

Exact Sciences FDA Approval VNR  
TRT: 109 seconds (1:49)

SUGGESTED B-ROLL & GRAPHICS	SOUNDBITES
<p>B-roll of Alan with Dr. Simon</p> <p>B-roll of Cologuard</p>	<p><b>Voiceover</b> <b>TRT: 16</b></p> <p>Colon cancer—it’s the most preventable cancer, yet remains the second leading cause of cancer death in the U.S.</p> <p>Now a new DNA screening test approved by the FDA may help change that.</p> <p>Cologuard is the first and only FDA approved, noninvasive, stool DNA screening test for colon cancer which allows the patient to collect their sample at home.</p>
<p>B-roll of patient going to use kit then on-camera</p> <p>Title: Karen Simon, M.D. Ventura County Gastroenterology Medical Group</p>	<p><b>SOT Karen Simon, M.D.</b> <b>00:21:30</b> <b>TRT: 16</b></p> <p>&lt;The kit is mailed to the patient at home. Inside the kit there’s a collection container. The patient simply makes a stool collection, closes the container, and mails back the box. And it’s picked up by UPS straight from the patient’s home and they don’t have to take it back to any laboratory.&gt;</p>
<p>Images/footage of the kit</p>	<p><b>Voiceover</b> <b>TRT: 07</b></p> <p>Cologuard doesn’t require any preparation or medication or dietary restrictions.</p>
<p>On-Camera Title: Alan Keevy Cologuard User</p>	<p><b>SOT Alan Keevy</b> <b>00:11:00 – 00:11:XX</b> <b>TRT: 09</b></p> <p>&lt;It’s really easy and straightforward. It takes you, you know, probably maximum, you know, 15, 20 minutes from start to stop.&gt;</p>
<p>B-roll of lab</p>	<p><b>Voiceover</b> <b>TRT: 15</b></p> <p>Other noninvasive screening tests aren’t as effective in spotting cancer.</p>

<p>Images of NEJM article</p>	<p>They only check for blood in the stool, while Cologuard analyzes both blood <i>and</i> altered DNA.</p> <p>A large study found Cologuard detected over 90 percent of colon cancers in average risk patients.</p>
<p>On-camera Title: Kim Ryan Director of Information Services Fight Colorectal Cancer</p>	<p><b>SOT Kim Ryan</b> <b>03:26 – 03:35</b> <b>TRT: 09</b></p> <p>&lt;The prognosis for colorectal cancer, if you're diagnosed early, is actually very good which is the reason that we try and tell folks that it's a very preventable and beatable and treatable disease.&gt;</p>
<p>Dr. Simon and Alan</p> <p>Exteriors of Exact Sciences HQ</p>	<p><b>Voiceover</b> <b>TRT: 13</b></p> <p>Despite this advice, millions of Americans are not getting screened for colon cancer, leading to tens of thousands of deaths every year.</p> <p>Something Exact Sciences, the maker of Cologuard, hopes to correct.</p>
<p>On-Camera Title: Kevin Conroy President and Chief Executive Officer Exact Sciences</p>	<p><b>SOT Kevin Conroy</b> <b>12:41 – 12:55</b> <b>TRT: 14</b></p> <p>&lt;It's really hard for some physicians to get their patients to actually get screened. And as a company, Exact Sciences is committed to helping the physician make it a lot easier on getting the patient screened.&gt;</p>
<p>Cologuard broll</p> <p>For more information, visit <a href="http://www.CologuardTest.com">www.CologuardTest.com</a> or call 1-844-870-8870.</p>	<p><b>Voiceover</b> <b>TRT: 10</b></p> <p>For more information, please visit <a href="http://www.CologuardTest.com">www.CologuardTest.com</a> or call 1-844-870-8870.</p>