (PDQ®) - health professional version, Feb. 2, 2024.
3. Itzkowitz SH. Incremental advances in excremental cancer detection tests. *J Natl Cancer Inst*. 209;101(18):1225-1227.
4. 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.

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ATTENTION: If you don't speak English, language assistance services, free of charge, are available to you. Call Member Service at the number on your ID card (TTY: 711).

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia con el idioma. Llame al número de Servicio al Cliente que figura en su tarjeta de identificación (TTY: 711).

ATENÇÃO: Se fala português, são-lhe disponibilizados gratuitamente serviços de assistência de idiomas. Telefone para os Serviços aos Membros, através do número no seu cartão ID (TTY: 711).

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