



# PROSTATE CANCER PROFILER

DISCUSS SCREENING OPTIONS



## RESULT EXPLAINED

Men in this category meet one of these requirements:

- age 50 or older
- African American ethnicity and age 45 or older
- Non African American ethnicity, age 45 or older AND have one close family member with a PCa diagnosis before age 65
- Non African American ethnicity, age 40 or older AND have two or more close family members with a PCa diagnosis before age 65



## EXAMPLE PERSONA

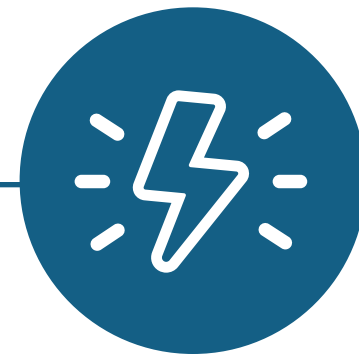
Marco is a 45-year-old Hispanic man. His father was recently diagnosed with prostate cancer at age 64.

He takes the Prostate Cancer Profiler and learns that he may want to start screening for PCa sooner rather than later. He decides to schedule an appointment to discuss his options with his healthcare provider.



## DOES THE USER HAVE A PRIMARY CARE PHYSICIAN?

YES



## CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on scheduling an appointment.



## PHONE CALL FOLLOW UP

Follow up with users by phone call to:

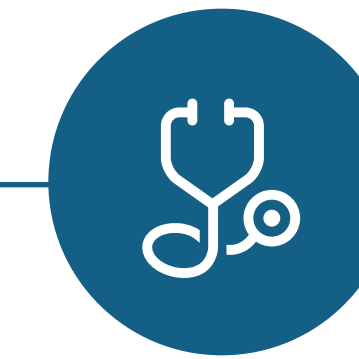
- Review the results report with them and explain why screening may be recommended
- Encourage annual physical and/or genetic evaluation



## FOLLOW-UP EMAILS

Customize your follow-up email content to explain that:

- PCa is very common, all men are at risk, and the risk increases with age
- Changes to their family history or health history may change when they should discuss PCa screening
- Explain that genetic information can help men, their immediate family, and their other relatives better estimate their PCa risk



## PRIMARY CARE FOLLOW UP

Refer men with the following family history for a genetic evaluation, as appropriate:

- Two or more men with PCa in an immediate family
- Any PCa diagnosed before age 56
- Multiple primary cancers in family
- A known gene variant in the family
- Three generations in a row with PCa

NO



## CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

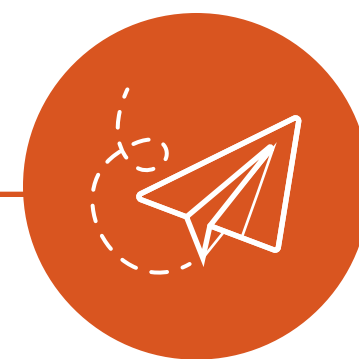
- Finding a doctor
- Scheduling an appointment



## PHONE CALL FOLLOW UP

Follow up with users by phone call to:

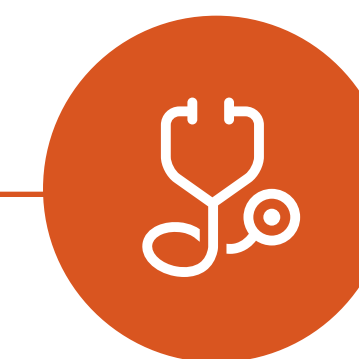
- Find a primary care physician and set up an appointment
- Review the results report with them and explain why screening may be recommended
- Explain that changes to their family history or health history may change when they should discuss PCa screening
- Encourage annual physicals



## FOLLOW UP EMAILS

Customize your follow-up email content to explain:

- PCa is very common, all men are at risk, and the risk increases with age
- Changes to their family history or health history may change when they should discuss PCa screening
- Explain that genetic information can help men, their immediate family, and their other relatives better estimate their PCa risk



## PRIMARY CARE FOLLOW UP

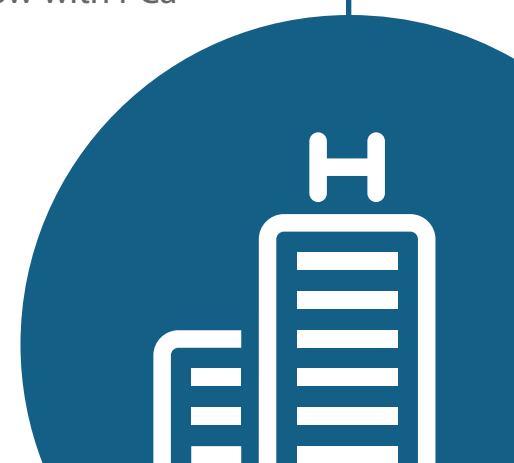
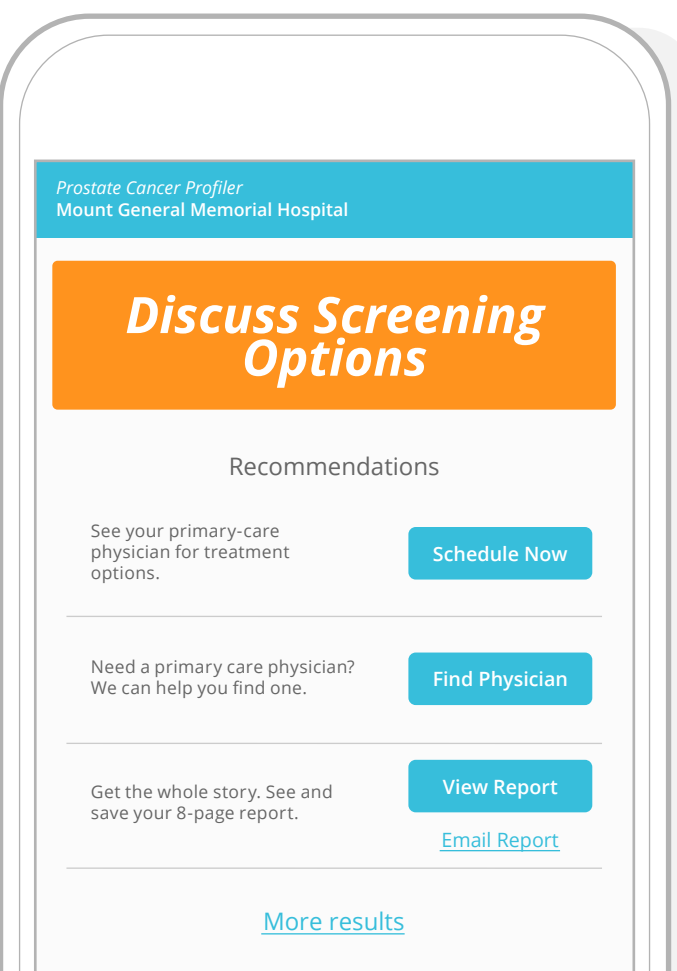
Refer men with the following family history for a genetic evaluation, as appropriate:

- Two or more men with PCa in an immediate family
- Any PCa diagnosed before age 56
- Multiple primary cancers in family
- A known gene variant in the family
- Three generations in a row with PCa

## OTHER CONSIDERATIONS

Men in this category have indicated they have not been diagnosed with prostate cancer.

They have also indicated they have not previously been screened for PCa and have not yet discussed a screening plan with a healthcare provider.





# PROSTATE CANCER PROFILER

DISCUSS SCREENING OPTIONS AT AGE 50



## RESULT EXPLAINED

Men in this category meet these requirements:

- Non African American ethnicity, under age 50 AND no known family history of PCa



## EXAMPLE PERSONA

Jude is a 47-year-old Caucasian male who is very active and fit. He takes the Prostate Profiler just out of curiosity.

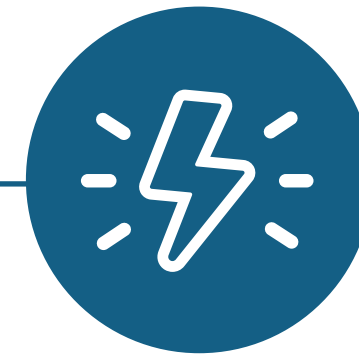
Jude has no known family history of prostate cancer (PCa), so he doesn't think he's at risk.

After completing the Profiler, Jude learns that all men have a risk of developing PCa. Jude also learns that he needs to talk to his doctor about screening for PCa in 3 years, when he turns 50.



## DOES THE USER HAVE A PRIMARY CARE PHYSICIAN?

YES



## CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on scheduling an appointment.



## PHONE CALL FOLLOW UP

Follow up with users by phone call to:

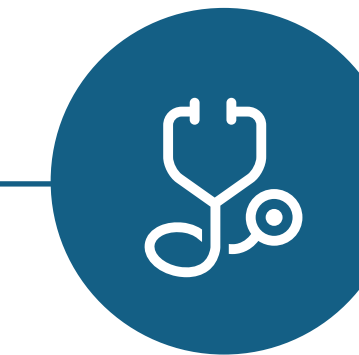
- Review the results report with them and explain why screening may be recommended
- Encourage annual physical and/or genetic evaluation



## FOLLOW-UP EMAILS

Customize your follow-up email content to explain that:

- PCa is very common, all men are at risk, and the risk increases with age
- Changes to their family history or health history may change when they should discuss PCa screening
- Explain that genetic information can help men, their immediate family, and their other relatives better estimate their PCa risk



## PRIMARY CARE FOLLOW UP

Refer men with the following family history for a genetic evaluation, as appropriate:

- Two or more men with PCa in an immediate family
- Any PCa diagnosed before age 56
- Multiple primary cancers in family
- A known gene variant in the family
- Three generations in a row with PCa

NO



## CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

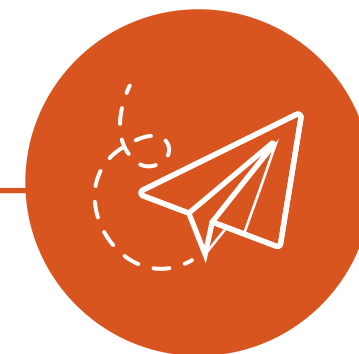
- Finding a doctor
- Scheduling an appointment



## PHONE CALL FOLLOW UP

Follow up with users by phone call to:

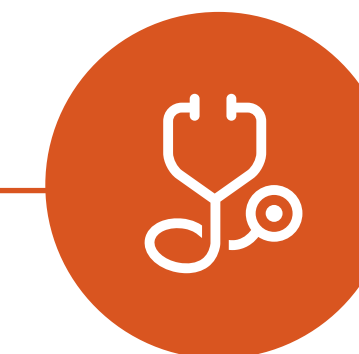
- Find a primary care physician and set up an appointment
- Review the results report with them and explain why screening may be recommended
- Explain that changes to their family history or health history may change when they should discuss PCa screening
- Encourage annual physicals



## FOLLOW UP EMAILS

Customize your follow-up email content to explain:

- PCa is very common, all men are at risk, and the risk increases with age
- Changes to their family history or health history may change when they should discuss PCa screening
- Explain that genetic information can help men, their immediate family, and their other relatives better estimate their PCa risk



## PRIMARY CARE FOLLOW UP

Refer men with the following family history for a genetic evaluation, as appropriate:

- Two or more men with PCa in an immediate family
- Any PCa diagnosed before age 56
- Multiple primary cancers in family
- A known gene variant in the family
- Three generations in a row with PCa

## OTHER CONSIDERATIONS

Men in this category have indicated they have not been screened previously and have not yet discussed a screening plan with a healthcare provider.

