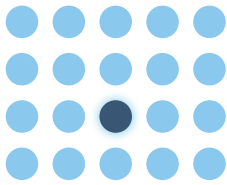




Empower patients to undergo colorectal cancer screenings using the at-home FIT kit



1 in **20**
will be diagnosed with CRC³

Colorectal cancer is the **2nd leading cause** of cancer-related deaths¹

90%
survival rate

when found and treated early²



1 in **3**
are not up-to-date with CRC screenings³

A standardized CRC screening outreach program is proven to accelerate compliance, improve outcomes and dramatically reduce the total cost of care.



The non-invasive FIT kit is discrete, safe and easy for patients.



Dashboard analytics from the HIPAA-compliant, web-based patient outreach platform provide actionable insight into patient behavior.



Early detection saves an average of \$300,000 in late stage treatment costs per patient



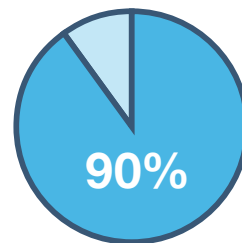
50-75% CRC screening kit response rates



“Closed loop” reporting



HEDIS® Star Rating increase



The Southern California Permanente Medical Group screens approximately 90 percent of its eligible population, up from 45 percent one decade ago.



Since we launched our screening program we have seen a remarkable decline in the number of cases of colorectal cancer and related deaths across a large, diverse population.

said gastroenterologist Theodore R. Levin, MD, clinical lead for Kaiser Permanente’s colorectal cancer screening in Northern California.

Colorectal Cancer may be curable if caught early.

Activate your patient population to get screened using the evidence-based at-home FIT kits and HIPAA-compliant, web-based patient outreach platform.



Call 888-685-7100 or visit bridgecomsolutions.com for more information on this patient engagement program.



- <https://www.cancer.org/cancer/colon-rectal-cancer/about/key-statistics.html>
- <http://seer.cancer.gov/statfacts/html/colorect.html>
- <https://fightcolorectalcancer.org/prevent/about-colorectal-cancer/facts-stats/>