

# Patient and Health Care Provider Education Package

Patient compliance is critical to effective screening programs. We are very proud to introduce the following useful tools to help physicians increase CRC awareness and patient compliance for taking screening tests.

**Hemoccult**<sup>®</sup>  
Fecal Occult Blood Tests



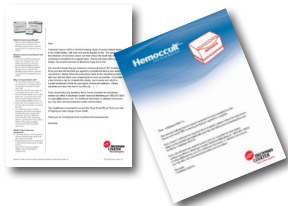
## Be CRC Aware and be a Life Saver

Visit [www.beckman.com/crcaware](http://www.beckman.com/crcaware) to download **FREE** tools



### Hemoccult ICT and Hemoccult II/Hemoccult SENA Patient Checklists

- What is a fecal occult blood test or fecal immunochemical test?
- The importance of colorectal cancer screening
- Why you need to take the test—even if you feel good
- Procedure overview with dietary/drug restrictions (if any)
- Patient confirmation card with reminder preference



### Personalized Patient Sample Collection Reminders

- Effective patient reminder communication tool
- Ability to personalize for each patient
- Technical support contact information for sample collection instructions
- Website address to view detailed sample collection videos



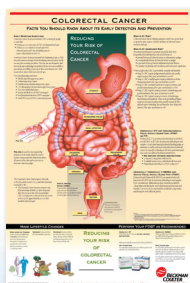
### Hemoccult ICT Patient and Hemoccult II/Hemoccult SENA Patient Sample Collection Videos

- Detailed patient education on the importance of CRC screening
- Intuitive step-by-step procedures—from sample collection to collection card mailing
- “Real life” demonstrations



### FREE-Webinars On-Demand

- “Screening for Colorectal Cancer in 2011—A Menu of Options Remains Relevant\*\*” by James Allison, M.D., FACP, AGAF
- **Earn 1.0 contact hour of Continuing Education Credit (CEU)**
- Check [www.beckman.com/crcaware](http://www.beckman.com/crcaware) for future Free webinars



### Colorectal Cancer Awareness Poster

- Anatomy of gastrointestinal system
- Great for on-site patient education and screening programs
- CRC screening guidelines recommended by The American Cancer Society
- Facts and statistics on early detection and prevention