

DAVID AHLQUIST, M.D., Mayo Clinic
KEVIN CONROY, Cologuard
JERRY KELLY
TOM LEHMAN



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STEWART MOORE: My name is Stuart Moore, I'm senior director of communications at the PGA TOUR. I will be the MC for today's press conference.

Joining me up here on stage, we have Kevin Conroy, the chairman and CEO of Exact Sciences; Dr. David Ahlquist, gastroenterologist for the Mayo Clinic; Tom Lehman, our defending champion this week here at the Cologuard Classic; and Jerry Kelly, reigning PGA TOUR champion, Rookie of the Year and Cologuard ambassador.

When we made this announcement to bring Exact Sciences and Cologuard on board here in Tucson last November, part of the speech that was given was talking about what makes for a great golf tournament, PGA TOUR, PGA TOUR Champions. Certainly, many ingredients. Obviously you have to have a wonderful host organization and we have that here with the Conquistadores at a fantastic golf course. I think it goes without saying that the Omni Tucson National Resort, specifically the Catalina course, is one of the best that we see all year. A great community. Obviously Tucson has had an active community with the PGA TOUR for a number of years and now for four years and counting with PGA TOUR Champions.

The players, if you don't have the players, you don't have a golf tournament. But really, if you don't have a title sponsor, you don't have a golf tournament, and I think when you look across the scope of title sponsors on the PGA TOUR, a lot of these companies, these Fortune 500 level companies get involved from an entertainment and a charity aspect. It's definitely an entertainment play for clients to come here this week, and certainly charity is a big part of this tournament.

But to work alongside Kevin Conroy and his team, Exact Sciences, where the play is actually making a societal impact, making a difference in the community not only here in Tucson and Arizona, but the United States and throughout the world creating more conversation and more discussion around colon cancer awareness and the importance of screening.

It's really cool to be involved with a title sponsor like that and I think they've set the foundation for a wonderful tenure here in Tucson.

With that being said, Kevin, I'll turn it over to you.

KEVIN CONROY: Thank you so much. I'd like to first start telling a little story here about Brenda Boutin, who is a colon cancer survivor. She took the Cologuard test at the

recommendation of a nurse in her primary care physician's office, and it came back positive and she scheduled a colonoscopy. Had a colonoscopy and it detected a small Stage 1 cancer. They removed the cancer, no radiation, no chemotherapy, and two weeks later she was back at work.

Now, Brenda wasn't symptomatic when she got the Cologuard test. She felt fine. She got the test and the odds, nine out of 10 people who are diagnosed early survive. One out of 10 people diagnosed late survive. This is really important to get screened.

Cologuard is a really simple, noninvasive test using the most advanced DNA detection technology that can pick up even trace amounts of cancer DNA in a stool sample. Developed with Dave Ahlquist here from the Mayo Clinic, who is a veteran on colon care, and over the last nine years of partnering with the Mayo Clinic, Exact Sciences is so proud that we are now bringing Cologuard -- this week we announced that one million Americans have been screened with Cologuard and it's making a difference.

Sitting here you have Tom Lehman, who is a walking example of early detection and how so few people knew his story and were so pleased and appreciative that you would be willing to share the difference between early detection and late detection, and our fellow Madisonian and great friend, Jerry Kelly, who has been a relentless ambassador and spokesperson for Cologuard and we're so appreciative.

STEWART MOORE: Tom, obviously your story came out in Golf Digest this morning. We would love for you to share.

TOM LEHMAN: I'll keep it somewhat short, but I was at this little golf event in Augusta, Georgia, in April of 1995, I think it was. Perfectly healthy, perfectly happy, excited to play but there was something going on. I must have been sore and had inflammation in my knee or something, so I was taking some Advil, which I typically didn't do.

But the bottom line is this: On Wednesday morning I developed serious symptoms, which I didn't know at the time but were very strong symptoms of having some kind of colon issue, specifically colon cancer, with a tremendous amount of bleeding, tremendous amount of bleeding, very scary. My eyes were wide open, my wife was freaking out.

To make a long story short, we contacted my brother Jim's father-in-law who was a doctor at the Mayo Clinic and told him what was going on. He suggested we go home, get a week off, get tested with a colonoscopy in Phoenix or Scottsdale.

I played the Masters, finished 40th. I thought that was pretty good in those circumstances. Actually went and played the next week at Hilton Head because I didn't have an appointment until the next week. Finished 24th and I thought that's pretty good, too.

Then went home and had a test and had some things removed, and the pathology came back in a very negative way for me. So we made the contact with Dr. Ahlquist. I'm going to

call him Dr. Ahlquist one time only, because if I do that, he'll call me Mr. Lehman. So we connected with Dave at the Mayo Clinic and he ran us through the paces and did another thorough checkup, and he kind of came back with the diagnosis of an early Stage 1 colon cancer.

So my story basically is like yours, is that early detection saved my life. Early detection combined with great care saved my life. There's a synchronicity in life, I think. Your big toe hurts, you take Advil, you find out you have cancer. That big toe having pain saved your life. So this early detection for me knowing at an early time that I had something going on certainly was beyond a blessing, because I think typically, as Dave will say, you go on and on and on thinking everything is A-okay. Finally, when you do get the symptoms, it's possibly too late.

So I'm really excited to be a part of this tournament for the fact that I am defending champion, but equally as important just to be able to kind of reconnect that story and the ideas that you don't need to wait, you need to pay attention and just be smart and get yourself screened regularly. It's really simple, really simple, and it can save yourself and your family a huge amount of heartache and pain and suffering.

STEWART MOORE: I'm not going to call him Dave, but Dr. Ahlquist, your reflections on that day? I believe Tom, you won Memorial in 1994, (inaudible), and certainly '96 was a watershed year for you, but you were one of the rising stars on the PGA TOUR. Your thoughts looking back 23 years?

DAVID AHLQUIST, M.D.: Well, it was a privilege to see Tom at that point, most fortunate. I think it's an important message that the majority of patients that present with symptoms have late stage disease. The problem there is that if it's Stage 4 disease, fewer than one out of 10, fewer than one out of 10 survive over five years. If you're fortunate to have early stage or Stage 1 disease, more than 90 percent survive indefinitely without cancer.

So it's really important to detect cancer before symptoms start, and that's when you can have the best chance of having early stage disease detection. Even better, if you detect the polyps, then you can prevent the cancer from forming altogether. That requires a screening test.

It was the gap that existed looking at colon cancer, which was then and still is the No. 2 cancer killer in the country. This is a disease that's preventable. If more people get screened, this is a disease that could be eradicated.

This is such an opportunity for Tom to now publicly tell his story and to have an influence on our population to get out there and get screened. Very grateful after these 23 years to reconnect and to see you in this very gracious --

TOM LEHMAN: I think we're both doing well. Thank you very much for that.

STEWART MOORE: Dr. Ahlquist, you're obviously fundamental in the development of the Cologuard. Can you talk about when you guys first came together with Exact Sciences (inaudible) Mayo Clinic back to that foundation?

DAVID AHLQUIST, M.D.: Sure. I should add, though, that we didn't tell Tom that we took partial credit for all of his future successes.

TOM LEHMAN: I'm still paying. 10 percent is a big check to write.

DAVID AHLQUIST, M.D.: Colonoscopy is a very good screening tool when it's done well. One of the challenges with colonoscopy is that many in the population refuse to have an invasive test like that, or even more commonly, people that live from paycheck to paycheck, they simply can't afford to take two days off work for the preparation and the procedure. It's not reimbursed by their insurance company or by their employers. That loss of income can be more expensive than the procedure itself.

So we engineered this test to be accurate -- three things. To be accurate, and it's just as accurate as colonoscopy for early stage cancer. It detects 94 percent of Stage 1 cancer. That's the same as colonoscopy.

We wanted it to be user friendly, number two. Patients don't have to go through a bowel prep, they don't have to change their medications, they don't miss work.

And we wanted it to be accessible. This goes wherever the mail goes. This can be mailed to people and they can do it in the privacy of their home. So we hope that that triad of characteristics -- accuracy, user friendliness, and accessibility -- will make a difference.

As Kevin mentioned, this is a test that we took years to develop, but it was the partnership with Exact Sciences that brought it to the patient. We couldn't have done it without commercializing this idea. Kevin and his team have done a brilliant job of optimizing the automation and delivering it with such a principled approach.

I'll just close with one comment, Stuart. One of our hopes was to get to the population that's not being screened. In that first million users, more than half were taken by patients who had never been screened before, so it's already accomplishing that really important goal. We're very grateful for that.

KEVIN CONROY: It's actually a pretty cool story. Nine years ago in February we were talking to Exact Sciences. We were interviewing and looking at the opportunity to kind of restart this company which had tried and was unsuccessful in developing a colon cancer screening test.

After a couple of meetings with the company, they said, well, there's no evidence that it can be developed and we love the idea but we don't think we're going to do this. And the board of directors said, would you please go visit Dave Ahlquist at the Mayo Clinic? Madison,

Wisconsin, a few hour drive, we got in the car and drove through a snowstorm, got there and Dave laid out the research that he and his team of researchers, all the data coming from that research, which showed 90-plus percent detection rates from a stool sample, and the science behind it, exquisite science behind it.

We left that meeting with a handshake deal, we're going to go back and say yes to Exact Science if you agree to partner with us and we'll develop it together. That was the start of what's been a nine-year relationship, which is now turning into detecting other cancers from a simple blood draw, which we can talk about, a partnership with Dave and his team and Mayo Clinic that we're really thankful for. You pinch yourself when nine years later you start to make that kind of progress that we're seeing with a million people already screened and we're just not going to stop, we are not going to stop.

STEWART MOORE: Jerry, I'll get to you. This is officially the longest that Jerry's not spoken. He's champing at the bit a little bit over there. He gets a little antsy up there sometimes. At least we got you out of the pro-am today, okay?

Jerry, Cologuard ambassador, I know you and Kevin are good friends. Tell us about how that started.

JERRY KELLY: Well, we've been friends, played golf together, and it wasn't until one plane flight when we found out why Kevin was on the plane, going to a funeral of a family member for colon cancer. I knew the company, but I didn't know the man, the men behind the company and the passion that they have to actually contact people to save lives. I mean, the passion that he showed.

And I've been touched by cancer. A good friend of mine right now Rob Andringa, and this is a real hockey player, not like what the media calls me. He won the 1990 NCAA Championship and was diagnosed with Stage 4, in the second round of chemo right now and obviously we wish him well. But this is a one-out-of-10 chance rather than the nine out of 10 if detected early.

The passion behind this is really awareness. The second leading cancer killer. How many of you have actually known that? I mean you always think, the heart, the lungs, all these grandiose ones that are always brought up, yet this has kind of slipped under the rug way too much.

So I feel honored to be a part of this company, to be able to help tell their story. This tournament I think already has been such an incredible success before we even tee it up to get that awareness out. And all of you are going to help us so much in letting people know that early detection is bottom line where it's at. It can save your life, it could save a family member's life. You know, I just feel honored for this whole time that we've been able to really get a lot of the word out.

STEWART MOORE: Speaking of teeing it up, we do have a golf tournament this week.

Jerry, ambassador, you've had a busy week. Have you had any time to fully prepare to try to take Tom off his thrown?

JERRY KELLY: I think just watching him hit the ball yesterday, I just have visions in my head, I'll just try and drive it like him.

STEWART MOORE: How's Aaron Rodger's golf swing?

JERRY KELLY: Powerful, powerful, he can hammer it. It's just a matter of playing more and having that time to consistently play like any athlete needs.

STEWART MOORE: Tom, you come in this week as defending champion, meshes well with our first year here with Exact Science and Cologuard. Your thoughts on the golf course? You set the tournament record last year. Just a little reflection on 2017, what a special week it was.

TOM LEHMAN: Well I was able to play with the other guy from Madison last year. Sometimes when you win tournaments it's even more satisfying when there's somebody that you beat who you really think is a phenomenal player. Steve Stricker was up for his first week as a 50-year-old last year, had the lead and ended up he made a couple mistakes and I kind of took advantage, came back and won the tournament. So to win this tournament was special being from Arizona, and to beat Steve head to head made it even better. But to put on that Conquistadores helmet and wear it around here, go home and you go through the Starbucks drive-through and the Safeway wearing that thing, that was really great, too.

I think the players all love it here, the weather's great. The City of Tucson, the fans support this event so incredibly. They make it special for the players. We all know we're at someplace great when you walk out there and see all the folks out there watching. And then Mike Petty and his staff here at the Omni do an amazing job conditioning this golf course. This year it's perfection. I've never seen fairways here this good. They've done an amazing job.

So add it all up and then you toss into the mix a new title sponsor with Cologuard and all the things that you have done already to make this a memorable week for the players, and the dinner last night was special. You know, special people kind of create special environments, special vibes. I think everybody kind of feels like this is just a little bit different because of I think the specialness and the compassion that this company brings to our tour. I'm really grateful for that, too. Thank you.

STEWART MOORE: Well, in closing here, I think it's been a special delivery here today, a very important message. Again, Dr. Ahlquist said a few times it's important to talk about. It's not taboo. Get screened, have a conversation, call your doctor. All these gentlemen up here will be available for a while. We also have four colon cancer survivors here today, if everyone will join me in giving them a brief round of applause. Thank you all.