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Pfizer, Exact Sciences to co-market colorectal cancer diagnostic test

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Cologuard is one of the only US Food and Drug Administration (FDA) approved and non-invasive stool DNA screening diagnostics for cancer.



Molecular diagnostics company Exact Sciences and Pfizer have signed a multi-year agreement to co-market the Cologuard test for diagnosing colorectal cancer in the US.

Cologuard is one of the only US Food and Drug Administration (FDA) approved and non-invasive stool DNA screening diagnostics for cancer.

By promoting the test, Exact Sciences and Pfizer intend to boost colorectal cancer screening rates. Exact Science's sales force, the science of Cologuard and a direct-to-consumer marketing campaign will be combined with Pfizer's health systems network and marketing expertise.

Exact Sciences will continue to carry out all manufacturing and laboratory operations of the test. Pfizer will evenly share gross profits and marketing costs above an agreed baseline.