

## March is Colorectal Cancer Awareness Month

## **Preventable Treatable Beatable! – Get the Conversation Started**

**Talk** to your patients about the importance of having a screening and the different screening options they have. Your discussion is the number one influence on compliance.

**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 age 50 to 75 with an average risk of developing colorectal cancer, or at an earlier age for those who have high-risk factors. There are simple, affordable tests available. Their BCBSTX customer service representatives can discuss benefits and coverage.

## age-50-to-75-with-average-risk Conversation Preventable options customer-service-representatives compliance simple influence Treatable Beatable importance earlier-age-who-have-high-risk-factors benefits March polyps beatable asymptomatic BCBSTX highly-treatable affordable Colorectal-Cancer affordable Talking Awareness-Month screening