



## InSure® ONE™

Helping your patients  
with easy-to-use,  
in-home colorectal  
cancer screening

### Sonora Quest offers an effective, annual screening solution


InSure® ONE™ is a sensitive, patient-friendly screen for colorectal cancer (CRC) and other sources of GI bleeding. The InSure ONE fecal occult blood test qualitatively detects human hemoglobin from blood in fecal samples.<sup>1</sup> It **should be ordered once annually and can be done in the safety and comfort of a patient's home.**


InSure ONE is the only FIT test that is performed using toilet water collected from a single bowel movement. There is **no stool collection or handling required, and there are no dietary or medicinal restrictions.** This helps increase the likelihood your patient will actually complete the test.


### InSure ONE helps improve screening compliance


InSure ONE can help your patients more easily screen for colorectal cancer, leading to improved compliance. Increased compliance can lead to **earlier detection of colorectal cancer and an improvement in quality measures.**

Designed for in-home collection, the kit offers several advantages:

 Water-based collection method

 Convenient use, at-home privacy

 No fecal handling

 In-network with most major insurance providers

### FIT testing is supported by medical guidelines

American Cancer Society (ACS),<sup>1</sup> US Preventive Services Task Force (USPSTF),<sup>2</sup> and US Multi-Society Task Force (USMSTF)<sup>3</sup> guidelines support FIT for colorectal cancer screening.

- USMSTF recommends FIT testing, such as InSure ONE, as **Tier 1 for CRC screening**<sup>3</sup> versus Tier 2 recommendation for stool DNA
- According to the USMSTF, annual FIT is **more effective** and less costly<sup>3</sup>
- **For ages 45+** —screening guidelines from the ACS<sup>1</sup> and the USPSTF<sup>2</sup>

**1**  
test per  
patient

### Nearly 150,000 new cases of colorectal cancer

are expected in 2021, which is the third leading cause of cancer death in men and women in the US.<sup>4</sup>

### What patients need to know about InSure ONE

**Make sure your patients screen correctly once a year by:**

- Reading the instructions inside the collection kit before starting the test
- Following the directions provided to properly collect the water sample and ensuring no stool is applied to the test card

## How to get started

- Start ordering InSure ONE kits (supply #18067) using our Provider Portal at **Providers.SonoraQuest.com** or through our Quantum® system.
- Sonora Quest will deliver the kits to your practice at no cost, based on usage and test completion.
- Refer to the instructions provided with the collection kit for sample collection and handling.
- **Distribute kits to average-risk patients aged 45+ during annual wellness visits.** A completed requisition form should be printed and placed in the business reply envelope found inside the test kit envelope prior to the patient leaving the office.



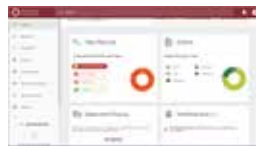
### The kit includes:

- Patient instructions for use
- A test card
- 2 long-handled brushes
- 2 waste bags

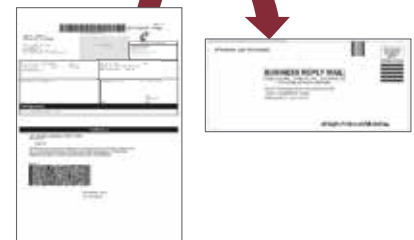
## Order InSure ONE in just 2 easy steps:

- 1** Place the stand-alone order in Quantum or your EMR

**Test code 11290** can be used for all InSure ONE orders, Medicare and non-Medicare



- 2** Print a copy of the requisition and place in the postage-paid reply envelope found inside the kit before the patient leaves the office



## Test ordering information

Test name	Test code	CPT code(s)
InSure Fecal Globin by Immunochemistry	11290	82274, (HCPCS:G0328)



To learn more about InSure ONE, or to sign up for our Quantum system, contact your Sonora Quest Laboratories Account Manager or call 1.866.766.6721, ext. 5285.

### References

1. American Cancer Society. Colorectal cancer screening guidelines. Accessed March 27, 2020. <https://www.cancer.org/health-care-professionals/american-cancer-society-prevention-early-detection-guidelines/colorectal-cancer-screening-guidelines.html>
2. US Preventive Services Task Force. Colorectal cancer: screening. Published June 15, 2016. Accessed March 27, 2020. <https://www.uspreventiveservicestaskforce.org/uspstf/recommendation/colorectal-cancer-screening>
3. Rex DK, Boland CR, Dominitz JA, et al. Colorectal cancer screening: recommendations for physicians and patients from the US Multi-Society Task Force on colorectal cancer. *Am J Gastroenterol.* 2017; 112(7):1016-1030. doi: 10.1038/ajg.2017.174
4. American Cancer Society. Key statistics for colorectal cancer. Revised January 12, 2021. Accessed April 16, 2021. <https://www.cancer.org/cancer/colon-rectal-cancer/about/key-statistics.html>

The CPT® codes provided are based on American Medical Association guidelines and are for informational purposes only. CPT coding is the sole responsibility of the billing party. Please direct any questions regarding coding to the payer being billed.

Image content features models and is intended for illustrative purposes only.

### SonoraQuest.com

Sonora Quest Laboratories, any associated logos, and all associated Sonora Quest Laboratories registered or unregistered trademarks are the property of Sonora Quest Laboratories. All third party marks —® and ™—are the property of their respective owners. © 2021 Sonora Quest Laboratories. All rights reserved. 9/2021