

(Fecal Immunochemical Test)

# FIT can help increase your colorectal cancer screening rates.

#### What is FIT?

**FIT** (Fecal Immuniochemical Test) is a screening option that allows patients to procure samples in the comfort of their homes and at their convenience. **FIT** has accuracy rates very near those of colonoscopy.

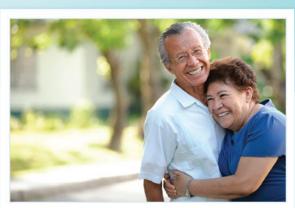
#### FIT vs. Guaiac FOBT

**FIT** is an improved FOBT test with higher sensitivity and specificity when compared to guaiac FOBT. And because **FIT** uses antibodies specific for human globin, they have no diet restrictions. **FIT** also has a variety of improved collection methods (see back).

### Improved Compliance

**FIT** is a great way to increase colorectal cancer screening rates in your practice. Its convenient, easy-to-use nature can help overcome many of these common barriers to screening:

- Time Constraints
- Transportation
- Lack of Insurance







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Learn More at: gettheFITfacts.com

## FIT kits come in several different varieties.



Single and multi-sample collection kits are available that can be processed by a laboratory in your area or in the office (CLIA Waived).

