



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.

