

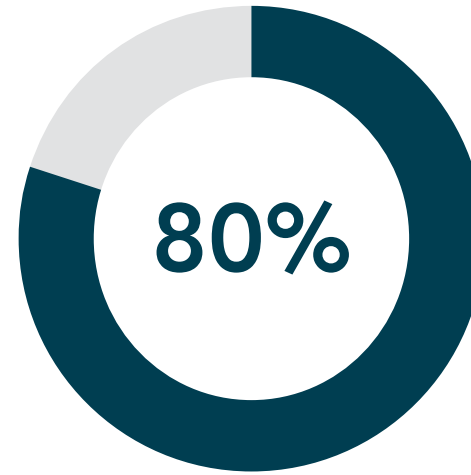
COMMUNITY OUTREACH INFORMATION 2021



COMMUNITY OUTREACH CAN BE AN EFFECTIVE WAY TO EDUCATE PATIENTS OUTSIDE OF THE PRACTICE



Nearly 90% of older adults have used social media to seek and share health information.¹



80% of US adults access health information via the internet.²

The National Cancer Institute noted that respondents with higher cancer information seeking behaviors also have higher screening adherence and preventive behaviors.³

1. Tennant B, Stellefson M, Dodd V, Chaney B, Chaney D, Paige S, Alber J. eHealth Literacy and Web 2.0 Health Information Seeking Behaviors Among Baby Boomers and Older Adults. *J Med Internet Res* 2015;17(3):e70. 2. <https://www.pewresearch.org/internet/2011/02/01/health-topics-4/>. 3. Wigfall, L. T., & Friedman, D. B. (2016). Cancer Information Seeking and Cancer-Related Health Outcomes: A Scoping Review of the Health Information National Trends Survey Literature. *Journal of health communication*, 21(9), 989–1005.

INFORMATION GUIDE

Throughout this guide you will find useful information to build awareness of the benefits of genetic testing in your community. Reach out to your local Myriad representative for more support with patient education information.

PAGE

RESOURCES

5

Health and Wellness 2021

MYGENEHISTORY™ HELPS WITH MORE THAN PATIENT IDENTIFICATION IN COMMUNITY OUTREACH.



Provides **online and accurate patient identification** based on guidelines from NCCN, USPSTF, and ASBrS



Gives you a simple and easy answer for whether your patient meets criteria for **hereditary cancer testing**



Patients can complete **before or during** their appointment to save time



Patient results are **sent instantly and securely** to your linked MyriadPro account



Prepopulates an **Electronic Test Request Form** for faster ordering and reducing the risk of errors

FOR MORE INFORMATION VISIT: myGeneHistory.com/signup

HEALTH & WELLNESS

WHY IS CANCER AWARENESS IMPORTANT RIGHT NOW?

COVID-19 Has Disrupted Cancer Screening, Leading to a Health Crisis of Delayed Cancer Diagnoses

>80,000

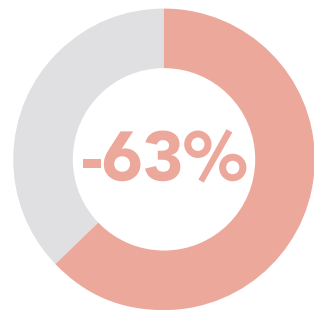
Cancer diagnoses potentially delayed¹

>36,000

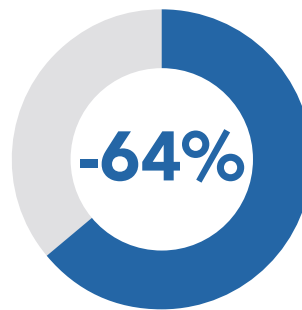
Breast cancer diagnoses potentially delayed¹

Now more than ever, it is crucial to identify the highest-risk patients who need screening and prevention.

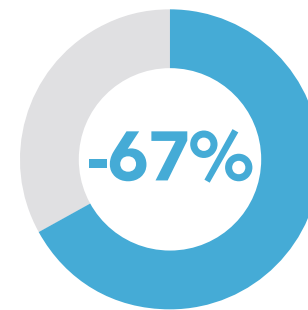
Missed Screenings in 2020*



Breast exams were reduced by 63%²



Colonoscopies were reduced by 64%²



Cervical exams were reduced by 67%²

*Between March 15 and June 16, 2020. Relative to the number of screenings that would be expected based on the historical average.

¹. Week Ending April 10 Compared to February 2020. IQVIA Real World Claims, April 17, 2020. ². "Delayed Cancer Screenings." Epic Health Research Network – A Second Look. (June 17, 2020). Retrieved from: <https://www.ehrn.org/articles/delayed-cancer-screenings-a-second-look>

HEALTH AND WELLNESS 2021 INFORMATION

Empower your patients to see you for their preventive health screenings in 2021 through this information to send to your patients.

Take Control of Your Future.

KNOW YOUR RISK FOR HEREDITARY CANCER.

As we say goodbye to 2020 and ring in the New Year, now is the perfect time to put yourself at the top of your priority list.

2020 provided everyone with a different set of challenges and obstacles, and for many, wellness visits and routine health screenings were delayed or canceled. The good news is, there are easy ways to take back control and prioritize your health during the New Year.

As part of your routine care with our office, we ask everyone to complete a cancer screening questionnaire. Through this simple assessment, we can determine if you might qualify for additional testing or cancer screening.

1 IN 4 WOMEN QUALIFY FOR HEREDITARY CANCER TESTING!
[Insert Customer myGeneHistory Link]

Once finished, you will receive immediate results and if you qualify, please contact us to set up an appointment. The insights you get from hereditary cancer testing help us better understand your cancer risks and personalize your care plan based on your genetic results. Don't wait to get the insights your genetics hold. Deciding that your health belongs on the top of your priority list is the best way to start 2021!

Thank you,
<insert provider name>
<insert provider contact info>

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SUGGESTED INFORMATION
myGeneHistory Option 1

DOWNLOAD

Take Control of Your Future.

PURPOSEFUL HEALTHCARE STARTS WITH KNOWING YOUR RISKS

This New Year, set the intention to make your health a priority in 2021.

For patients with a personal or family history of cancer, knowing your risks may be the most important thing you do for your health so that you can be proactive.


HEREDITARY CANCER TESTING IS PREVENTIVE HEALTHCARE

Your genetics are uniquely yours. Now is the time to ensure your medical care plan is equally unique. Unlock the power of your genetics and take control over your health.

We ask that you fill out a short screening questionnaire about your family cancer history: <insert office's myGeneHistory link>. If your result says that you should consider testing, please contact our office at <insert office contact information> to set up a visit to discuss your result.

Let's start 2021 with a focus on wellness. Thank you for being our patient and we look forward to caring for you throughout this year and many more!

Thank you,
<insert provider name>
<insert provider contact info>

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SUGGESTED INFORMATION
myGeneHistory Option 2

DOWNLOAD

Take Control of Your Future.

PURPOSEFUL HEALTHCARE STARTS WITH KNOWING YOUR RISKS

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For patients with a personal or family history of cancer, knowing your risks may be the most important thing you do for your health so that you can be proactive.


HEREDITARY CANCER TESTING IS PREVENTIVE HEALTHCARE

Your genetics are uniquely yours. Now is the time to ensure your medical care plan is equally unique. Unlock the power of your genetics and take control over your health.

We ask that you fill out a short screening questionnaire about your family cancer history: **Hereditary Cancer Quiz**. If your result says that you should consider testing, please contact our office at <insert office contact information> to set up a visit to discuss your result.

Let's start 2021 with a focus on wellness. Thank you for being our patient and we look forward to caring for you throughout this year and many more!

Thank you,
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SUGGESTED INFORMATION
Hereditary Cancer Quiz

DOWNLOAD

HEALTH AND WELLNESS 2021 INFORMATION

Hang posters in your office so that patients remember to discuss their family cancer history during their visit



POSTER
Family History Questions

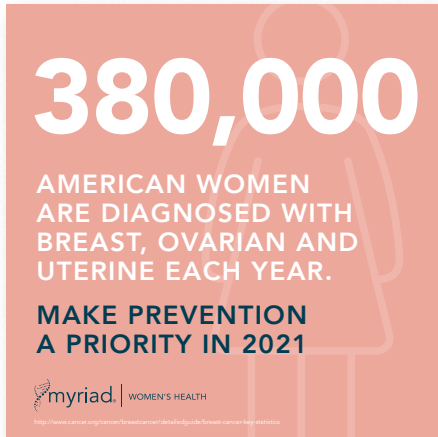
DOWNLOAD



POSTER
myGeneHistory™ QR Code for Your Office

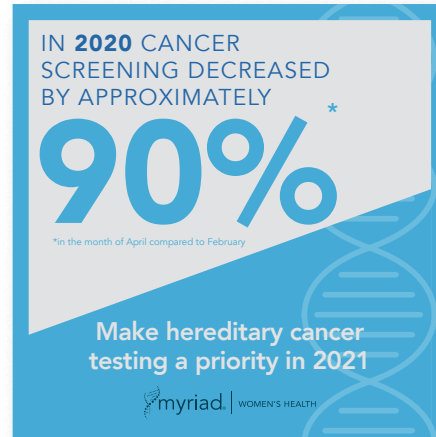
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HEALTH AND WELLNESS 2021 SOCIAL MEDIA



This image may help more of your appropriate patients gain access to myRisk.

This New Year, prioritize your health by talking to your healthcare about your risk of hereditary cancer or take the questionnaire in our bio to determine if you qualify for hereditary cancer testing.



This image may help more of your appropriate patients gain access to myRisk.

Talk to your healthcare provider to make sure you do not delay routine screening appointments during COVID-19. Remote genetic testing can help determine if you are at a higher risk of cancer and should consider additional screening during this time.



This image may help more of your appropriate patients gain access to myRisk.

Telemedicine visits have never been easier, and your healthcare provider can order hereditary cancer testing remotely.



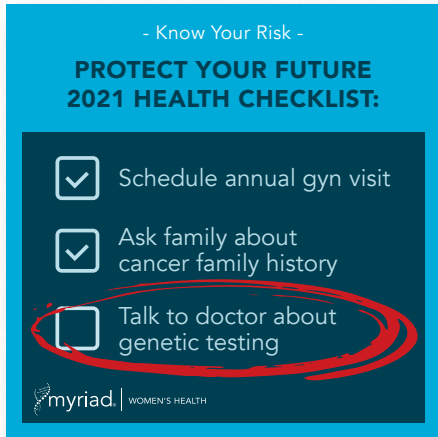
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LINK TO POST:

DOWNLOAD PHOTO PACK

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csccomments@myriad.com | 800-469-7423

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