



Hello, this is [AGENT NAME]. Is [PATIENT NAME] available? 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.

If you are qualified the best thing is Medicare covers this test if you have the Plan B card.

The test is mailed to you and is performed simply by swabbing your cheek and mailing it back into the lab. You will be able to share this test with all your physicians and have the records for safekeeping. The test will let you know if you are predisposed to certain cancers in your family, allowing your doctor to recommend necessary lifestyle changes to help reduce your risk of developing them or if more frequent screening is necessary. It is a well-known fact that late detection of cancer is the most prominent factor in potential death from the disease.

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.**
- grandparents, parents, siblings, aunts/uncles, nieces/nephews

- 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 chance 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**. You will receive full instructions with the test, but if needed, there is an 800 number listed to gain assistance. You will mail in the test and soon after one of our doctors will call you for a quick closing consultation. Then, once the test is processed, we will send your results to you to share with ALL your physicians and 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 keep watch for the blue package in the mail, thanks.