



ScreenCancer

For more information contact:

Christian Horn, CEO

Phone: +47 90163153

Christian.horn@screencancer.com

*FOR IMMEDIATE RELEASE*

## **SCREENCANCER ADDS INSURE® FIT™ COLORECTAL CANCER SCREENING TEST TO EUROPEAN CANCER SCREENING PROGRAM**

**February 26th, 2009** – ScreenCancer AS, a Norwegian company offering cancer screening management services to employers, insurance companies and individuals, today announced that it has added the InSure® FIT™ take-at-home colorectal cancer screening test to its European Cancer Screening Program. The company’s two-year distribution agreement with Enterix [Inc.](#), a subsidiary of Quest Diagnostics Incorporated (NYSE: DGX), the world leader in diagnostic testing, information and services, grants ScreenCancer limited exclusive rights to offer InSure FIT in 24 countries of the European Economic Union, including France, Germany and the U.K.

Colon cancer is the second most common form of cancer in Europe. In 2004, 376,400 people contracted the illness while 203,700 colon cancer patients died. Despite considerable progress in treatment, the mortality rate in Europe has remained high and it has been concluded that it can only be reduced through an intensive campaign of prevention and screening.<sup>12</sup> Medical experts recommend annual screening for all patients over age 50 at average risk, younger for those at higher risk.

“We are pleased to provide annual colorectal cancer screening with InSure FIT to our customers,” said Christian Horn, CEO of ScreenCancer. “Colorectal cancer is often treatable and even preventable when caught early, which is why annual screening with the InSure FIT test is so important. The test has been shown to be highly effective in helping to detect colorectal cancers earlier, and, we believe, is the easiest test for patients to use, making it an important component of our program designed to increase screening rates for the major cancers.”

InSure FIT features a unique long-handled blue brush to collect two water-based samples – rather than the solid samples required by other FITs (fecal immunochemical tests) or FOBTs (fecal occult blood tests) – and does not require any change in patient diet or medication. In one study, patients were 66% more compliant in completing their InSure FIT test compared to a leading guaiac-based FOBT test.<sup>3</sup> Information about the InSure FIT test is available at [www.doyouhavetheguts.com](http://www.doyouhavetheguts.com).



ScreenCancer

A recent interim study conducted at the Flinders Centre for Innovation in Cancer (Australia) and presented at the annual Digestive Disease Week Conference in May 2008 found that, in patients with a family or personal history of colorectal cancer or adenoma who completed an annual FIT, detection of cancerous lesions occurred an average of 26.5 months earlier than would have occurred during the three- or five-year study-required colonoscopy alone. Detection of precancerous lesions in this group occurred 18.4 months earlier.<sup>4</sup>

“Quest Diagnostics is committed to expanding the number of people getting screened annually for colorectal cancer, and ScreenCancer is a valued partner in that endeavor,” remarked Paul Rust, Quest Diagnostics’ Vice President, Point of Care Testing. “ScreenCancer’s introduction of an innovative, comprehensive cancer screening program in the European commercial market, combined with tests such as the InSure FIT colorectal cancer screening test, promise to help improve cancer screening rates, and as a result, through early detection, help save lives.”

### **About ScreenCancer, AS**

ScreenCancer AS provides cancer screening management services to self-insured employers and individuals. ScreenCancer offers a private alternative where little or no public cancer screening program exists. With a panel of the leading screening tests for several major cancers, and clinical follow-up by experts in the field, ScreenCancer provides a method for employers and individuals to help reduce the risk and negative effects of cancer. For more information, please visit the company’s web site at [www.screencancer.com](http://www.screencancer.com).

---

<sup>1</sup> Classen, Lambert, “Colorectal Cancer Screening in Europe, a Survey of the International Digestive Disease Alliance between November 2004 and March, 2007”

<sup>2</sup> Boyle, P., Ferlay, J., “Cancer incidence and mortality in Europe. Ann Onco 2005; 16: 481-488

<sup>3</sup> Cole SR, Young GP, Esterman A, Cadd A, Morcom J. A randomised trial of the impact of new faecal haemoglobin test technologies on population participation in screening for colorectal cancer. J Med Screen 2003;10:117-122.

<sup>4</sup> The study abstract is published in the April 2008 supplement of *Gastroenterology*