
File Name: Colorectal Screening Intervention Email 1: Prevention

Format: Email

Brief, [Copy needs](#)

Subject line: Colon cancer screenings are easier than you may think

Preheader: Get your copy of

Headline

Not everything you hear about screening for colon cancer is true

Learn what's a myth, what's true — and why you should call your doctor to get a preventive screening today.

Have you already been screened this year? Let us know!

<button> Call us

Email body

We know getting a colon cancer screening can be intimidating. To help alleviate any fears, we've outlined some of the top myths, as well as the truth.

Myth #1: Colon cancer screenings take a lot of time and effort

Truth: Colonoscopies are outpatient procedures that take just 10 to 40 minutes, on average, and then you can go home. Plus, most people only need one once every 10 years*. Remember that getting screened can help doctors detect cancer early, making it easier to treat. It's worth the time.

Myth #2: The preparation for a colonoscopy is scary

Truth: It's not as bad as you may think — or you've probably heard. The prep is probably nothing you haven't already been through. Plus, it doesn't last too long. Try scheduling a day off of work, so you can prepare at home. It takes about a day.

Myth #3: A colonoscopy is *the only way* to check for colon cancer

Truth: Did you know you test for colon cancer right in your home? No prep. No procedure. All you have to do is call <800.716.7737> (TTY: 800.955.8771), and we'll send you an at-home test kit. After you send your kit to a lab, we'll contact you to go over the results. We recommend taking an at-home test once a year to stay on top of your health.

[CALL OUT]

If you've received a screening in the last year, let us know!

Call a member of your Care Team know by calling <800.716.7737> (TTY: 800.955.8771) Monday through Friday 8 a.m. - noon. From October 1 to March 31, we offer extended hours from 8 a.m. - 8 p.m., seven days a week. You can also send us a message in your account by logging in online at myHFHP.org/login at any time.

[END CALL OUT]

*Your provider may recommend getting tested more frequently based on your health status and history. Call your primary care provider to learn who is right for you.