



# ROLLIN' COLON

Congratulations on your decision to host a colorectal cancer (CRC) vendor booth! We commend you for your commitment for spreading awareness around CRC. The ScreenD team would like to assist you in the preparation by providing you some resources along with the [Rollin' Colon](#) for display at your booth.

**In this packet, you will find:**

## CRC Vendor Booth Resources

- ***Conversations with Insurance Provider*** - This document helps patients identify their risk for CRC and determine how to approach their insurance provider about coverage.
- ***What's Covered*** - This document is an easy-to-understand resource that displays the most common types of health insurance and what the standard coverage is for CRC.
- ***Staying Ahead of the Curve*** - This infographic shares basic information about colorectal cancer and the types of screening options.
- **Rollin' Colon Instructions** - Step-by-step guide on all things rollin' colon
- **Visual Aid Information** - We provide a couple visual aids to enhance the rollin' colon educational experience.
- **Colorectal Cancer Swag** - Where to find colorectal cancer promo items for your vendor booth

**For more resources or to request customized resources, visit [screend.org](https://screend.org) or contact Nikki at [nmedalen@qualityhealthnd.org](mailto:nmedalen@qualityhealthnd.org)**

# Conversation with your Insurance Provider

UNDERSTAND YOUR COVERAGE AND GET YOUR QUESTIONS ABOUT COLORECTAL SCREENING ANSWERED!



## Step 1 - Prepare

Things to remember before calling your insurance company:

- You are the subscriber to your insurance plan.
- You are calling to verify your benefit coverage.
- You might have to select several prompts before getting connected to a representative.

## Step 2 - Identify your risk

### Do you:

- Have a family history of colorectal cancer or polyps?
- Have a personal history of colorectal cancer, polyps, or ulcerative colitis?
- Have 8 or more years of diagnosed personal history of Irritable Bowel Disease?

Yes

Yes

Are you between 45 and 85 years old?

You are considered high risk.

No

You could still be considered high risk.

No

Are you between 45 and 85 years old?

Yes

You are average risk.

No

It is likely you do not need to screen at this time. Please speak to your health care provider to discuss further.

### Average Risk

- “Hello, I’m calling because I am interested in being screened for colon cancer. Can you please tell me if my plan covers this?”
- “I’m concerned that I will receive a bill for these tests, is there a percentage I should expect to pay out of my own pocket?”

### High or potentially high risk

- “Hello, I’m calling because I am interested in being screened for colon cancer. Can you please tell me if my plan covers this?”
- “I think I am high risk for colon cancer because [state reason(s) why]. Is there anything my provider or I need to do to ensure a colonoscopy is covered?”
- “I’m concerned that I will receive a bill for these tests. Is there a percentage I should expect to pay out of pocket?”

## Step 3 - Call

Find your insurance card and call the number on the back.

*If your insurance coverage indicates you might receive a bill you feel you cannot afford, call NDCRCIS at [\(833\) 220-2981](tel:8332202981)*

# STAYING AHEAD OF THE CURVE ...

## What You Should Know About Colorectal Cancer

✔ Colorectal Cancer is often a silent disease. Usually, there are no symptoms. That is why getting screened is so important.

✔ You can reduce your risk of colorectal cancer with routine screenings beginning at age 45.

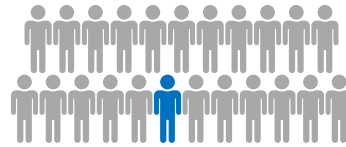
✔ #1 cancer killer among people younger than 50 in US.

### Colorectal Cancer is the ...

**3<sup>rd</sup>** MOST DIAGNOSED CANCER  
AND  
**2<sup>nd</sup>** LEADING CAUSE OF  
CANCER-RELATED DEATHS  
(among cancers that affect both men and women)  
**In North Dakota.**

**1 in 23**

Lifetime risk of colorectal cancer for men



**1 in 26**

Lifetime risk of colorectal cancer for women



**IN NORTH DAKOTA...**

**360**

Estimated new cases of colorectal cancer this year

**110**

People will die from colorectal cancer this year

	<b>Colonoscopy</b> (Visual Exam)	<b>Multi Stool DNA Test</b> (Cologuard)	<b>FIT/FOBT</b> (Fecal Immunochemical Test/Fecal Occult Blood Test)
<b>How is the test done?</b>	The doctor uses a scope to look for and remove polyps (growths) in the colon/rectum	The lab looks for abnormal DNA and blood in the stool 💩 sample	The lab detects blood in the stool 💩 sample
<b>Who should be screened?</b>	Adults at high or average risk	Adults 45+ at average risk	Adults at average risk
<b>How often do I need it?</b>	Every 10 Years (Adults at high risk may need more frequent testing as recommended by their healthcare provider.)	Every 3 years	Once a year
<b>Is it invasive?</b>	Yes	No, used at home	No, used at home
<b>Do I have to do any prep?</b>	Yes, full bowel prep including fasting and laxatives	No	No/Yes (FIT does not require changes to diet or medications; FOBT required changes to diet or medication.)
<b>How long will it take?</b>	1-2 days for bowel prep and procedure	The time it takes to collect a sample	The time it takes to collect a sample
<b>Will my test be covered?</b>	Covered by most insurance	Covered by most insurance	Covered by most insurance
<b>What if I have a positive result?</b>	Polyps (growths) removed and examined	Follow-up colonoscopy	Follow-up colonoscopy

# WHAT'S COVERED?

Listed are the most common forms of insurance. Find the one that applies to you to see what is covered for your colorectal cancer screening.

## Private Insurance

Affordable Care Act (ACA) Plans, also known as “Metallic” plans. Most HSA plans are also in this category.

All screening types and follow up 100% covered. See plan documentation regarding surveillance or diagnostic colonoscopy.

## Private Insurance

Non-ACA Plans, also known as “grandfathered” plans.

Coverage of services by each individual or group insurance plan may differ. See your specific plan documentation or call the number on the back of the insurance card to verify coverage.

## NDPERS PPO/Basic Grandfathered Health Plan by Sanford Health Plan

FIT Test 100% Covered. \$200 benefit towards screening once per benefit year. See your specific plan documentation or call the number on the back of the insurance card to verify coverage.

## North Dakota Medicaid and Medicaid Expansion Medicaid beneficiaries may be subject to Client Shared

All screening types and services 100% covered.

## Medicare Part B Medicare

Advantage plans may require Advance Notice or pre-authorization.

All screening types and follow up 100% covered. For Preventative Diagnostic Colonoscopies: 85% through 2026 90% through 2029 then 100% from 2030. See your plan for more information.

## Uninsured

North Dakota Colorectal Cancer Screening Initiative (NDCRCSI) is serving uninsured and underinsured at participating clinics. If you qualify, all screening types and services are 100% covered.



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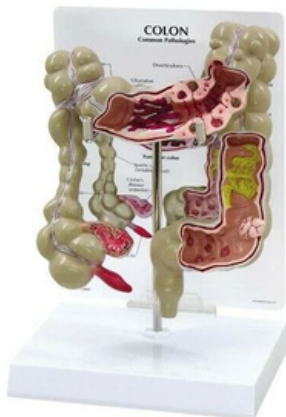


The Rollin' Colon is an inflatable is an educational reproduction of the human colon, featuring three-dimensional large-scale representations of polyps, colitis, and different stages of colorectal cancer.

## About the Rollin Colon:

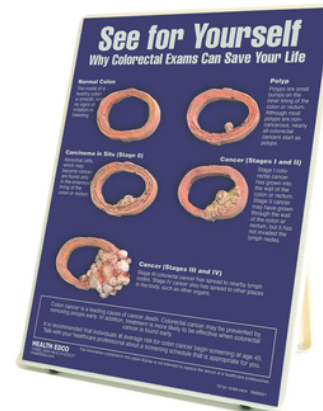
- 10' High, 32' Long, 12' Wide
  - When packed up for storage or transportation, the inflatable colon takes a space approximately 4' cubed.
  - Weight: approximately 250lbs including the blower.
  - Requirements: One 110V outlet is required for the blower to keep the exhibit inflated.
  - Transportation requires a large SUV, pickup, or small trailer (provided).
  - It is highly recommended to set this up indoors, as the wind can easily move it or blow it down.
- Once you request the Rollin Colon on [crc.screend.org/rollin-colon](http://crc.screend.org/rollin-colon), you will receive an email from Jon ([jgardner@qualityhealthnd.org](mailto:jgardner@qualityhealthnd.org)) to coordinate transportation of the Rollin' Colon.

The Rollin' Colon will come with these 2 educational items:



This model depicts appendicitis, cancer, Crohn's disease, diverticulitis, spastic colon, ulcerative colitis, and other common pathologies.

6" x 7½" x 2½".



This display lays out these simple facts and enhances them with medically accurate cross sections of the colon in varying stages of cancer development.

9" x 12".

Find CRC Swag! (Click the links)

- [Oriental Trading](#)
- [Amazon: CRC Awareness](#)
- [Zazzle](#)
- [ebay](#)
- [Etsy](#)