ColoHealth™

A SIMPLE BLOOD TEST TO SCREEN FOR COLORECTAL CANCER

new day diagnostics

For the patients that don't get screened–

Reaching the 1 in 3 non-adherent patients will reduce adverse health outcomes and transform lives. [1-3]

43% of new colorectal cancer cases are attributed to the unscreened. [2]

76% of colorectal cancer deaths occur in people who are not up-to-date with screening.[3]

The blood test that addresses colorectal cancer screening non-adherence.

In a twice non-adherent patient cohort:[4]

- 99.5% completed the blood test
- Of the patients with positive results, **59% had actionable findings** in their follow-up colonoscopy.

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1. American Cancer Society, 2107; 2. Kauer A et al, 2016; Doubeni C et al, 2018; 4. Liles E et al, 2017

MKT SOP Version

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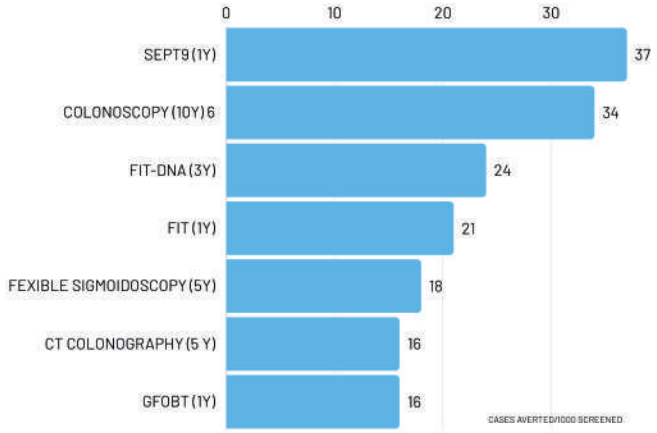
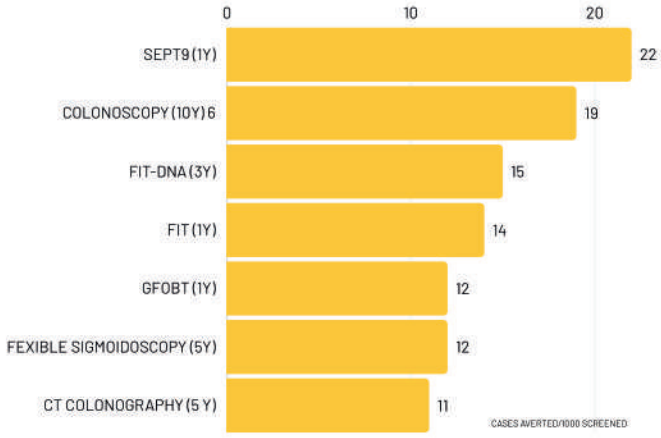
A new way to look at clinical effectiveness

Current colorectal cancer screening strategies are based on models that assume 100% adherence. Because adherence can have a large effect on screening outcomes, a 2020 study published in Cancer Medicine compared the effectiveness of CRC screening strategies under reported adherence rates at the population level. The figures below illustrate the cases of CRC cases and deaths averted.[5]

CRC Cases Averted Per 1,000 Screened



CRC Deaths Averted Per 1,000 Screened



5. D'Andrea et al. 2020. Quantifying the impact of adherence to screening strategies on colorectal cancer incidence and mortality. Cancer Med. 2020 Jan;9(2): 824-836. doi: 10.1002/cam4.2735

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