

Dear Family Physician:

We are pleased to provide you with newly created materials explaining the ***importance of fecal immunochemical tests (FIT) as a higher-quality fecal occult blood test (FOBT) screening method for colorectal cancer when compared to guaiac-based FOBTs.***

This newer screening option allows patients to procure samples in the comfort of their homes and at their convenience with no medication or dietary restrictions. FITs are easy for patients to use, and samples can be sent through the mail.

When compared to the guaiac FOBT method, FIT has:

- Increased patient compliance
- Higher sensitivity/specificity for adenomatous polyps and colon cancer
- Fewer false positives

Remember, a physician's recommendation is the most influential factor in a patient's decision to receive a colorectal cancer screening. Please take time to review this important information and talk to your patients about the colorectal cancer screening option that is right for them.

Very Sincerely,



Education/Social Marketing Coordinator
Iowa Department of Public Health
Iowa Get Screened: Colorectal Cancer Program



Thank you to the University of Iowa Department of Family Medicine, the South Dakota Department of Health, and the South Dakota Council on Colorectal Cancer for leading the way in developing a similar tool for physicians.