



Did you know?

There are more reasons than ever to screen for colorectal cancer and no reason to put it off.

The 4 Top Reasons to Screen for Colorectal Cancer Today—

- 1.** Colorectal cancer is the 2nd leading cause of cancer-related death.¹
- 2.** When caught in its early stages, colorectal cancer is more treatable in 90% of people.²
- 3.** Colorectal cancer is on the rise in middle-aged and older adults.³
- 4.** At least 70% of people with colorectal cancer have no family history.⁴

Health Tradition now offers Cologuard—
an at home colorectal screening option for those 45 to 75 years old.*

Members who have a Cologuard screening will receive a \$50 Amazon gift card.



Cologuard is the Easy, At Home Option for You.

Noninvasive—

It is an easy option you can use in the privacy of your own home.

Convenient—

Cologuard is delivered to your doorstep and picked up when you are done.

Effective—

Cologuard detects altered DNA and blood in stool to find 92% of colorectal cancers.⁵

Affordable—

Cologuard is offered for free to eligible Health Tradition members. Members who use Cologuard will also receive a \$50 Amazon gift card for making smart healthcare decisions.

Talk to your Doctor today!

Talk to your healthcare provider about using Cologuard as your colorectal screening option. Physicians can access and complete the online Cologuard order form at www.HealthTradition.com/Providers.

Questions? Call Health Tradition at 877.832.1823, or visit our website at HealthTradition.com/Cologuard



**Based on health history; not all members may be appropriate candidates for Cologuard. Colorectal screening is a covered preventive service. Frequency of recommended screenings varies based on type of screening, every 3 years for Cologuard or every 10 years for in-person Colonoscopy. Ask your doctor if Cologuard is appropriate for your preventive screening.*

REFERENCES:

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3. Siegel RL, Fedewa SA, Anderson WF, et al. Colorectal cancer incidence patterns in the United States, 1974-2013. *J Natl Cancer Inst.* 2017;109(8). 10.1093/jnci/jw322.
4. Patel SG, Ahnen DJ. Familial colon cancer syndromes: an update of a rapidly evolving field. *Curr Gastroenterol Rep.* 2012;14(5):428-438.
5. 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.