

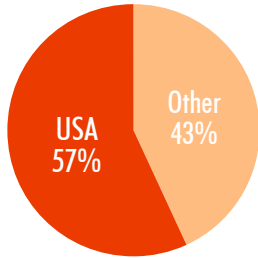


# You and Colonoscopy

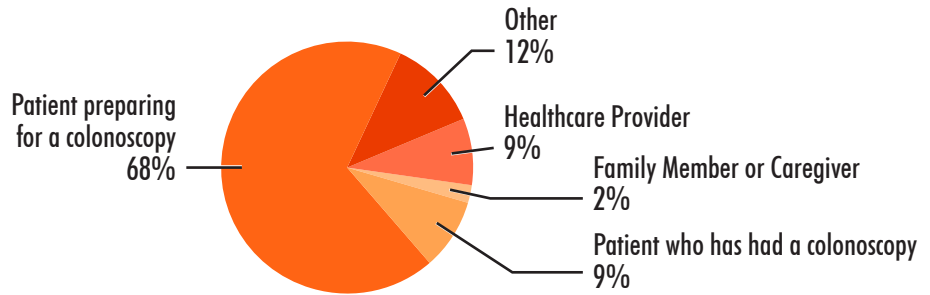
An Animated Patient's Guide to Understanding Colonoscopy

Site Metrics Report • December 2016 - April 2018 • [www.YouAndColonoscopy.com](http://www.YouAndColonoscopy.com)

## Audience Reach and Demographics

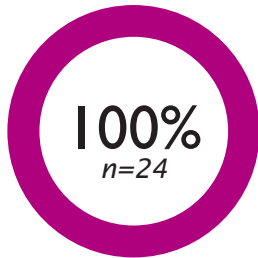


Geography

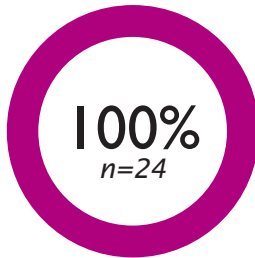


Demographics

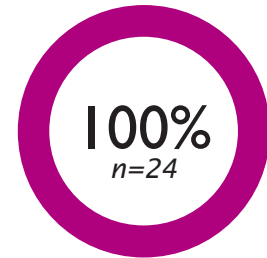
## Patients Who Learned New Information on Colonoscopy



100% learned new general information about colonoscopy



100% learned new information about screening colonoscopy

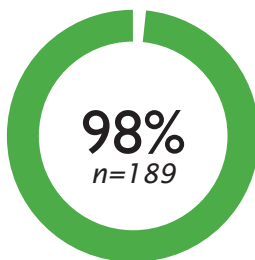


100% learned new information about colon cancer prevention

## Patients Who Reported Commitment to Change



82% plan to discuss what they learned with their doctor



98% report that the information presented will help them better prepare for a colonoscopy

