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## 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.

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