

## Get the Conversation Started on Colorectal Cancer

Your discussion is the number one influence on your patient's compliance.



**Talk** to your patients about the importance of having a screening and the different screening options available.


**Talk** to your patients about preventing colorectal cancer before it starts by finding and removing polyps, which can reduce their risk.

**Talk** to your patients about how early-stage colorectal cancer may have no symptoms but is highly treatable and beatable.

**Start the conversation** with all your patient's ages 50 to 75 who have an average risk of developing colorectal cancer. There are simple, affordable tests available. Start the conversation at an earlier age for those who have high-risk factors.

If Blue Cross and Blue Shield of Texas members have questions on which tests are covered, ask them to call Customer Service using the number on the back of their ID cards. Let your patients know they can find additional information on colorectal cancer at the [American Cancer Society](#), the [Colorectal Cancer Alliance](#) and the [National Cancer Institute](#).

The above material is for informational purposes only and is not a substitute for the independent medical judgment of a physician or other health care provider. Physicians and other health care providers are encouraged to use their own medical judgment based upon all available information and the condition of the patient in determining the appropriate course of treatment. References to third party sources or organizations are not a representation, warranty or endorsement of such organizations. Any questions regarding those organizations should be addressed to them directly. The fact that a service or treatment is described in this material is not a guarantee that the service or treatment is a covered benefit and members should refer to their certificate of coverage for more details, including benefits, limitations and exclusions. Regardless of benefits, the final decision about any service or treatment is between the member and their health care provider.

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