



## COLONOSCOPIES: ONE DAY OF INCONVENIENCE FOR A LIFETIME OF WELLNESS

*"Every year it ended up on the bottom of my to do list. I had so many excuses. The copay was too high. I'll get it as soon as I finish this project. Why worry when there's no history of cancer in my family, much less colon cancer. I had been sacrificing time and money for a personal trainer but couldn't commit to a colonoscopy."*



### INCONVENIENCE OF COLONOSCOPY

VS

### INCONVENIENCE OF CANCER TREATMENT



Drinking prep and subsequent diarrhea

Time off of work for a day

Grogginess from the anesthesia  
needed for the procedure

Fear of the procedure

Possible rare complications

Insurance co-pay and/or deductible for  
the procedure

Embarrassment about rectal exam

Shock of colorectal cancer diagnosis

Time off work for radiation,  
chemotherapy, and/or surgical  
treatments

Temporary/permanent side effects  
from cancer treatments

Fear of cancer and possible death

Lasting complications from radiation,  
chemotherapy, and/or surgical  
treatments

Co-pays and deductibles for long-term  
cancer treatments

Embarrassment about rectal or bowel  
reconstruction



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