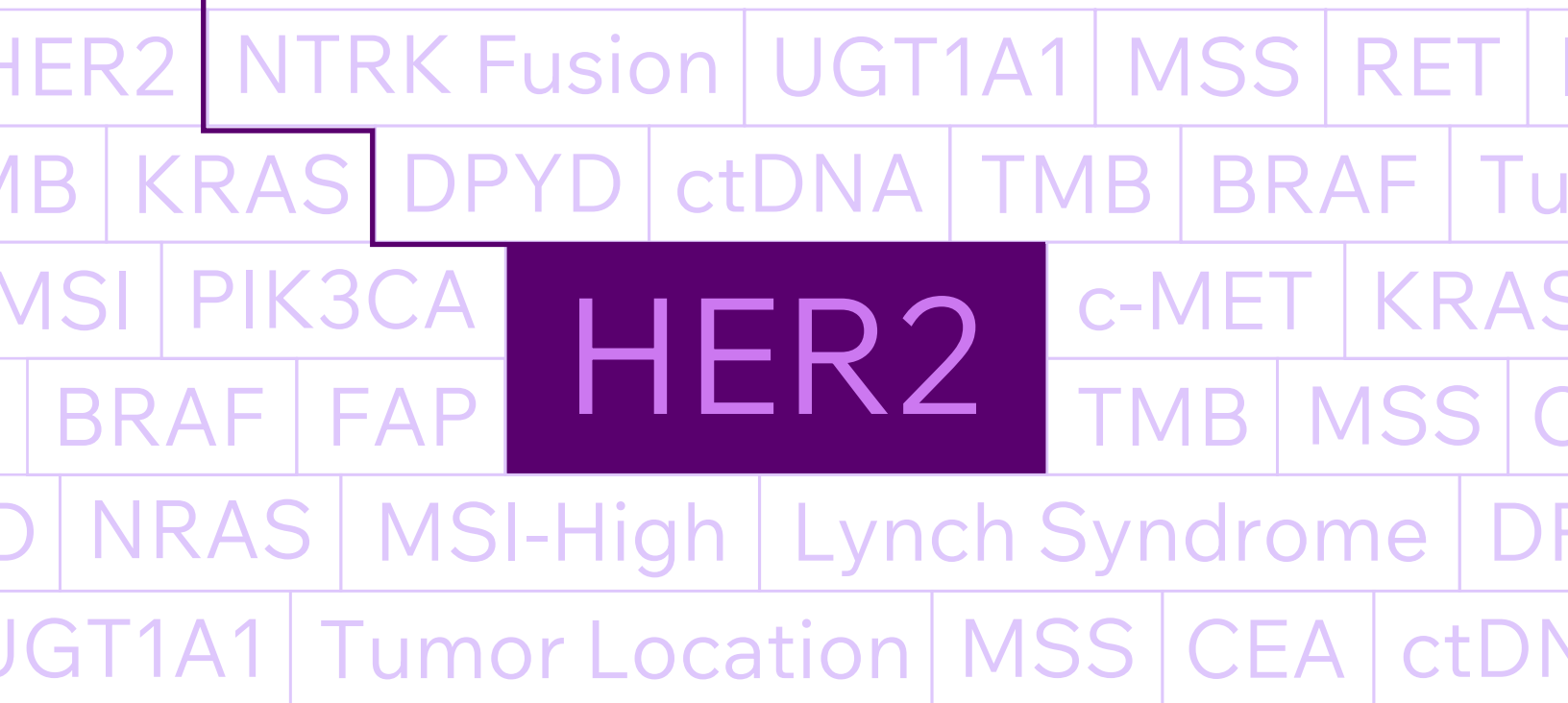




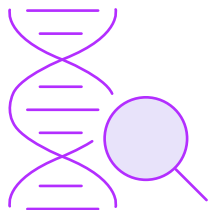
Know Your
Biomarker

HER2 and Colorectal Cancer: What Advocates Need to Know

*A Quick Reference Guide
For Colorectal Cancer
Patient Advocates*



Do you know HER2?

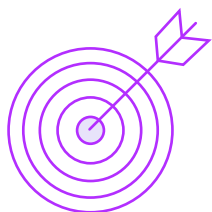


What is HER2?

- HER2 is a biomarker that can act like a growth switch for cancer cells.
- While often associated with breast cancer, HER2 can also be present and actionable in colorectal cancer.
- HER2 abnormalities are found in 3-5% of all colorectal cancers (CRC). The percentage is higher in colorectal cancer without KRAS, NRAS, or BRAF mutations.
- While these numbers may seem small, patients with HER2 abnormalities can get real benefit from approved targeted therapy and there are also clinical trials specifically for HER2-positive CRC.

Advocate takeaway

Knowing a patient's HER2 status can influence treatment options and clinical trial eligibility.

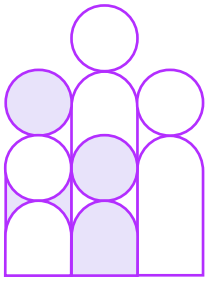


Why Does HER2 Testing Matter?

- HER2 status may explain why certain treatments do not work.
- Identifying HER2 abnormalities can open the door to more targeted treatment approaches.
- Missing HER2 testing can mean missed opportunities for care.

Advocate takeaway

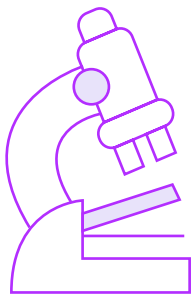
Testing enables informed decision-making.



Who Should Ask About HER2?

Advocates can encourage HER2 discussions for patients who:

- Have metastatic or advanced colorectal cancer
- Are RAS wild-type (if known)
- Have seen limited benefit from standard therapies
- Are exploring clinical trials or new treatment options



How Is HER2 Tested?

- **Tumor tissue testing** (often part of comprehensive biomarker testing)
- **Blood-based testing** (liquid biopsy)

Advocate takeaway

**Different tests may be used,
results and timing matter.**

What can advocates do?



Questions Advocates Can Encourage Patients to Ask

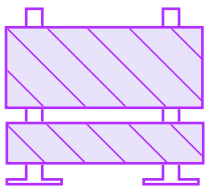
“Has my tumor been tested for HER2?”

“What type of test was used?”

“What do my HER2 results mean for my treatment options?”

“If I am HER2-positive, what are the next steps?”

“Are there clinical trials I should know about?”



Common Barriers and How Advocates Can Help

BARRIER

HOW TO HELP

Confusing test results



Ask providers to explain results in plain language

Testing not ordered



Encourage patients to ask directly about comprehensive biomarker testing

Insurance or access issues



Connect patients to navigators, financial counselors, or advocacy organizations

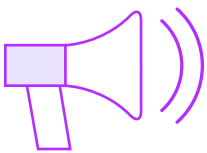


Language Advocates Can Use

“HER2 is one of the markers that can help guide treatment choices.”

“Testing helps make sure patients aren’t missing options.”

“It’s okay, and important, to ask questions about biomarker results.”



Advocate Call to Action

Normalize HER2 conversations in colorectal cancer

Encourage patients to ask about complete biomarker testing

Share trusted educational resources

Help close gaps in awareness, access, and understanding