

Screenings are key

March is Colorectal Cancer Awareness Month



Save Time. Worry Less.
HealthAdvocate™.

Toll free 1-855-425-8585 or 711 (TTY)

Brought to you by
Blue Cross Blue Shield of Michigan
and Blue Care Network at no extra
cost. Details are [here](#).

Top reasons for you to call

- Support for your **whole** family
- Appointment scheduling help, including for second opinions
- Help in sorting through information from doctors, dentists, specialists and other providers
- Research of elder care services, including transportation to appointments

According to the U.S. Centers for Disease Control, of all cancers affecting both men and women, colorectal cancer is the second leading cancer killer in the U.S.

The American Cancer Society provides guidance on how you can reduce the risk of colorectal cancer:

- **Get screened**
Colorectal cancer is preventable and treatable — if it's found early
- Get regular physical activity
- Lose weight if you're overweight
- Limit your alcohol intake
- Don't smoke
- Eat a diet high in whole grains, fruits and vegetables

Blue Cross Blue Shield of Michigan and Blue Care Network support Colorectal Cancer Awareness Month. Review our *Guidelines to Good Health* at bcbsm.com for screening information.

Health Advocate is a 2014 pilot program available at no additional cost to members who have an individual Blue Care Network plan, a fully insured employer group Blue Care Network plan or a participating self-funded employer group Blues plan. Members in government programs — such as Blue Cross Complete of Michigan and BCN Advantage — are not eligible. Health Advocate is an independent company that contracts with BCBSM and BCN to provide health advocacy services to BCBSM and BCN members.



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