

Abbott Launches Spanish-Language Campaign With Gabriela Spanic To Encourage Colon Cancer Screening With Cologuard Plus®

- Featuring acclaimed telenovela actress Gabriela Spanic, the campaign encourages Hispanic adults to get screened with a message that colon cancer screening doesn't have to be dramatic
- Colon cancer is the second-leading cause of cancer death among Hispanic men and the third-leading cause among Hispanic women¹

ABBOTT PARK, Ill. – Aug. 10, 2026 – Abbott (NYSE: ABT) today launched a new Spanish-language campaign featuring award-winning actress, model, writer and singer Gabriela Spanic to encourage more Hispanic adults to be screened for colon cancer, with Cologuard Plus® as a convenient and effective option. Drawing on the familiar drama of telenovelas, the campaign uses culturally relevant storytelling to make a difficult health conversation more approachable and inspire action.

The need is urgent. When colon cancer is found early, 90% of patients survive five years or more after diagnosis². Yet only about half (53%) of eligible U.S. Hispanic adults are up to date with recommended screening³, despite American Cancer Society guidelines calling for screening beginning at age 45.

“Colon cancer is highly preventable, yet too many people in the Hispanic community are diagnosed only after the disease has advanced,” said Xavier Llor, M.D., Ph.D., a gastroenterologist and specialist at Yale Medicine. “Screening can help find colon cancer earlier, when treatment is most effective. For eligible adults, getting screened is one of the most important steps they can take to protect their health.”

Spanic is committed to using her platform to raise cancer awareness and help improve health outcomes within the Hispanic community.

“In our community, there are important health issues we don’t always talk about—colon cancer screening is one of them,” said Spanic. “Starting that conversation could help someone you love take action and get screened. I’m proud to partner with Abbott to remind people that screening can be simple and that early detection could help save a life.”

In the new campaign, Spanic brings her signature dramatic flair to the humorous spots, while delivering a straightforward message: Although life can be dramatic, getting screened doesn’t have to be. The campaign features the FDA-approved Cologuard Plus test, a non-invasive option that adults aged 45 and older at average risk can complete at home without special preparation or dietary changes. The Cologuard Plus test is one of the most accurate noninvasive colorectal cancer screening tests reported in studies to date^{4,5,6}. It detects 95% of colorectal cancers, similar to a colonoscopy (as seen in separate studies)^{4,7}. Once prescribed by a healthcare provider, it is shipped directly to the patient’s home and can be completed on the patient’s own schedule, before being mailed back to the laboratory.

“Humor can make it easier to start difficult conversations”, said Peter Wood, vice president, screening, Abbott’s cancer diagnostics business. “Everyone deserves access to information that helps them make informed decisions about their health. We hope this campaign turns greater awareness into action by encouraging more Hispanic adults to ask their healthcare provider about Cologuard Plus and get screened for colon cancer.”

Adults aged 45 or older who are at average risk for colon cancer should ask their healthcare provider if Cologuard Plus is right for them. Learn more or request a kit at Cologuard.com, or access Spanish-language information at Cologuard.com/prueba.

About Abbott

Abbott is a global healthcare leader that helps people live more fully at all stages of life. Our portfolio of life-changing technologies spans the spectrum of healthcare, with leading businesses and products in diagnostics, medical devices, nutritionals and branded generic medicines. Our 122,000 colleagues serve people in more than 160 countries. Connect with us at abbott.com and on [LinkedIn](#), [Facebook](#), [Instagram](#), [X](#) and [YouTube](#).

About the Cologuard Plus® test

Developed in collaboration with Mayo Clinic, the FDA-approved Cologuard Plus® test is a first-line, noninvasive colorectal cancer (CRC) screening option for adults aged 45 or older who are at average risk for the disease. The use-at-home test detects novel DNA biomarkers and blood in stool associated with colorectal cancer and advanced precancerous lesions, requiring no special preparation or time off to take the test. Cologuard tests have been used to screen for cancer millions of times.

Featuring novel biomarkers, improved laboratory processes and enhanced sample stability, the Cologuard Plus test is FDA-approved for both cancer and advanced precancer detection. By relying exclusively on molecular data from the patient sample—not subjective patient-reported risk factors—it helps support accurate results and reflects Abbott’s commitment to expanding access to colorectal cancer screening.

For further information: Abbott Media: Gisela Pedroza, (949) 468-7854, or Abbott Financial: Michael Comilla, (224) 668-1872

Abbott Media:

Gisela Pedroza, (949) 468-7854

Abbott Financial:

Michael Comilla, (224) 668-1872

-
- ¹ American Cancer Society. Cancer Facts & Figures for Hispanic/Latino People 2024-2026.
- ² American Cancer Society. Survival rates for colorectal cancer. 2026. <https://www.cancer.org/cancer/types/colon-rectal-cancer/detection-diagnosis-staging/survival-rates.html>
- ³ Siegel RL, Wagle NS, Star J, et al. Colorectal cancer statistics, 2026. CA Cancer J Clin. 2026;e70067.
- ⁴ Cologuard Plus Clinician Brochure. Exact Sciences Corporation. Madison, WI.
- ⁵ Guardant Health. Shield Provider Brochure. Palo Alto, CA.
- ⁶ ColoSense Clinician Brochure. Geneoscopy, Inc. St. Louis, MO.
- ⁷ Knudsen AB, Rutter CM, Peterse EFP, et al. Colorectal Cancer Screening: An Updated Decision Analysis for the U.S. Preventive Services Task Force. Rockville (MD): Agency for Healthcare Research and Quality (US); May 2021.
-

Additional assets available online:

 [Video](#) ⁽¹⁾

 [Photos](#) ⁽³⁾

