

Only 40% of CRC patients today receive guideline-recommended biomarker testing²

Testing for all biomarkers is one of the best ways to help ensure the right treatment from the start.

The list of actionable biomarkers for CRC is growing

Biomarker testing can help inform targeted treatments that improve outcomes, as well as predict lack of response to treatments.¹

That's why experts now recommend testing for 6 biomarkers that are guideline-recommended or have matched treatment.³

References:

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CLEAR YOUR VIEW

An initiative to drive the best treatment decisions with complete biomarker testing

Biomarker Testing Is Driving a New Standard of Care for Advanced Colorectal Cancer



Coby Neill

Stage IV colon cancer survivor

The Clear Your View awareness initiative encourages oncologists to conduct complete biomarker testing for all advanced colorectal cancer (CRC) patients before starting treatment.

Biomarker-driven therapy can improve survival for advanced CRC patients¹

Complete biomarker testing results can help determine which treatments will be most effective.

Biomarker testing can also help patients avoid treatments that are likely to be ineffective.²

60% of CRC patients have a biomarker that predicts poor response to anti-*EGFR* therapy.²

Physicians are in the driver's seat to help their CRC patients get the best treatment



Coby Neill

Stage IV colon cancer survivor

Complete biomarker testing gave Coby hope for a longer life

Coby is an artist and family man. When he was diagnosed with stage IV colon cancer, one oncologist told him he had six months to live. His cousin who works in the healthcare field recommended he get complete biomarker testing. That changed everything. Results showed Coby had a *HER2* gene mutation found in 5% of CRC patients.⁴ He immediately began treatment through a clinical trial. Almost immediately, the pain subsided. More than three years later, Coby is disease stable, creating his artwork and spending time with his grandchildren in Ozark, Missouri.



Marie Sander

Stage IV colorectal cancer survivor

Biomarker testing helped validate the right path for Marie

Marie is a breast cancer survivor. When routine blood work showed an iron deficiency, CRC screening via a stool test was prescribed. A colonoscopy confirmed it. She had stage IV colorectal cancer, metastasized to her liver. Marie soon had surgery, then chemotherapy, and after progression, additional surgery and chemotherapy. Things

seemed to be getting better, but a new tumor was found. Her oncologist recommended complete biomarker testing. The results came back negative. Knowing this, she felt confident proceeding with chemotherapy. There was metastasis once more, and again negative biomarker results reassured Marie to stay with her plan. Her last chemotherapy session took place in 2016 and today she remains disease free.



LuAnn D

Stage IV colorectal cancer survivor

Knowing her biomarkers provided LuAnn a more complete picture

LuAnn did not get a colonoscopy until age 53. After all, she didn't notice any symptoms. When her gastroenterologist (GI) found a mass in her cecum, things went dark for LuAnn. For the next year, it was chemotherapy. She dealt with the hair loss and weakness. Soon she had surgery followed by more chemotherapy and things seemed to be improving. But when a recurrence was discovered, her oncologist suggested additional biomarker testing. Results revealed new mutations. LuAnn started an FDA-approved immunotherapy and after only two rounds, there was no more evidence of the cancer. She wants biomarker testing to be part of her ongoing treatment plan.

www.ClearYourView.org

To join the effort to raise awareness, please contact:

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