**What:**  This packet includes three email templates and several subject line options for each email that the employer group can utilize as they see fit. Included are an introductory, follow up and a March Colon Cancer awareness month specific email. The intent is for the employer group to start sending these emails to their employees to increase awareness and importance of colon cancer screening.

**Introductory Email Subject Line Options:**

1.) Our Mission: Help you stay on top of your health. Get screened for colon cancer

2.) Let’s get ready to screen for colon cancer

3.) Take a step in the right direction, make colon cancer screening a priority

4.) We want to help you get screened for colon cancer

Dear [Employee Name]:

Your health is important to us. One step to good health is screening for colon cancer. The American Cancer Society recommends people at average risk of colon cancer start regular screening at age 45¹. As an employee at or above this age, we at [Employer] are highlighting options for screening.

Today, we want to introduce a convenient option for colon cancer screening that ships directly to you. Cologuard is an easy-to-use, noninvasive colon cancer screening option that lets you collect a sample at home. It is for adults 45 years of age or older who are at average risk for colon cancer.

The pandemic has brought a rise and acceptance to telehealth and virtual office visits. You can request a Cologuard order online by visiting <https://www.cologuard.com/how-to-get-cologuard>. Click “Request Cologuard online” then continue through the telemedicine provider. You will have to answer a few health-related questions. Telemedicine providers may charge a fee for their services associated with the consultation.

You can also speak with your healthcare provider about colon cancer screening options and discuss whether Cologuard is right for you.

If you have any questions or need more information about your health plan’s preventative benefits, please call the customer service number on your member ID Card.

If you have any questions about Cologuard, please contact the Exact Sciences Laboratories Customer Care Center at 1-844-870-8870.

**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.

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 diagnostic 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. American Cancer Society Guideline for Colorectal Cancer Screening. Updated November 17, 2020. https://www.cancer.org/cancer/colon-rectal-cancer/detection-diagnosis-staging/acs-recommendations.html. Accessed February 24, 2021.



**Subject Line Options:**

**Follow Up Email Subject Line Options:**

1. Urgent Reminder: You may be recommended for colon cancer screening
2. Important health reminder: You may be recommended for colon cancer screening
3. Putting off colon cancer screening? Let’s talk options

Dear [Employee name]:

We’re following up on an important reminder that you may be recommended for colon cancer screening. You may recall we at Employer] introduced you to Cologuard®, an easy-to-use, noninvasive colon cancer screening option that lets you collect a sample at home and return it for testing. Colon cancer often has no obvious signs or symptoms in its early stages. In many cases, by the time colon cancer symptoms can be noticed, the cancer has advanced to a later stage.¹

**Colon Cancer Facts:**

|  |  |  |  |
| --- | --- | --- | --- |
| It’s the most preventable, yet least prevented, form of cancer.²  | It’s the 3rd most common cancer among men and women.³ | About 70% of people diagnosed with colon cancer have no family history.4 | It’s on the rise in people under 50.5  |

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You can also speak with your healthcare provider about colon cancer screening options and discuss whether Cologuard is right for you.

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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 diagnostic 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. American Cancer Society. Colorectal Cancer Signs and Symptoms. https://www.cancer.org/cancer/colon-rectal-cancer/detection-diagnosis-staging/signs-and-symptoms.html
2. Itzkowitz SH. Incremental advances in excremental cancer detection tests. *J Natl Cancer Inst.* 2009;101(18):1225-1227.
3. Siegel RL, Miller KD, Jemal A. Cancer statistics, 2020. *CA Cancer J Clin.* 2020;70(1):7-30.
4. National Cancer Institute. Genetics of Colorectal Cancer (PDQ®)–Health Professional Version. https://www.cancer.gov/types/colorectal/hp/colorectal-genetics-pdq.
5. Siegel RL, Miller KD, Goding Sauer A, et al. Colorectal cancer statistics, 2020. CA Cancer J Clin. 2020;70(3):145-164. doi:10.3322/caac.21601.



**March Awareness Subject Line Options:**

1. March is Colon Cancer Awareness Month!
2. This March, join others and screen for colon cancer
3. Mark Colon Cancer Awareness Month by getting screened

Dear [Employee Name]:

It’s March, which means it’s Colon Cancer Awareness Month. Your health is important to us, and according to our records you may be recommended for colon cancer screening. As part of our commitment to your health we at [Employer] want to introduce a convenient option for colon cancer screening with Cologuard®. Cologuard is an easy-to-use, noninvasive colon cancer screening option that ships directly to you so can collect your sample at home. It is for adults 45 years of age or older who are at average risk for colon cancer.

**Why screen for colorectal cancer?**

* Screening is an important step in finding colon cancer for adults 45 years and older.¹
* When caught in early stages, it is more treatable in 90% of people.²

**Why Cologuard?**

* It’s effective
	+ Cologuard finds 92% of cancers even in early stages.³
* It’s convenient
	+ No special prep. No need for time off. No changes to your diet or medication.
	+ Delivered to your doorstep.
	+ Collect your sample in the privacy of your own home.

Start March off right by taking care of your health and checking colon cancer screening off your to-do list. You can request a Cologuard order online by visiting <https://www.cologuard.com/how-to-get-cologuard>. Click “Request Cologuard online” then continue through the telemedicine provider. You will have to answer a few health-related questions. Telemedicine providers may charge a fee for their services associated with the consultation.

You can also speak with your healthcare provider about colon cancer screening options and discuss whether Cologuard is right for you.

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If you have any questions about Cologuard, please contact the Exact Sciences Laboratories Customer Care Center at 1-844-870-8870.

**Indications and Important Risk Information**

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**References:**

1. American Cancer Society. Can colorectal cancer be prevented? https://www.cancer.org/cancer/colon-rectal-cancer/causes-risks-prevention/prevention.html. Last revised: May 30, 2018. Accessed February 3, 2020
2. National Cancer Institute. SEER cancer stat facts: colorectal cancer. https://seer.cancer.gov/statfacts/html/colorect.html. Accessed February 5, 2020.
3. Imperiale TF, Ransohoff DF, Itzkowitz SH, et al. Multitarget stool DNA testing for colorectal-cancer screening. N Engl J Med. 2014;370(14):1287-1297.



Appendix A: Other image options:







