



cologuard<sup>®</sup>  
Rx only

## Cologuard Update



FDA APPROVED



## YOUR FIRST CHOICE IN NONINVASIVE COLORECTAL CANCER SCREENING

Cologuard is intended for the qualitative detection of colorectal neoplasia associated DNA markers and for the presence of occult hemoglobin in human stool. A positive result may indicate the presence of colorectal cancer (CRC) or advanced adenoma (AA) and should be followed by diagnostic colonoscopy. Cologuard is indicated to screen adults of either sex, 50 years or older, who are at typical average-risk for CRC. Cologuard is not a replacement for diagnostic colonoscopy or surveillance colonoscopy in high risk individuals.

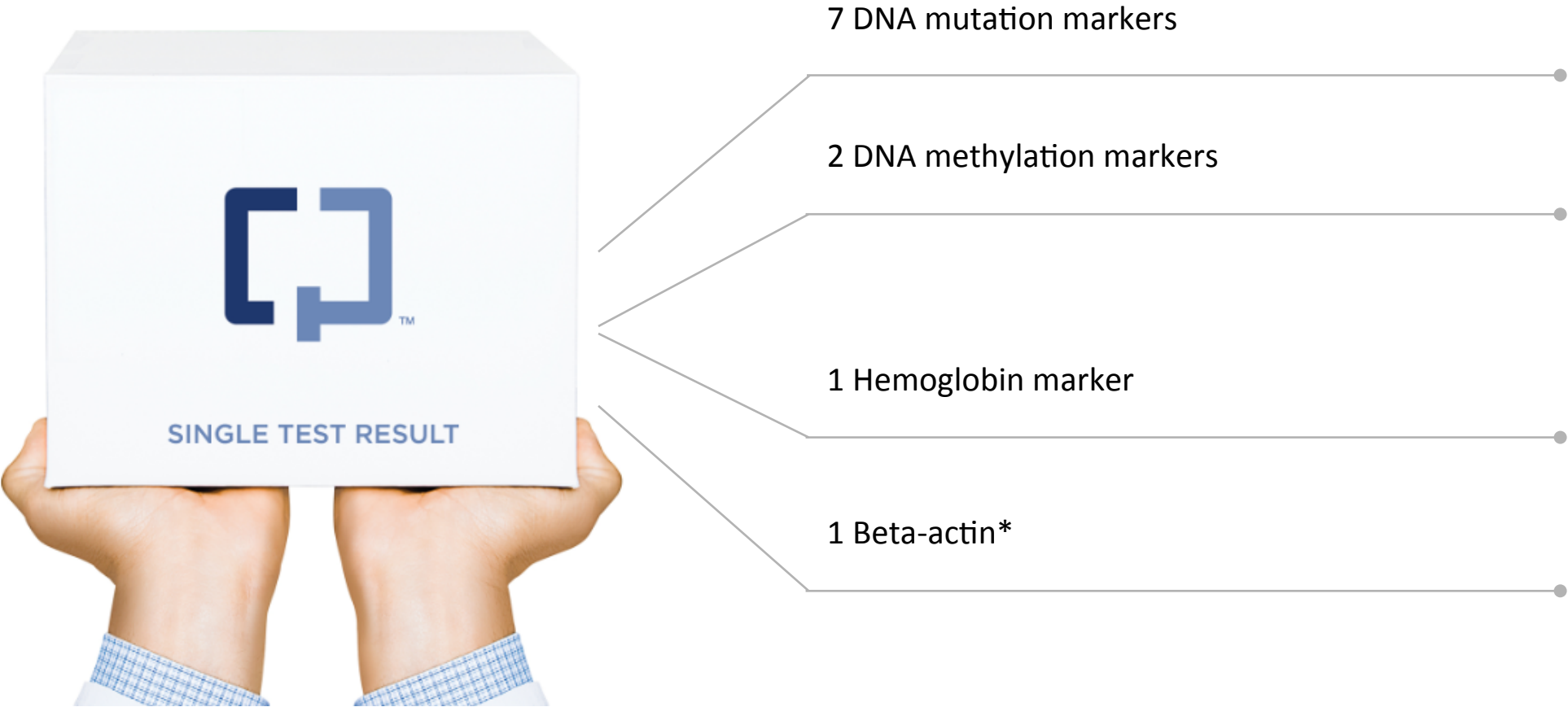
One of the largest prospective pivotal studies of its kind\*<sup>1</sup>

**92%** **SENSITIVITY** IN DETECTING  
COLORECTAL CANCERS,  
STAGES I-IV<sup>†1</sup>

Significantly improved sensitivity over a leading fecal immunochemical blood test<sup>†</sup> for detecting cancer and precancer<sup>†</sup>

**87%** **OVERALL SPECIFICITY,**  
EXCLUDING COLORECTAL CANCER  
AND ADVANCED ADENOMAS<sup>†1</sup>

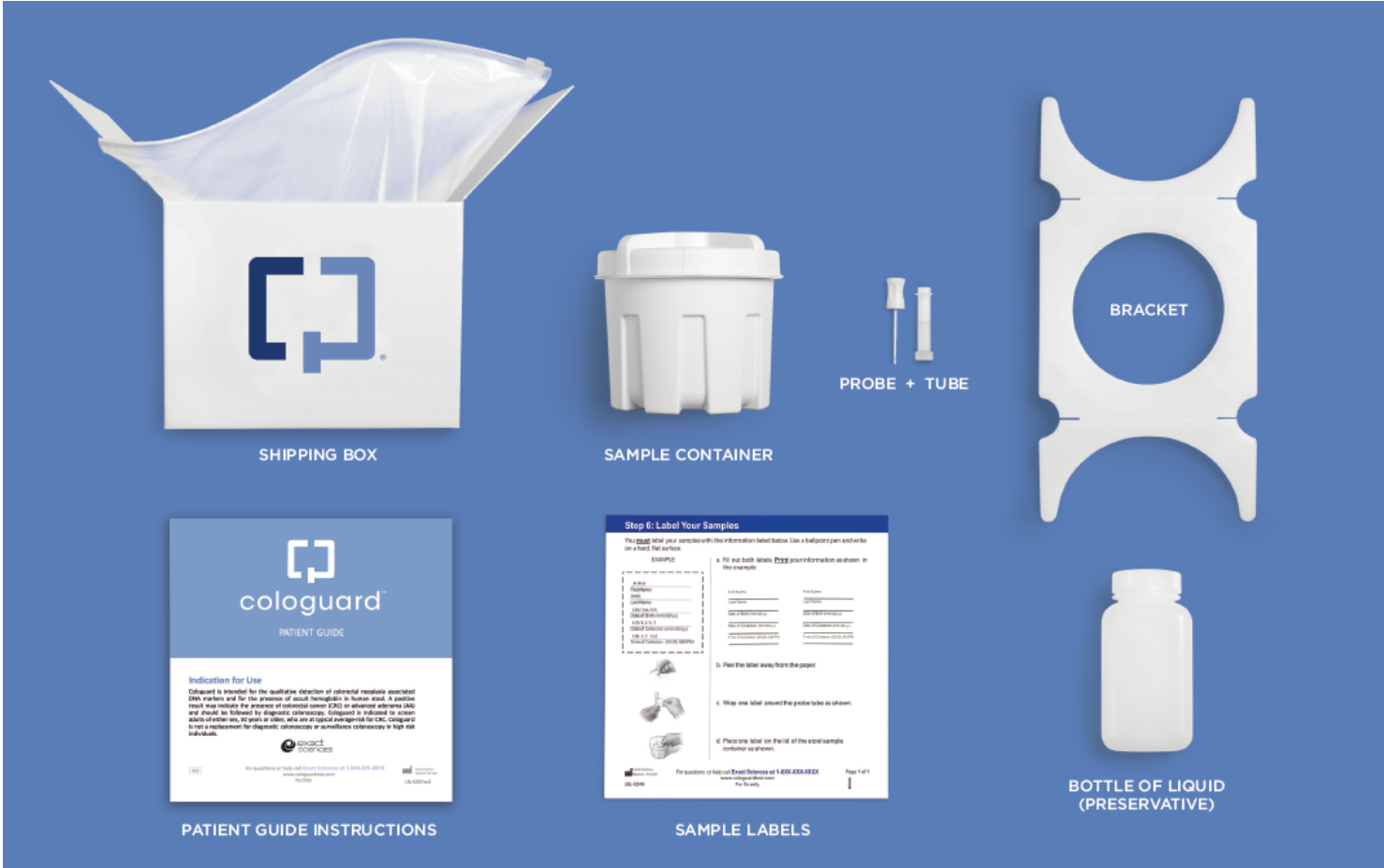
# Cologuard uses 11 biomarkers to detect cancer and precancer



\*Beta-actin serves as an internal control

# Collection Kit

Ships directly to patient's home



# Cologuard Update

- Direct to Consumer Advertising
- National News Coverage
- Coverage Update
- USPSTF Guidelines
- Local PR Coverage

