

North Carolina Society of Gastroenterology 2026 Annual Meeting



From Screening... to Prevention!

Brooks Bell
CEO
Worldclass Clothing
Stage 3 Colon Cancer Survivor

Joint Providership



American Society for
Gastrointestinal Endoscopy



I built and ran a 50 person data analytics company in Raleigh at age 23

A/B Testing is a lot like a clinical trial...only for marketing!

A

Version A of the Campaign Monitor website features the headline "Create stunning emails". The main text reads: "Campaign Monitor makes it radically easy to create, send and measure the impact of your email marketing campaigns." Below this is a green button labeled "CREATE YOUR FIRST EMAIL NOW" and a blue button labeled "WATCH THE VIDEO". A small note below the buttons says "Get started for free. No credit card required." The footer includes the text "Loved by over 2 million marketers at 200,000 businesses around the world." and logos for Asda, Topshop, Uniqlo, Adidas, and H&M. The bottom section contains the headline "Create stunning email marketing campaigns" and a sub-headline: "Build compelling branded emails and customer experiences from scratch and tailor to the most opening between sections in your email in just a few clicks."

B

Version B of the Campaign Monitor website features the headline "Design stunning emails". The main text reads: "Campaign Monitor makes it radically easy to create, send and measure the impact of your email marketing campaigns." Below this is a green button labeled "DESIGN YOUR FIRST EMAIL NOW" and a blue button labeled "WATCH THE VIDEO". A small note below the buttons says "Get started for free. No credit card required." The footer includes the text "Loved by over 2 million marketers at 200,000 businesses around the world." and logos for Asda, Topshop, Uniqlo, Adidas, and H&M. The bottom section contains the headline "Design stunning email marketing campaigns" and a sub-headline: "Build compelling branded emails and customer experiences from scratch and tailor to the most opening between sections in your email in just a few clicks."

+31%
CVR

What I thought I knew about colon cancer and colonoscopies in my 30s

“Most cancer happens to unhealthy people with bad habits”

“Cancer can’t be prevented. (Or...I was already preventing it with lifestyle)”

“A colonoscopy is ‘invasive’”

“A colon is a useless, gross “exhaust pipe”, not an organ”

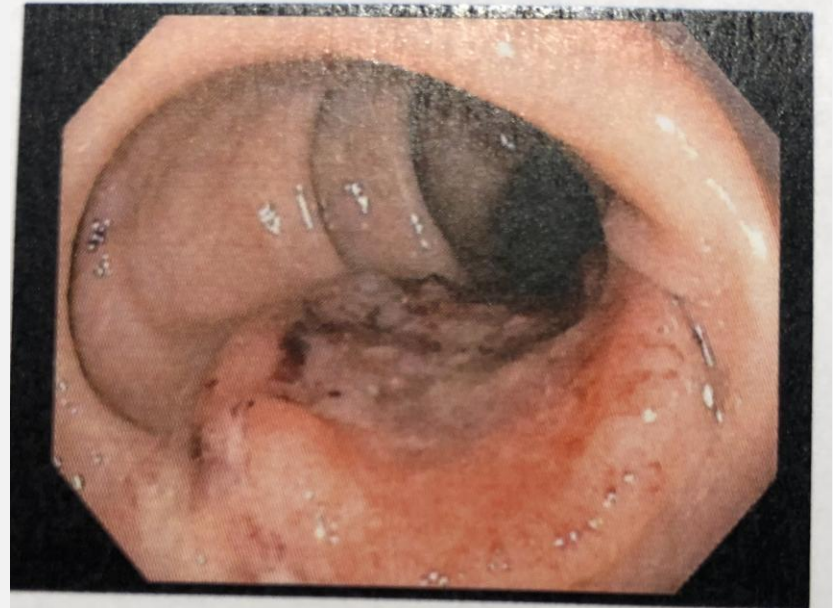
“Colon cancer isn’t even a top 10 cancer”

Then in 2019, my this all changed

After 2 months of bleeding and cold calling a GI...

I was diagnosed with stage 3a colon cancer at age 38

I immediately stepped down from my company



9 Sigmoid Colon : Mass

CEO to... Patient

I had 10 inches of my colon removed and did 3 months of chemo.



Bell, Rebecca
AY3569
Left colon and splenic flexure
AY3569

Diving into CRC data was how I coped

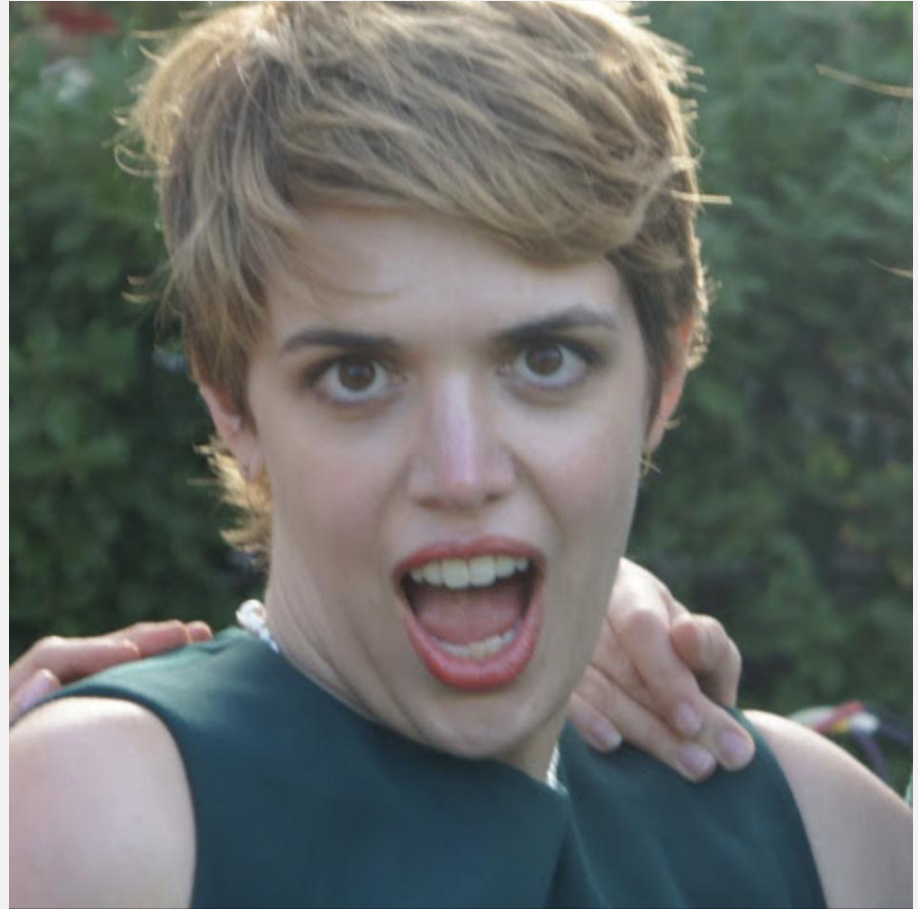


I started interviewing doctors and researchers



I was shocked by **three** things:

1. Colonoscopies can prevent colorectal cancer, not just diagnose it early
2. There is a blind spot for prevention in both public eye and in medicine
3. Colonoscopies are under threat



I. Colonoscopies Prevent Colorectal Cancer

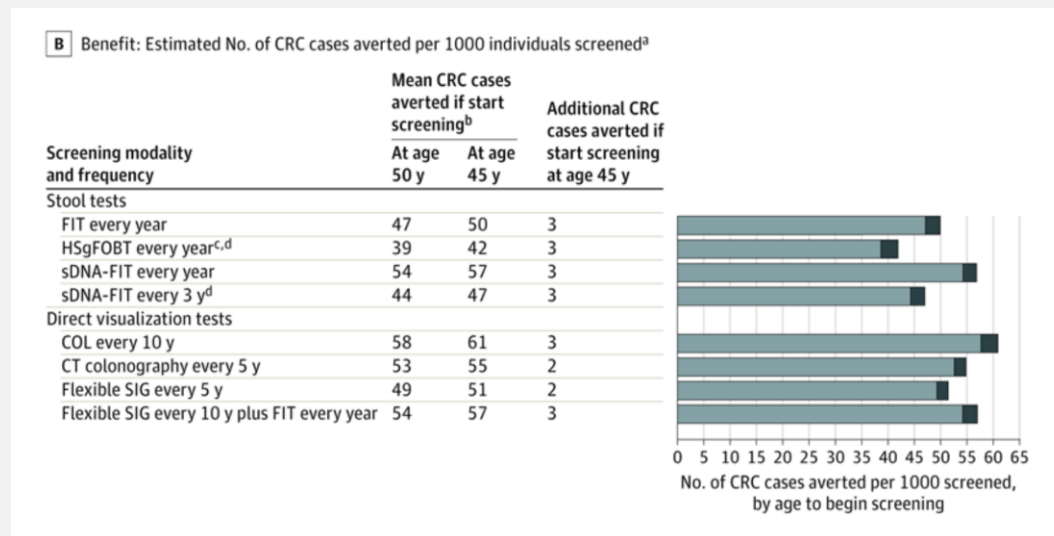


Colonoscopies prevent cancer incidence by up to 88%

Variable	CRC incidence, % reduction vs no screening			Ladabaum et al. ^{66,67}
	SimCRC ^{61,65}	MISCAN ^{61,65}	CRC-SPIN ^{61,65}	
Colonoscopy every 10 y, ages 50–75 y	81	62	88	70
FIT yearly, ages 50–75 y	67	47	72	57
mt-sDNA every 3 y, ages 50–75 y	63	43	68	52
CTC every 5 y, ages 50–75 y	77	51	78	67
Sigmoidoscopy every 5 y, ages 50–75 y	68	56	59	44

And all other screenings require follow-up colonoscopy to impact incidence

A case of colon cancer is prevented, on average, with every 16 screening colonoscopies!





But there is key tension

**Prevention vs
Early Detection**

What “Early Detection” implies:

**COLON CANCER IS
90% SURVIVABLE
IF CAUGHT EARLY
BY YOUR DOCTOR.**

**COUNT ON YOU
GET SCREENED ▶**



INSTAGRAM EXAMPLE

=

“Screening”

Medical

Doctors

Blood tests

Scary Machines

Needles

=

Cancer Diagnosis



All
negative &
fear-based



“Good thing we caught it early.”

What “Prevention” implies:



INSTAGRAM EXAMPLE

=

Lifestyle

Wellness

Exercise

Sleep

Diet

Health

=

No juicy steaks or BBQ

No booze

No cigarettes

No casual sex

No sugar

No pasta

NO MORE FUN!

What if you can take a 'power nap'

...once a decade

**...and potentially prevent the #2
cancer**

....without changing a single habit?



Let's get excited about colonoscopies!

Using Wellness language, lifestyle
and prevention

“It's like an exfoliation for
your colon!”

“It's a fast, a cleanse and a nap.
It's the best nap you'll ever get”

“The doctor sees 10+ buttoles
a day. Yours is not special”




“It’s like a cancer baptism. Your lifestyle sins are washed away! Have fun and get your colonoscopy on time”

“You’ll get a relaxing day off work. It’s like a spa day!”

“You’ll feel skinny and clean”

“You can now have pills instead of nasty prep drink!”

“You’ll experience poo-phoria during your cleanse”

A dramatic landscape of a mountain valley. The foreground and middle ground are dominated by steep, terraced green hillsides, likely agricultural fields, which are partially shrouded in mist. In the background, a large mountain peak is visible, also partially obscured by clouds. The sky is overcast and grey. The overall atmosphere is misty and atmospheric.

**2. There is a blind
spot around
colonoscopies**

Dr. Hans Tillman's story

“I am a gastroenterologist — and I got colon cancer at age 55.”

“Only once I got cancer myself, did it occur to me that colonoscopies **prevent** colon cancer.”

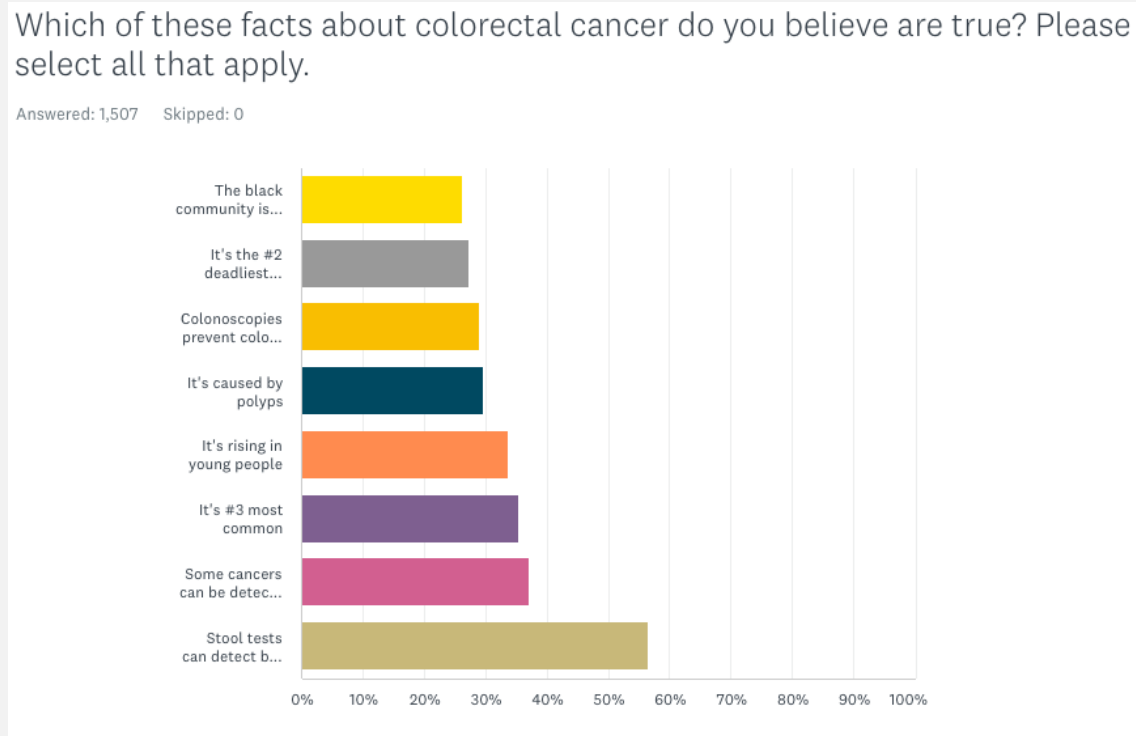
“Until then, I only thought of them as a screening or diagnostic tool.”

“Even though that seems obvious now, I missed it because of the system and culture we are a part of.”



Most people have never heard that colonoscopies also prevent cancer

Only 28% of people think the statement “Colonoscopies prevent colorectal cancer in addition to diagnosing it early” is TRUE



**3. Colonoscopies
are under
threat**




Cologuard and Guardant profit from Colonoscopy's 'invasive' reputation

WHY THE COLOGUARD TEST

The leading noninvasive solution¹

Made for individuals 45+ at average risk, the Cologuard test stands out for its ease of use and proven effectiveness. Collect a sample in a few minutes.²

	 cologuard [®] <small>by EXACT SCIENCES</small>	Colonoscopy
Noninvasive	✓	✗
No prep required	✓	✗
Self-collect at home	✓	✗

 shield[™]
by GUARDANT

FDA APPROVED
FOR COLON CANCER
SCREENING

Shield is the more pleasant way to screen for colon cancer

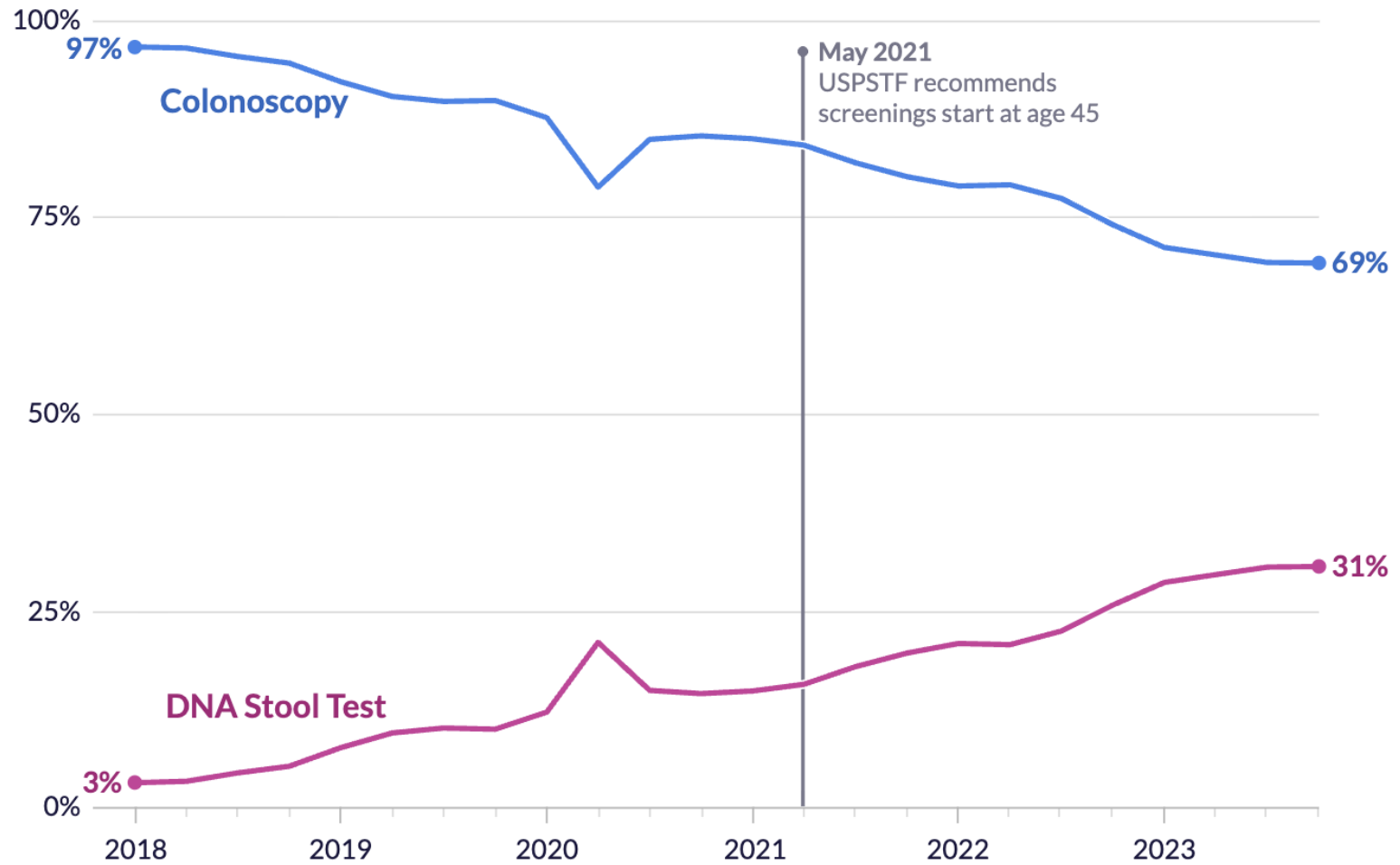
Get screened with just a **blood test**

Both count as **screening**

Both have less than 50% sensitivity for advanced adenomas. Neither remove adenomas.

But patients don't know that they should care.

Cologuard has already taken 30% of Colonoscopy screening market



N=1,422,099 screenings

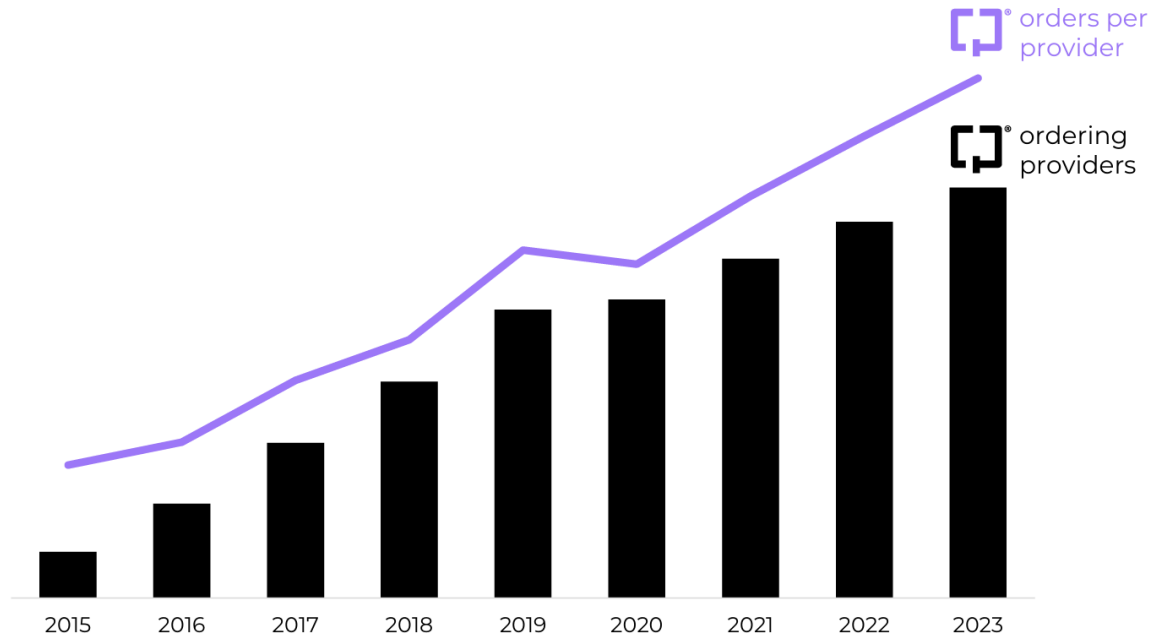
"Colorectal Cancer Screening Trends by Method," 2024. EpicResearch.org

Cologuard makes \$2.5 BILLION a year and is growing 21% annually

Cologuard adoption continues to grow because consumers prefer it, and providers are ordering more frequently



preferred screening test by consumers



Source: Exact Sciences internal data regarding perception of Cologuard, colonoscopy, and FIT/FOBT

EXACT SCIENCES

**Cologuard
spent \$180
million on
advertising in
2024**

**Who is going to step
up and start fighting
for colonoscopies?**



We're making colonoscopies sexy

We're paying for colonoscopies in underinsured communities in Western NC

A great ass is a terrible thing to waste.



Worldclass

Learn More



Worldclassclothing.com

Worldclass

A great ass
is a terrible
thing to waste



Signature Worldclass Sweatshirt
Oyster Gray · S, M, L, XL, XXL ·
100% Cotton (Designed & made in LA)
\$119



Signature Worldclass Sweatshirt
Forest Green · S, M, L, XL, XXL ·
100% Cotton (Designed & made in LA)
\$119



The Original ASS Hat
One size trucker hat
with rubber emblem
\$39



Signature Worldclass Sweatpants
Oyster Gray · Unisex cut · XXS, XS, S, M, L, XL, XXL ·
100% Cotton (Designed & made in LA)
\$89



Super Soft Worldclass Sock
White · One size Athletic Crew cut
87% Cotton, 11% Nylon, 2% Spandex
(Made in USA)
\$25



Colonoscopy Enthusiast T-Shirt
Black · Unisex cut · S, M, L, XL, XXL ·
30% Cotton, 30% Poly, 30% Rayon (Made in USA)
\$30

CME/MOC Question:

(multiple choice – list 4 answers to choose from)

How much did Cologuard spend in advertising in 2024?

- A) \$18 million
- B) \$50 million
- C) \$120 million
- D) \$180 million

Joint Providership



American Society for
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CME/MOC Answer

D) \$180 million

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