



Hi [PATIENT NAME], I'm calling you today! about a new noninvasive at home DNA genetics test indicating if you are predisposed to certain cancers in your family. Early detection is extremely important to the treatment and management of cancer.

The best thing is Medicare covers this test if you have the Plan B card. This means there will be no cost to you for taking the test.

You will be able to share this test with all your physicians. It will let them know if you are predisposed to certain cancers in your family, so they can help you make the necessary lifestyle changes to help reduce your risk of developing those cancers or if more frequent screening is necessary because cancer does not kill people late detection of cancer kills people in most cases.

**DOES THIS MAKE SENSE?**

**CAN YOU SEE WHY THESE TESTS ARE SO IMPORTANT?**

**LET'S RUN THROUGH A FEW QUICK  
QUESTIONS TO SEE IF YOU QUALIFY.**

1. Are you 65 years of age or older?
2. Has anyone with Cancer been diagnosed in your immediate family. This includes parents, grandparents, siblings and children?
3. What exactly is their relationship to you?
4. If you know, can you tell me exactly what cancers they had?
5. If you know, how old were they when they were diagnosed?





## CGX CANCER TALKING POINTS

- Do you feel that cancer prevention before you develop it is very important? I'm sure you heard the saying "**Prevention is better than a cure**", right? This genetic test will tell you if you have a high probability of contracting certain types of cancer, and IF you are predisposed to certain cancers, wouldn't you want to do whatever it takes to help reduce your risks? - Ok then let's get you started.
- Do you know why most people die from cancer? It's because they discover the cancer too late. What our labs are offering you is the change to know, that if you ever do develop cancer in the future, what type it will most likely be, so your doctors can then tell you what lifestyle changes you need to make to help mitigate your risks? - Ok then let's get you started.
- By getting these preventative tests, Medicare saves money because they are helping people reduce their risk of cancer, which is expensive to treat, and helps prevent people from being prescribed drugs that may do them more harm than good. At the end of the day, it helps you to arm yourself with the knowledge you need to improve your quality of your life as you get older. Does that make sense? – Are you ready to get started?



## IMPORTANT CLOSING

Lastly, let me explain what's going to happen next, so we are on the same page, ok? Within the next 2-3 days you will receive your kit in the mail in a **BRIGHT BLUE SOFT PACKAGE**. Give the 800 Number on the outside of this package a call so a specialist can walk you through taking your test correctly. Then, once the test is processed, we will send your results to you to share with ALL your physicians and hopefully they can use these results to begin to improve your overall healthcare. Does that all sound good and do you have any questions for me?

And once again, remember to call the (800) number on the blue package when you receive it, thanks.