

CLEARYOURVIEW

Biomarker Testing Is Driving a New Standard of Care for Advanced Colorectal Cancer



Coby Neil

Stage IV colorectal cancer survivor

The Clear Your View initiative encourages oncologists to conduct complete biomarker testing for all advanced colorectal cancer (CRC) patients.

Only 40% of CRC patients receive guideline-recommended biomarker testing¹

Incomplete biomarker testing can lead to inappropriate treatment selection for mCRC patients.

The list of CRC biomarkers is expanding

Biomarker testing has been recommended for CRC patients for more than a decade.

Experts now recommend testing for 6 biomarkers that are guideline-recommended or have matched treatment.



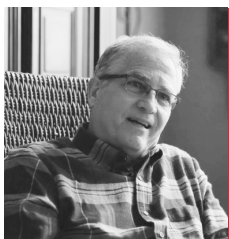
Biomarker testing can inform treatment selection for CRC patients²

Complete biomarker testing results can help determine what treatments will be of most benefit.

Biomarker testing can help match some CRC patients to targeted therapy that improve outcomes.²

Biomarker testing can also help patients avoid treatment that are likely to be ineffective.¹

60% of CRC patients have a biomarker that predicts poor response to anti-*EGFR* therapy¹



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Complete biomarker testing led Coby to the right treatment

Coby, a woodcarver and painter with five grandchildren, was diagnosed with stage IV colon cancer. He started to decline rapidly following his diagnosis, and his oncologist told him he had about six months to live. When Coby's cousin, who works in the healthcare field, recommended he have complete biomarker testing, everything changed. Results showed Coby had a HER2 amplification, which made him eligible for treatment through a clinical trial. Almost immediately, his pain began to subside. Today, Coby is able to play with his grandchildren and enjoy his artwork.



**Join us in committing to
complete biomarker testing
for all CRC patients**

www.ClearYourView.org

References:

1. Gutierrez ME et al. JCO Precision Onc. 2019.
2. Kopetz et al. NEJM. 2020.

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