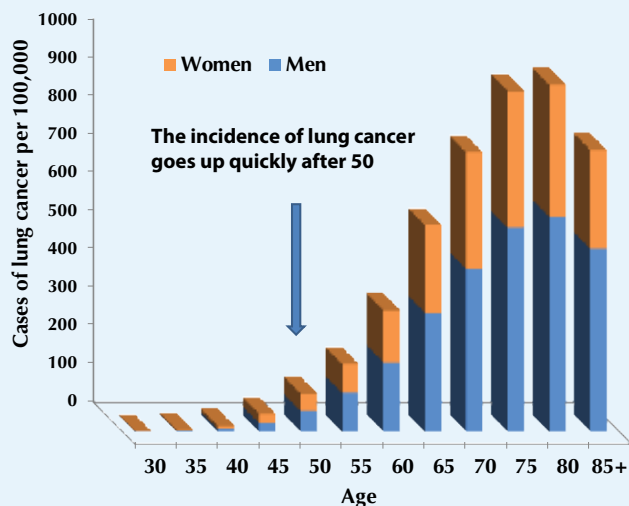


# Lung Cancer Facts

- Early detection saves lives. New guidelines recommend annual screening of high risk patients.
  - When diagnosed early survival rates can be as high as 80%.
- In the past most lung cancer cases were diagnosed late—when symptomatic—and long term survival poor.<sup>2</sup>
- Former smokers—the increased risk of lung cancer can persist up to 30 years after quitting.<sup>5</sup>
- Lung cancer kills more people than breast, prostate and colon cancer **combined**.<sup>3</sup>



**Ask Your Doctor Today  
About PAULA's Test!**

**Talk To Your Doctor  
About Your Risk  
For Lung Cancer And  
What You Can Do.**



**GENESYS BIOLABS**

*Detecting Cancer — In The Beginning*

Find out more about PAULA's Test  
[www.paulatest.com](http://www.paulatest.com)

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Footnotes:

<sup>1,2,3</sup> American Cancer Society. Cancer Facts & Figures 2011. Atlanta: American Cancer Society; 2011

<sup>4</sup> National Lung Screening Trial Research Team, Aberle DR, Adams AM, Berg CD, Black WC, Clapp JD, Fagerstrom RM, Gareen IF, Gatsonis C, Marcus PM, Sicks JD. Reduced lung cancer mortality with low-dose computed tomographic screening. *N Engl J Med.* 2011 Aug 4;365(5):395-409

<sup>5</sup> Lung Cancer Risk Reduction After Smoking Cessation: Observations From a Prospective Cohort of Women  
By J.O. Ebbert, P. Yang, C.M. Vachon, R.A. Vierkant, J.R. Cerhan, A.R. Folsom, and T.A. Sellers. *Journal of Clinical Oncology*, Vol 21, No 5 (March 1), 2003; pp 921-926

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**Lung  
Cancer  
Early  
Detection**  
*Could Save Your Life.*



*Now Available:*  
**A Simple Blood Test For  
Smokers & Former Smokers**



**GENESYS BIOLABS**

*Detecting Cancer — In The Beginning*

## Know The Facts?

## A New Blood Test

## Questions

### You May Be At Risk For Lung Cancer

If you have smoked a pack of cigarettes a day or more, for 20 years or longer, you may have an up to 1 in 7\* lifetime risk of getting lung cancer.



### Ex-Smokers Are Also At Risk

Even if you quit in the last 15 years your risk of lung cancer is still significantly higher than somebody who never smoked.<sup>5</sup>

### You Really DO Want To Know

New tests now make it possible to detect lung cancer at an early stage. When diagnosed early, treatment options are better and survival rates much higher.<sup>1</sup> Annual screening of smokers and former smokers can save thousands of lives.<sup>4</sup>

Most lung cancer cases are only discovered at a late stage—after patients develop symptoms. Survival rates can then be lower than 5%.

### Early Detection

Annual lung cancer screening of smokers and former smokers is now recommended by major medical organizations including the American Lung Association, the American Society of Clinical Oncology, the American College of Chest Physicians, and the American Cancer Society.

\* Your exact risk depends on your age, how much you smoked and for how long.

### A Tool To Aid Early Detection

PAULA's Test is a simple blood test for patients at high risk of having lung cancer. It can help identify patients who should be screened by measuring markers associated with the disease.

### Who Should Get Tested?

Smokers and former smokers:

- 20 years of smoking at least 1 pack of cigarettes per day
- Age 50 or older
- Currently not screened

### How Are Results Reported?

Your doctor will receive a report that shows your risk of having lung cancer. Your results will be discussed and a decision made whether further testing, such as a CT scan, would be appropriate.



When Asked About  
Your Smoking History Ask About  
PAULA's Test.

### Why Is It Called PAULA's Test?

The test is named after Paula Shore, the late wife of physician who helped develop the test. Mrs. Shore died from lung cancer. PAULA also stands for **P**rotein **A**ssay **U**sing **L**ung cancer **A**nalytes. The test is for both men and women.

### How Do I Get The Test?

A blood sample is drawn at your doctor's office and sent to our specialty lab in Maryland. Your results are sent back to the office in 7-10 days. The sample does not require fasting and can be taken at the same as other routine blood work.

### How Accurate Is It?

The test will find 75% of the most common type of lung cancer. Not all high scores mean that you have lung cancer.

### Will The Results Tell If I Have Lung Cancer?

No. The test will help identify whether you may be at a higher risk of already having lung cancer. Follow up tests will be required. A diagnosis can only be made after those tests are completed.

### Is It Covered By Insurance?

PAULA's Test is covered by most private health insurance plans. Your cost will depend on your plan, your co-pay, and your deductible. Options are available for uninsured patients and self-pay. Please contact us for more information.

More Information Can Be Found At  
[www.paulatest.com](http://www.paulatest.com)