

<Date>

<Member First Name> <Member Last Name>  
<Member Address 1>  
<Member Address 2>  
<City>, <State> <Zip>

**REQUEST YOUR NO-COST COLOGUARD  
KIT IN THE NEXT TWO WEEKS BY CALLING:  
1-800-392-0098 (TTY: 64061)**

Dear <Member first name><Member last name>,

Our records show that you may be due for a colon cancer screening. We want to help you stay healthy, so we're working with Exact Sciences and Life Line Community Healthcare, an independent health screening organization, to make it easy for you to screen for colon cancer from the comfort of your home. **You can receive a non-invasive Cologuard<sup>®</sup> screening test at no cost to you.**

## WHY SCREEN FOR COLON CANCER?

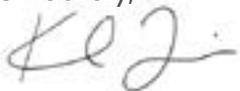
- Colon cancer affects all races, genders, and ethnicities.<sup>1</sup>
- It's often considered the most preventable form of cancer.<sup>2,3</sup>
- The American Cancer Society recommends starting to screen at age 45 (or earlier if you have increased risk).<sup>4</sup>

## WHAT ARE THE BENEFITS OF SCREENING WITH COLOGUARD?

-  **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 helps you avoid more invasive options during annual screenings. Cologuard is for adults 45 years of age or older who are at average risk of colon cancer. If you have adenomas, inflammatory bowel disease, certain hereditary syndromes, personal risk, or family history of colorectal cancer, please talk to your doctor about if Cologuard is right for you.
-  As a Blue Cross Blue Shield of Massachusetts member, **Cologuard is available at no cost to you.**

To request a Cologuard test or more information, call Lisette DaRosa at **1-800-392-0098 ext. 64061**, or email at [Lisette.DaRosa@bcbsma.com](mailto:Lisette.DaRosa@bcbsma.com). Please share your name, date of birth and member ID with your request.

Sincerely,



Karl Laskowski, MD, MBA  
Vice President and Medical Director  
Clinical Programs and Strategy

*Note: This program ends 12/31/23.*

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association.

## 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 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. Accessed September 26, 2022. <https://www.cancer.gov/types/colorectal/hp/colorectal-genetics-pdq>
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.

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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**).

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