HOW TO USE THE THINK.SCREEN.KNOW. RESOURCES

Helping healthcare professionals (HCPs) take action
Think.Screen.Know.

- Raises awareness through a broad range of resources and supports you in encouraging your patients to be proactive about regular LDCT lung cancer screening
- Is a part of the Genentech commitment to lung health—focusing on what’s best for patients

LDCT=low-dose computed tomography.
Customizing Think.Screen.Know.

- Most of the resources provided as a part of this campaign can be customized with your logo
  - Additional fields for contact information are provided on some resources
  - Resources include downloadable PDFs for printing, emails, digital banners, and more

All resources are available for download at www.thinkscreenscreenknow.org/resources
Patient Resources
Helpful information in patient-friendly language
Show this short video to patients as a quick overview of the importance of lung cancer screening.
Think.Screen.Know. campaign posters

Print and place these full-color posters where your patients will see them to increase awareness of LDCT screening.

Tip: You can also share these as images on social media!

Also available in Spanish.
Print this resource to give to your patients to educate them about annual lung cancer screening.

An alternate cover option is also available.

Also available in Spanish.
Emails for patients

Who should get screened?

Send these educational emails to your patients.

Tip: These emails are provided as an HTML file so that you can easily send across email platforms.
Emails for patients

Benefits of screening

From: TBD.com <TBD@TBD.com>
To: Recipient <recipient@loremipsum.com>
Subject line: Benefits of yearly lung cancer screening
Alt subject lines:
Yearly lung cancer screening benefits and risks
Lung cancer screening: Benefits and risks
Why you should get a lung cancer screening

Send these educational emails to your patients.

Tip: These emails are provided as an HTML file so that you can easily send across email platforms.
Dear [First name Last name],

**Screening is about your health**

It’s time to take charge of your lung health. Lung cancer screening is a yearly preventive health check, like a mammogram or a colonoscopy. The screening checks your lungs while you are feeling healthy. Our records show that lung cancer screening may be right for you.

The first step in lung cancer screening is a shared decision-making visit. During this visit, you will meet with your healthcare provider to discuss the benefits and risks of screening. You and your healthcare provider will make the decision about screening together.

Just because your healthcare provider recommends lung cancer screening, it doesn’t mean that he or she thinks you have cancer. Your healthcare provider may order more tests if he or she sees something unusual on the scan. Often, these are false alarms and turn out to be nothing.

A low-dose computed tomography (LDCT) scan is the only method that is recommended for lung cancer screening by several federal agencies. The LDCT machine takes a 3-D picture of your lungs. You will be exposed to a low dose of radiation during an LDCT scan. This type of scan uses 75% less radiation than a regular CT scan and does not require any needles.

Who should get yearly lung cancer screening?

Yearly LDCT screening is recommended if you meet all of the following criteria:

- Are 55 to 77 years old
- Are currently smoking or have quit within the past 15 years
- Are a heavy smoker or used to be a heavy smoker

Medicare and most private insurance plans will cover screening if you meet the criteria above.

We recommend that you make an appointment with [HCP name] at [location name] for a shared decision-making visit to discuss lung cancer screening. Please call [phone number] to make your appointment.

If you have any questions about lung cancer screening, please do not hesitate to give us a call.

Sincerely,

[Name]
[Title]
[Organization]

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Use this letter to encourage eligible patients to make an appointment to talk about lung cancer screening.
Patient reminder cards

LUNG CANCER SCREENING: IT'S ABOUT YOUR HEALTH

YOUR YEARLY LUNG CANCER SCREENING IS COMING UP

Contact your healthcare team if you have any questions about your screening.

MY APPOINTMENT

Date: 1/2/2017  Time: 1:23 PM

Where: 123 Broad Street

Hometown, NY 12345

Phone number: 212-456-7890

Print these cards to use as screening appointment reminders.
Print this card to provide patients with a quick overview of lung cancer screening and eligibility criteria.
HCP Resources
Materials for offices and institutions
Print and display these posters highlighting the importance of annual LDCT screening as educational guides for your staff.

Tip: You can also share these as digital images on TV screens!

Also available in Spanish.
Emails for HCPs

Send these informative emails to your staff or other HCPs in your network.

Tip: These emails are provided as an HTML file so that you can easily send across email platforms.
Emails for HCPs

Benefits of screening

Send these informative emails to your staff or other HCPs in your network.

Tip: These emails are provided as an HTML file so that you can easily send across email platforms.
Screening trials flashcard

Learn about results from the National Lung Screening Trial in this printable PDF.
Digital banners

TEASER BANNERS

HEAVY SMOKER OR USED TO BE ONE? 55 TO 77 YEARS OLD?
ASK YOUR DOCTOR ABOUT LUNG SCREENING.

CAMPAIGN BANNERS

You get these checked regularly. What about your lungs?

Link these banners to your health system’s website or post images on social media to encourage patients to find out more about lung cancer screening.
All of these resources are available to help support your LDCT screening initiatives!

PATIENT RESOURCES

HCP RESOURCES

To download these resources and to find more information, visit www.thinkscreenknow.org/resources