

Why screen for colon cancer?

Colon cancer is the 3rd most common & 2nd deadliest cancer in the US.²

For people under 50, colon cancer is the deadliest cancer.³

About 75% of people diagnosed with colon cancer have no family history of disease.⁴

Many people with colon cancer show no symptoms.⁵

Screen so you can catch colon cancer in early stages when it's most treatable.⁵

If found in stages 1 & 2, colon cancer is survivable for 91% of people. If found in stage 4, that number drops to 13%.

Choose to screen, and choose the right screening test.

Talk to your provider about choosing the **Cologuard Plus®** test. Alternatively, if other methods aren't right for you, ask about the **SimpleScreen™ CRC** test.¹



Learn about screening options at Cologuard.com/blood Questions? 1-844-870-8870

Important Information about the Cologuard products

The Cologuard test and Cologuard Plus test are indicated to screen adults, 45 years or older, who are at average risk for CRC. A positive result may indicate the presence of colorectal cancer (CRC) or advanced precancerous lesions (APL) and should be followed by a colonoscopy. Not a replacement for colonoscopy in high-risk individuals. False positive and negative results may occur. Rx only. See more at Cologuard.com/risk-information.

References: **1.** Wolf AMD, et al. *CA Cancer J Clin.* 2026;76(3):e70083. **2.** Siegel RL, et al. *CA Cancer J Clin.* 2026;76(2):e70067. **3.** Siegel RL, et al. *JAMA.* 2026;335(7):632-634. **4.** NCI. Accessed July 20, 2026. <https://www.cancer.gov/types/colorectal/hp/colorectal-genetics-pdq> **5.** CDC. Accessed August 19, 2026. <https://www.cdc.gov/colorectal-cancer/prevention/index.html> **6.** Davidson KW, et al. *JAMA.* 2021;325(19):1965-1977. **7.** Cologuard Plus Clinician Brochure. Exact Sciences Corporation. Madison, WI. **8.** SimpleScreen CRC Provider Brochure. Freenome LLC. Brisbane, CA. **9.** ACS. Accessed July 20, 2026. <https://www.cancer.org/cancer/types/colon-rectal-cancer/detection-diagnosis-staging.html> **10.** CMS. Accessed August 3, 2026. <https://www.cms.gov/CCIIO/Resources/Fact-Sheets-and-FAQs/Downloads/FAQs-Part-51.pdf> **11.** CMS. Accessed August 3, 2026. <https://www.cms.gov/newsroom/fact-sheets/calendar-year-cy-2023-medicare-physician-fee-schedule-final-rule> **12.** Medicare.gov. Accessed August 3, 2026. <https://www.medicare.gov/coverage/blood-based-biomarker-tests-for-colorectal-cancer-screening> **13.** Data on File. QSG Time Analysis. 2022. Exact Sciences Corporation. Madison, WI.

*Observed sensitivity for the test was 79% for colon cancer and 13% for precancers.⁸

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Screening for colon cancer? You have options.¹

See why the **Cologuard Plus® test** is an ACS-preferred noninvasive screening option for adults 45+ at average risk, or learn about the **SimpleScreen™ CRC** blood test as an alternative.

Ask your doctor today about screening.



Two noninvasive ways to screen

The Cologuard Plus® test is a noninvasive screening option. As an alternative, there’s the SimpleScreen™ CRC test.¹



An American Cancer Society (ACS) preferred option¹

Noninvasive stool-based test you can use at home.⁶

No prep.⁶

FDA-approved for precancer detection.⁷

Covered by most insurers.^{6,9}

After a positive Cologuard Plus result, the ACA and CMS require coverage of follow-up colonoscopy with no cost sharing.^{10,11}

Detects 95% of colon cancers, similar to colonoscopy, as seen in separate studies.^{6,7}

SimpleScreen™ CRC

(and other blood based tests)

A simple blood draw.¹

No prep.¹

Has limited stage 1 and precancer detection.⁸

Covered by Medicare (although not covered by most other insurers).^{1,12}

Follow-up colonoscopies after a positive result are covered for Medicare patients.^{1,12}

Only for people who otherwise will not screen.¹

Ask your provider about the Cologuard Plus test, or about the SimpleScreen CRC test if other methods won't work for you.¹

Important Information about the SimpleScreen CRC test
SimpleScreen CRC is indicated for colorectal cancer screening in adults aged 45 years and older who are at average risk for the disease. Patients with a positive result should be followed by colonoscopy. SimpleScreen CRC is not a replacement for diagnostic colonoscopy or for surveillance colonoscopy in high-risk individuals.

Precaution: Based on data from clinical studies, SimpleScreen CRC has limited detection of Stage I (57%) colorectal cancer (64% when U.S. 2020 Census age-sex adjusted) and does not detect 87% of advanced precancerous lesions (86% when U.S. 2020 Census age-sex adjusted). One out of 10 patients with a negative SimpleScreen CRC result may have a precancer that would have been detected by a screening colonoscopy.
Rx only. See more at Cologuard.com/risk-information. Developed and manufactured by Freenome, LLC.

ACA=Affordable Care Act; CMS=Centers for Medicare and Medicaid Services; CRC=colorectal cancer; FDA=U.S. Food and Drug Administration.

Consider the Cologuard Plus test



It is a preferred option by the American Cancer Society.¹



It can be used at home.¹



You can use the Cologuard Plus test in about 15 minutes.¹³

95%

It detects 95% of colon cancers, similar to colonoscopy as seen in separate studies.^{6,7}

Considering the SimpleScreen CRC test?

For people who wouldn't otherwise screen, blood-based testing can be an alternative option.^{1,8}



Mobile phlebotomy can come to your home for the blood draw



Detects 81% of colon cancers

- **Blood-based tests are** “not preferred” by the ACS and have limited stage 1 and precancer detection
- **Detects about 14%** of precancers

Adjusted to age and sex distribution of the 2020 U.S. Census population.*

Ask your doctor today about screening for colon cancer.

When should I start screening for colon cancer?

What are my screening options?

Is the Cologuard Plus test right for me?

Make your screening plan¹

- ☐ **The Cologuard Plus test** (ACS-preferred)
- ☐ **Colonoscopy** (ACS-preferred)
- ☐ **SimpleScreen CRC blood test**