Testing for Colorectal Cancer Has Been Anything but Routine—Until Now.

Compliance rates for recommended colorectal cancer testing are dismal. The SimpliPro Colon™ test is a laboratory service designed to reverse that trend with a noninvasive blood test service that measures specific protein markers and fits seamlessly into routine patient workups for those with an elevated risk* for colorectal cancer.
The Best Test is the One That Gets Done

99.5%\(^2\)

Compliance reported with blood test

Better Colorectal Cancer Testing Compliance Results in Early Detection

**62%\(^3\)**
Colonoscopy compliance

**28%\(^4\)**
Fecal test compliance

**90%\(^5\)**
5-year survival rate, if detected early

**13%\(^5\)**
5-year survival rate, if detected in late stages

*Elevated-risk patients are defined as those who presented with the symptoms observed in the SimpliPro Colon test studies.*
Introducing the SimpliPro Colon™ Test

The SimpliPro Colon™ test is a laboratory service available only to healthcare providers to enable better compliance for diagnostic colonoscopy for patients presenting with symptoms associated with colorectal cancer. It is a blood-based test that measures and analyzes 11 protein markers associated with a risk of colorectal cancer. As a group, these proteins have been found to correlate with a higher or lower risk of positive diagnosis of colorectal cancer and/or advanced adenoma using diagnostic colonoscopy.

Its unique combination of convenience and performance makes the SimpliPro Colon test ideal for helping to drive greater compliance for colonoscopy.

Making Compliance the New Routine

- The SimpliPro Colon test requires only a blood draw and can be performed in your office or lab.
- There are no new procedures for you and your staff to learn.
- There is no handling of feces or waiting for at-home tests to be returned.

Seamless Integration

The SimpliPro Colon test is administered like other blood tests, fitting ideally into your practice’s routine.

Increased Compliance

The SimpliPro Colon test may help increase compliance for colonoscopy among your elevated-risk patients.
Ideal For Elevated-Risk Patients*

There are many risk factors associated with colorectal cancer and its symptoms can take various forms. The symptoms associated with subjects in the development studies included:

- Unexplained weight loss
- Anemia
- Change in bowel habits or consistency of stool, including diarrhea or constipation
- Abdominal discomfort such as cramps, gas, or pain
- Blood in stool
- Rectal bleeding
- Distension of the abdomen
- Palpable mass

The SimpliPro Colon test is not intended for use as a screening test or for asymptomatic patients.

The SimpliPro Colon test is developed and is offered by Applied Proteomics, Inc., in its Clinical Laboratory Improvement Amendments (CLIA) certified and the College of American Pathologists (CAP) accredited laboratory in San Diego, CA.

*Elevated-risk patients are defined as those who presented with the symptoms observed in the SimpliPro Colon test studies.
Test Attributes + Convenience = The Ideal Choice for Noninvasive Colorectal Cancer Testing

Test Attributes

Colorectal Cancer

- 81%\(^6\) sensitivity in all stages of colorectal cancer (stages I-IV)
- 75%\(^6\) sensitivity in early stages of colorectal cancer (stages I-II)
- 88%\(^6\) sensitivity in late stages of colorectal cancer (stages III-IV)
- 78%\(^6\) specificity

Advanced Adenoma

- 45%\(^6\) sensitivity
- 80%\(^6\) specificity

1,605\(^6\)

Patients included across multiple studies in the development of the SimpliPro Colon™ test.*

Seamless Integration + Higher Compliance + Early Detection through Diagnostic Colonoscopy = Lower Mortality

*A total of 1,605 patients were included in the development of the SimpliPro Colon test for colorectal cancer and advanced adenoma. 1,347 patients were studied for colorectal cancer only.
The SimpliPro Colon™ test results are delivered in a concise, easy-to-read report. Separate results that indicate a higher or lower risk of positive diagnosis of colorectal cancer and advanced adenoma using diagnostic colonoscopy.
Here for You and Your Patients From Start to Finish

Our Customer Care team is standing by to provide everything you need to administer the SimpliPro Colon™ test, coordinate shipping to our CLIA lab, and process billing and insurance claims.

The SimpliPro Colon Test Process

1. Patient arrives fasted for blood work
2. Utilizing the provided phlebotomy tools, draw the patient’s blood
3. Following the instructions for use provided, prepare the sample and package for shipping
4. The patient’s sample is analyzed via enzyme-linked immunosorbent assays (ELISA) at Applied Proteomics’ CLIA-certified and CAP-accredited lab
5. Within 7-10 business days, the patient test report will be faxed to your office

Billing Made Simple

Applied Proteomics will...

- Bill all private insurance and Medicare on your patients’ behalf
- Directly bill cash-paying patients
- Bill all applicable co-pays and deductibles

Applied Proteomics, the makers of the SimpliPro Colon test, offer CarePRO™, a financial assistance program that aligns with the federal poverty guidelines to assist patients who may qualify.

Please contact Customer Care for more information at 1.844.5.SIMPLI (844.574.6754).
The SimpliPro Colon™ Test
Making Compliance the New Routine.

The SimpliPro Colon Test Requirements

Patient to fast for at least eight hours prior to blood draw.

Centrifugation of sample.

Samples to be shipped to our CLIA lab on dry ice. If your office does not currently have access to dry ice, please call 1.844.5.SIMPLI (844.574.6754), and we will assist you.

For more information or to learn how to order, contact:
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References: