

Geneoscopy Joins White House for Cancer Moonshot Colorectal Cancer Forum

March 10, 2023 (St. Louis, MO) |

Geneoscopy Chief Executive Officer and co-founder Andrew Barnell joins colorectal cancer (CRC) advocacy and industry leaders from across the country to attend the Cancer Moonshot Colorectal Cancer Forum, hosted by the



"As leaders, we have a responsibility to come together to impact cancer. Colorectal cancer is one of the most preventable and treatable cancers when diagnosed early. Geneoscopy is honored to contribute to the efforts to address disparities and increase access to screening alternatives by developing highly effective noninvasive screening tests and personalized patient journeys that can save more lives."

Andrew Barnell, Geneoscopy CEO and co-founder

White House on March 10. Together a national coalition of insurers, industry, federal agencies, health care providers, retail businesses, and CRC patients, will highlight existing successes in CRC screening and prevention access, identify opportunities to improve CRC screening for all communities and discuss advances in targeted treatment options.

In February 2022, President Biden [reignited the Cancer Moonshot](#) with renewed leadership and ambitious goals to "end cancer as we know it." To address colorectal cancer and assist with increasing screening efforts, Mr. Barnell has joined national advocacy organization [Fight Colorectal Cancer \(Fight CRC\)](#) along with leading patient advocacy organizations and industry leaders in the CRC community.

In addition to the forum, Mr. Barnell will join Fight CRC's coalition dedicated to developing a report that will outline a blueprint to address the serious equity gaps facing communities and affecting colorectal cancer prevention in America, highlighting the patient screening journey and setting bold metrics to increase colorectal cancer screening and improve patient care.

"As leaders, we have a responsibility to come together to impact cancer," said Mr. Barnell. "Colorectal cancer is one of the most preventable and treatable cancers when diagnosed early. Geneoscopy is honored to contribute to the efforts to address disparities and increase access to screening alternatives by developing highly effective noninvasive screening tests and personalized patient journeys that can save more lives."

Colorectal cancer is currently the second leading cause of cancer-related deaths in the U.S. For people younger than 55, colorectal cancer diagnosis has doubled from 11% (1 in 10) in 1995 to 20% (1 in 5) in 2019, according to a [recent report](#) published by the American Cancer Society [CA: Cancer Journal for Clinicians](#).

"Our focus at the Cancer Moonshot Colorectal Cancer Forum is to advocate for taking action, not just talk about it but operationalize change," said Anjee Davis, Fight CRC President. "We need to dig deeper into the systemic and



behavioral patterns that accompany colorectal cancer from screening to treatment and identify the best opportunities to intervene, educate and – ultimately – drive large-scale advancements. We have the momentum to do this, and it will ultimately save lives.”

The forum will be closed to media; however, it will be livestreamed by the White House at [wh.gov/live](https://www.whitehouse.gov/live), and for photos, b-roll, or official comments before or after the forum, please contact media@fightcrc.org or media@geneoscopy.com.

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About Fight Colorectal Cancer

Fight Colorectal Cancer (Fight CRC) is a leading patient-empowerment and advocacy organization in the United States, providing balanced and objective information on colon and rectal cancer research, treatment, and policy. We are relentless champions of hope, focused on funding promising, high-impact research endeavors while equipping advocates to influence legislation and policy for the collective good. Learn more at [FightCRC.org](https://www.fightcrc.org).

About Geneoscopy Inc.

Geneoscopy Inc. is a life sciences company focused on developing diagnostic tests for gastrointestinal health. Leveraging its proprietary, patented stool-derived eukaryotic RNA (seRNA) biomarker platform, Geneoscopy’s mission is to empower patients and providers to transform gastrointestinal health through innovative diagnostics. Beyond colorectal cancer screening, Geneoscopy is developing tests for diagnosis, treatment selection, and therapy monitoring in other disease areas in partnership with leading universities and biopharmaceutical companies. For more information, visit www.geneoscopy.com and follow the company on LinkedIn.

Geneoscopy Inc. Forward-Looking Statements

This release includes information about Geneoscopy’s future plans concerning its noninvasive molecular test that can detect colorectal cancer and precancerous adenomas, which constitute forward-looking statements. These forward-looking statements are based on the Company’s reasonable estimates of future results or trends. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict, many of which are outside the Company’s control. Geneoscopy’s actual results and financial condition may differ materially from those in the forward-looking statements. Although the Company believes its business plans and objectives reflected in or suggested by these forward-looking statements are reasonable, such plans or objectives may not be achieved. The actual results may differ substantially from the projected result.

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