

Get the Conversation Started on Colorectal Cancer

Don't assume your patients know about colorectal cancer.






Talk to your patients about the importance of having a screening and the different screening options available. 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 ages 50 to 75 who have 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.

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](#).
