



T# P# ESC15779
Patient Name
Address 1 Address 2
City State Zip
USPS BARCODE

Dear <First Name>,

The health of our Blue Cross members is important to us. Keeping up-to-date with preventive care, like colon cancer screening, is something you can do to protect your health. Our records show you are due for colon cancer screening, and we want to help.

Blue Cross has partnered with Exact Sciences, an independent company, to make it easy for you to screen for colorectal cancer with Cologuard®, a non-invasive colon cancer screening test that ships right to your house where you collect a sample at home. Cologuard is for adults 45 years of age or older who are at average risk for colon cancer (see indications and important risk information below). **There is no additional cost because Cologuard is a covered colon cancer screening test benefit.**

How to request Cologuard:

You can request a Cologuard kit online by visiting screening.recurohealth.com. Or, call 1-844-902-6434 Monday through Friday, 8:00 a.m. to 8:00 p.m. ET, to request a kit by phone.

COLOGUARD SHOULD NOT BE USED IF YOU:

- Have a history of colorectal cancer, polyps, 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 inflammatory bowel disease (IBD) or certain hereditary syndromes or a family history of colorectal cancer. Cologuard is not a replacement for colonoscopy in high-risk patients.

WHY SCREEN FOR COLON CANCER?

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

WHAT ARE THE BENEFITS OF SCREENING WITH COLOGUARD?

Cologuard is one of the options you now can choose from to screen for colon cancer. There are many benefits to this option.



Cologuard is convenient. The test will be delivered right to your house. Use it whenever works best for you.



Cologuard is quick, clean, and comfortable. At-home screening takes just minutes, and may be a more convenient option than a colonoscopy procedure. Cologuard is for adults 45 years of age or older who are at average risk of colon cancer. If you have polyps, inflammatory bowel disease (IBD), certain hereditary syndromes, personal risk, or a family history of colorectal cancer, ask your doctor if Cologuard is right for you.



Because you're a Blue Cross Blue Shield of Massachusetts member, **Cologuard is available at no additional cost.**

If you have any questions or need more information about your colon cancer screening benefits, call Team Blue at **1-888-772-2493**.

Sincerely,

Adam Licurse MD, MHS
Senior Medical Director
Population Health and Analytics
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.

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*. 2009;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.

Blue Cross Blue Shield of Massachusetts complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, or gender identity.

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).