

# InSure<sup>®</sup> FIT<sup>™</sup>

Fecal Immunochemical Test

Colorectal Cancer Screening  
That's Easier to Live With

Offer your patients  
a colorectal cancer  
screening test they  
may actually use.



InSure<sup>®</sup> FIT<sup>™</sup> boosts compliance<sup>1</sup>  
with a patented water-based  
collection method and 2 samples  
on a single card.

**87%**

sensitivity for colorectal cancer<sup>2,3</sup>

**98%**

specificity<sup>3</sup>

**66%**

increase in patient compliance versus a  
guaiac-based fecal occult blood test (gFOBT)  
was found in one study<sup>1</sup>

**No**

handling/smearing of dry, solid fecal material<sup>3</sup>  
dietary or medicinal restrictions<sup>3</sup>

PROVEN



# InSure® FIT™ can make colorectal cancer screening easier.

	<b>InSure® FIT™</b>	<b>Hemoccult® SENSE®</b>	<b>Hemoccult® ICT®</b>
<b>Dietary and medicinal restrictions</b>	<b>No</b> No special dietary or drug restrictions <sup>3,4</sup>	<b>Yes</b> Restricted drugs and foods include non-steroidal anti-inflammatory drugs, vitamin C, fruit juices, and red meats, among others <sup>5</sup>	<b>No</b> No special dietary or drug restrictions <sup>6</sup>
<b>Special toilet preparation</b>	<b>No</b>	<b>Yes</b> Multi-step process involves careful placement by patient of tissue with or without plastic wrap in toilet bowl to capture stool for sampling <sup>5</sup>	<b>Yes</b> Multi-step process involves careful placement by patient of either tissue and plastic wrap or a clean, dry container (e.g., pie tin or paper plate) in toilet bowl to capture stool for sampling <sup>6</sup>
<b>Sample collection process</b>	<b>Unique water-based collection</b> <sup>3,4</sup>	<b>Dry, solid fecal sample collection</b> <sup>5</sup>	<b>Dry, solid fecal sample collection</b> <sup>6</sup>
<b>Sample collection tool</b>	<b>Unique long-handled brush</b> <sup>3,4</sup>	<b>Stick applicator</b> <sup>5</sup>	<b>Stick applicator</b> <sup>6</sup>
<b>Fecal handling</b>	<b>No</b> Gently brush surface of stool and swirl brush in toilet water <sup>3,4</sup>	<b>Yes</b> Collect dry, solid fecal sample on a stick <sup>5</sup>	<b>Yes</b> Collect dry, solid fecal sample on a stick <sup>6</sup>
<b>Fecal smearing</b>	<b>No</b> Toilet water collected on brush is applied to test card <sup>3,4</sup>	<b>Yes</b> Dry, solid fecal sample collected on stick must be smeared on test card <sup>5</sup>	<b>Yes</b> Dry, solid fecal sample collected on stick must be smeared on test card <sup>6</sup>
<b>Number of samples needed</b>	<b>2</b> One sample from each of 2 bowel movements <sup>4</sup>	<b>6</b> 2 fecal samples on 3 different days <sup>5</sup>	<b>6</b> 2 fecal samples on 3 different days <sup>6</sup>
<b>Complete test period</b>	<b>2 bowel movements</b> <sup>4</sup>	<b>6 to 10 days</b> 7 days prior to testing: medicinal restrictions; 3 days prior to testing: dietary restrictions; 3 days of testing <sup>5</sup>	<b>3 bowel movements over 3 days</b> <sup>6</sup>
<b>CPT code*</b> <small>The CPT code provided is based on AMA guidelines and is for informational purposes only. CPT coding is the sole responsibility of the billing party. Please direct any questions regarding coding to the payor billed.</small>	<b>82274</b>	Please refer to manufacturer	Please refer to manufacturer
<b>Medicare Code</b>	<b>G0328</b>	Please refer to manufacturer	Please refer to manufacturer

\*Colorectal cancer screening, fecal occult blood test

For more information or to order, go to [www.insuretest.com](http://www.insuretest.com).



1. 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. 2. Smith A, Young GP, Cole SR, Bampton P. Comparison of a brush-sampling faecal immunochemical test for haemoglobin with a sensitive guaiac-based faecal occult blood test in detection of colorectal neoplasia. *Cancer* 2006;107:2152-2159. The study was funded in part by Enterix Inc. (through Enterix Australia Pty. Ltd.), the manufacturer of InSure® FIT™. Enterix is now owned by Quest Diagnostics Incorporated. However, neither Enterix nor Quest Diagnostics participated in the data analysis or influenced the conclusions reached by the authors. 3. InSure® FIT™ Fecal Immunochemical Test Immunoassay for human hemoglobin in stool. Product Instructions. Enterix Inc., Edison, NJ. 2010. 4. InSure® FIT™ Fecal Immunochemical Test Immunoassay for human hemoglobin in stool. Patient collection instructions. Enterix Inc., Edison, NJ. 5. Hemoccult® BRAND SENSE® Patient instructions. Beckman Coulter™. October 2002. 6. Hemoccult® ICT. Patient screening kit instructions. Beckman Coulter™. June 2004.

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