

Example of TELECARE Tailored Letter

Dear **Jane**,

Thank you for speaking with us on **January 20, 2010**. This letter is personalized just for you and summarizes the information that we talked about over the phone. You will find information about your personal risk and the steps you can take to get a colonoscopy. In about two weeks, we will send another questionnaire for you to complete and return to us in the prepaid envelope that will also be provided. We appreciate your time and are glad to work with you in an effort to prevent colorectal cancer. Please feel free to contact our toll free number: _____ with questions or concerns.

We wish you well,

Photo
Name

Photo
Name

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Name

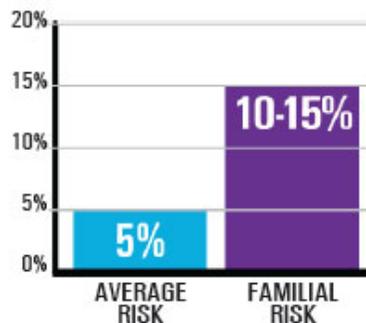
Cancer Risk Specialist

Principal Investigator

*Director of Familial Colorectal
Cancer Research Program*

1 You are at **increased risk** for colorectal cancer

- The risk of the average person is only 5% (5 in 100 people).
- The risk of developing colorectal cancer for people with a family history like yours is **10-15%** (10 -15 in 100 people) or **double** or **triple** that of other people in your same age group and gender.
- Your risk for colorectal cancer is increased because you have a **sister** who had colorectal cancer at age **51**.



2 **Bad news** and **good news** about colorectal cancer



- Colorectal cancer is the second leading cause of cancer deaths in the US.
- More than 50,000 people die from colorectal cancer every year.
- The good news is that having regular colonoscopies is the best way to catch colorectal cancer early or prevent it from happening at all.

Talk to your doctor TODAY about colonoscopy and your risk for colorectal cancer.

3 Colonoscopy saves lives!



- Colonoscopy is the recommended test for individuals at your risk.
- It allows the doctor to look inside the entire colon for any sign of cancer. If polyps are found, they can be removed before they turn into cancer. That's why colonoscopy is very effective in preventing and detecting colorectal cancer.
- The American Cancer Society and Huntsman Cancer Institute both recommend that you have a colonoscopy at least every 3 to 5 years.

4 Don't let anything get in your way!

- You said that you cannot afford a colonoscopy. However, prevention is much less expensive than treating a cancer. Call our HOPE line at [redacted] if you need financial help.
- You said that you feel undergoing a colonoscopy would be embarrassing. However, this is a routine procedure for your doctor, who will make sure you are comfortable. Rather than feeling embarrassed or ashamed, having a colonoscopy means you are taking charge of your health so you should be proud of making that decision.



This picture is tailored on participant's gender & race/ethnicity

“I got a colonoscopy recently and now I feel great! To be honest, it wasn't especially pleasant but getting one was really good for my peace of mind and so much better than getting colorectal cancer.”

5 Just follow these easy steps to protect your health

1 Contact a physician to obtain a referral	<p>You indicated that your first step to protect your health is to contact your employer to look into the cost of their health insurance coverage.</p> <hr/> <p>You indicated you would take this first step within one month.</p>
2 Contact a colonoscopy center to schedule an appointment	
3 Confirm that the colonoscopy center will verify insurance coverage	
4 Arrange a free day	
5 Find someone to drive you	

Please call our toll free number [redacted] or email us at [redacted] for more information about colorectal cancer and colonoscopy, or if you have any questions or concerns.

Visit our website for more information: