



HEALTH AWARENESS

Saving Lives By Serving The Unscreened

(NAPSA)—Experts agree that colorectal cancer is the most preventable yet least prevented disease. In 2005 alone, an estimated 150,000 Americans will be diagnosed with colorectal cancer, and 56,000 will die from the disease. Yet, despite the advances in screening tests and treatments, mortality from colorectal cancer has not changed in over 20 years. These facts are particularly troublesome given that early diagnosis results in a greater than 90 percent five-year survival rate, yet less than half of the eligible population undergoes testing.

Tests More Patient Friendly

So how do doctors get more people screened? Researchers are developing and enhancing tests to be more patient friendly, which may initially appeal to the patient. But better tests alone do not guarantee patient follow-through. EXACT Sciences Corporation, which has developed a noninvasive, stool-based DNA test called PreGen-Plus, has initiated a comprehensive reminder service for physicians and patients as a helpful additional component of the cancer screening process.

The program, called PreGen CaresSM, is designed to assist patients in complying with their physicians' recommendations for colorectal cancer screening.

With the PreGen Cares program, patients agree to have patient support specialists contact them to answer any questions they may have relating to the use of PreGen-Plus for colorectal can-

cer screening and troubleshoot any problems they may have.

Much has been written about lack of compliance with colorectal cancer screening. The most widely reported reasons for refusing to

A small company has developed a new colorectal cancer screening service to help busy physicians get people screened.



undergo available tests are: fear of invasiveness, preparation, stool handling, and/or a positive result. PreGen-Plus has the potential to fill the significant gap in colorectal cancer screening rates as the test is completely noninvasive, safe, simple and, with the PreGen Cares program, easier to comply with.

Stool-Based DNA Testing

The American Journal of Preventive Medicine recently published the results of a patient preference study, which found that patients perceived stool-based DNA testing to have numerous advantages over both colonoscopy and fecal occult blood testing, the only other completely noninvasive option. Overall, patients preferred stool-based DNA testing for their routine colorectal cancer screening. While colonoscopy is the reference standard for colorectal cancer screening, PreGen-Plus is the best option for those unwilling or unable to undergo the procedure.

To learn more, visit www.pregen-plus.com.