EXACT SCIENCES®

*Entities using this material are responsible for and should pay close attention to the accuracy of the information about their company and the coverage details that they distribute via these materials or otherwise. This template is provided to any appropriately requesting entity, regardless of the manner in which they cover, recommend, or participate in the ordering of Cologuard. You may adapt the provided content to suit the needs of your organization, including the removal of the Exact Sciences logo.*

## Reminder to Schedule a Screening:

Hi <First Name>. It's time for your colon cancer screening. On time screening is important for your health. Call <XXX-XXX-XXXX> today to schedule your colon cancer screening. Thank you.

## Opt-In/Out Text:

Hi <First Name>. Colon cancer is a leading cause of cancer death. It often has no symptoms. That's why screening is important. To make screening easier for you, text YES to receive a COLOGUARD® kit by mail. Text NO to opt-out.

Hi <First Name>. [Health System] is mailing you a free colon cancer test to use at home called Cologuard®. Complete the test and ship back to the lab for testing. Questions? Call 1-XXX-XXX-XXXX. Text NO to opt-out. Watch more here https://exas.co/5cbib0

## Reminder Text Options:

Hi <First Name>. We haven't received your Cologuard® kit yet. If you need a new kit, please call Exact Sciences at 1-844-870-8870. To talk to your doctor, call <XXX-XXX-XXXX>. Thanks.

Colon cancer is a leading cause of cancer death. That's why it's important to complete your Cologuard® kit. Call 1-XXX-XXX-XXXX or watch here https://exas.co/5cbib0

Hi <First Name>. Just a friendly reminder to complete and return your Cologuard® kit in the next week. It's important for your health! More info https://exas.co/pqas71

Hi <First Name>. We noticed you haven't returned your Cologuard® kit yet. Please send it back soon. Watch how to complete https://exas.co/5cbib0

Make a goal to finish your screening today. Give a sample then send it back without leaving home. Schedule a pickup at Cologuard.com/UPS. Watch how to complete https://exas.co/5cbib0

We haven't received your sample, [First Name]. Your doctor needs it as soon as possible to determine the results. More info https://exas.co/pqas71

## Order Delayed:

Hi <First Name>. We want to send your Cologuard® kit, but we need more information. Please call Exact Sciences at 1-844-870-8870 as soon as you can, so we can send your kit. To talk to someone in your doctor's office, call <XXX-XXX-XXXX>. Thanks.

## Patients Who Cancel or Fail to Arrive for a Screening Colonoscopy:

Hi <First Name>. We missed you at your colonoscopy appointment. Did you know there are different colon cancer screenings, even ones you can use at home? Please call <XXX-XXX-XXXX> today to schedule the screening that's right for you. Thanks.

## Patients Who Cancel or Fail to Arrive for a Follow Up Colonoscopy:

Hi <First Name>. We missed you at your colonoscopy appointment. It is very important that we complete your colonoscopy after a positive Cologuard® result. Please call <XXX-XXX-XXXX> today to re-schedule. Thanks.

## 3-Year Rescreen Reminder:

Hi <First Name>. It's time for your colon cancer screening. Call <XXX-XXX-XXXX> today to schedule. Thank you.

Please note, the above scripts are not inclusive of any or all laws that may apply to text message advertising. It is your responsibility to include information and content which may be required under law. Exact Sciences is not responsible for any edits made and makes no representations or warranties with respect to the contents of these scripts and disclaims any liability associated with the use of any script contained herein.

© 2025 Exact Sciences Corporation. All rights reserved. M-US-CG-04320. May 2025.