Colorectal Cancer Alliance Launches Online Hub Demystifying Unexpected Home Delivery of Screening Tests

Alliance & Abbott Partner to Educate and Encourage CRC Screening Adherence



Use-at-home screening tests can detect colorectal cancer, and some can detect pre-cancerous conditions, too.

WASHINGTON, DC, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Key Takeaways:
• Colorectal cancer is the second deadliest cancer in the U.S. but has a 91% survival rate when caught early.
• Health plans are increasingly mailing use-at-home screening kits, like the Cologuard® test, directly to eligible members to increase screening participation.
• The Colorectal Cancer Alliance and Abbott have launched a new online hub to explain why people receive these kits and how to use them at crcancer.org/screenhub.

Colorectal cancer (CRC) is the second deadliest cancer in the United States, yet it's also one of the most preventable and treatable, with a 91% survival rate when caught early through timely screening.* To make screening easier and more convenient, health insurance plans and preventive care programs are proactively mailing screening kits, like Cologuard, directly to members' homes once they become eligible. When these kits arrive the recipient may wonder why, or what to do next. To close that information gap, the Colorectal Cancer Alliance is partnering with Abbott, maker of the Cologuard® test, to launch a new online hub answering common questions about this program. The hub is designed to promote patient education and encourage screening participation to help save lives.

Why Recipients Get a Kit
Use-at-home screening tests can detect colorectal cancer, and some can detect pre-cancerous conditions, too, helping to save lives. Insurance companies review a member's age and health information against national screening guidelines to identify who is due for colorectal cancer screening. Kits are then sent directly to members' homes, removing the hassle of scheduling and

making screening easier to complete.

> This Hub gives people clear, trustworthy answers so they feel confident completing their screening instead of setting it aside."
>
> *Michael Sapienza, CEO of the Colorectal Cancer Alliance*

Use-at-home screening kits are FDA-approved medical devices—not scams or junk mail. They arrive sealed in official packaging with detailed instructions, and are offered at no extra cost as a covered health benefit.

"Too often, people receive one of these test kits in the mail and simply don't know what it is or why they got it," said Michael Sapienza, CEO of the Colorectal Cancer Alliance. "That confusion can mean a delayed or missed screening that might have prevented colorectal cancer. This Hub gives people clear, trustworthy answers so they feel confident completing their screening instead of setting it aside."

Who It's Intended For

Use-at-home screening kits are designed for adults age 45 and older who are at average risk for colorectal cancer, meaning no symptoms and no personal or family history of conditions associated with increased CRC risk, such as precancerous polyps or inflammatory bowel disease.

Anyone with CRC risk factors or active symptoms like blood in the stool should talk to their healthcare provider first, as a colonoscopy is the better next step for them. Additionally, an abnormal result from a stool-based screening test always requires a follow-up colonoscopy.

"Cologuard has helped millions of people get screened for colorectal cancer from the comfort of their homes, but we know that many people still have questions when they receive a kit from their health plan," said Paul Limburg, M.D., chief medical officer, screening, Abbott's cancer diagnostics business. "By partnering with the Colorectal Cancer Alliance on this hub, we're helping to make sure people have the information they need to trust the process and take appropriate action to protect their health."

Learn More

To learn more about the program, visit the information hub at: crcancer.org/screenhub.
To learn more about colorectal cancer risk factors, symptoms, and screening options, visit getscreened.org.

About The Colorectal Cancer Alliance

The Colorectal Cancer Alliance is the leading patient advocacy organization dedicated to ending colon and rectal cancers. The Alliance helps people facing the disease today, while innovating toward a future where fewer people are diagnosed and more lives are saved. Founded in 1999 and headquartered in Washington, D.C., the Alliance invests in innovation, supports patients and families, champions awareness and advocacy, and builds community to ensure no one faces this

disease alone. For more information, visit colorectalcancer.org or call the helpline at (877) 422-2030. Connect with us on Facebook, Instagram, X, YouTube and TikTok.

* Siegel RL, Wagle NS, Star J, et al. Colorectal cancer statistics, 2026. CA Cancer J Clin. 2026;e70067.

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