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## Free Colon Cancer Screenings Offered to Delaware Valley Patients

***50 “Integrated Virtual Colonoscopy” Screenings offered to Region’s Uninsured/Unemployed  
“Colon Screening Stimulus” offered in March—National Colon Cancer Awareness Month***

A Philadelphia-area GI group, in partnership with two national organizations, will be offering 50 free colon screenings for qualifying individuals during the month of March—National Colon Cancer Awareness month. Hoping to raise awareness for colorectal cancer (CRC) screening, Mid-Atlantic GI Consultants (MAGIC), a nine-provider GI group in New Castle County, DE, will offer 50 free **“Integrated Virtual Colonoscopy”** screenings for economically-disadvantaged individuals in the region during the month of March.

The program, named **“The Colon Screening Stimulus”**, is designed to assist individuals in challenging financial circumstances or suffering from the economic downturn, and is being supported by two national organizations:

The **Colon Cancer Alliance**—the oldest and largest national patient advocacy organization dedicated to ending the suffering caused by colorectal cancer. The CCA’s Delaware Valley chapter brings the organization’s mission to the greater Delaware, Southeastern PA and Southern NJ Areas. Money raised by the chapter at the annual Philadelphia Undy5000 5K run will help pay for the screenings.

**Colon Health Centers of America**—a Delaware Valley-based company that partners with GI physician groups enabling them to add Integrated VC screening to their CRC screening options.

Virtual Colonoscopy (VC—aka CT Colonography) has now been approved and recommended in national professional guidelines for colon cancer screening. **Integrated Virtual Colonoscopy** is a progressive new method, offered by some gastroenterologists, for colon cancer screening. The method brings together the non-invasive, sedation-free, highly sensitive, Virtual Colonoscopy scan and the opportunity for a same-day polyp removal procedure via traditional colonoscopy when necessary. Only about 15% of average-risk individuals who undergo VC screening will require removal of polyps. Therefore, with Integrated VC, the vast majority of individuals (85%) can be screened non-invasively, without the need for an IV or sedation. These patients can immediately drive, return to work, and resume all normal activities. Those individuals found to have polyps (15%), may still undergo an immediate, same-day invasive colonoscopy for polyp removal.

The 50 free screenings will be offered to uninsured individuals (or those without a health insurance screening benefit), who are either unemployed or whose household income falls below 300% of the Federal poverty level (\$66,200 for a family of 4). Individuals will be asked to fill out a brief application and to show proof of meeting these qualifications. Members of the three organizations will confidentially review all applications to ensure that the applicant meets the



qualifications. Applicants will be notified promptly if they are accepted into the program and the Colon Cancer Alliance will provide information about screening and assistance programs for others.

For more information, or to fill out an application for consideration, visit: [www.FreeColonScreen.com](http://www.FreeColonScreen.com)

### **About Mid-Atlantic GI Consultants**

**Mid-Atlantic GI Consultants, PA** (MAGIC) is a nine-provider, GI specialty group based in New Castle County, DE. MAGIC physicians specialize in all aspects of GI medical care, with particular expertise and interest in colon cancer screening. MAGIC owns the Colon Health Center of Delaware, the first center dedicated to Integrated Virtual Colonoscopy screening in the nation, and Mid-Atlantic Endoscopy Center, a state-of-the-art, Medicare-accredited endoscopy center.

### **About the Colon Cancer Alliance:**

The **Colon Cancer Alliance** (CCA) is the oldest and largest national patient advocacy organization dedicated to ending the suffering caused by colorectal cancer. In order to increase rates of screening and survivorship, the CCA provides patient support, public education, supports research and conducts advocacy work across America. As the Voice of Survivors, the CCA works as an advocate for colorectal cancer patients and their families. The CCA offers information and support from the first-hand experience of survivors and others whose lives have been touched by this disease. The CCA is based in Washington DC. The CCA's Delaware Valley chapter's goal is to reduce the impact of colorectal cancer in the Delaware Valley by providing current information and support to patients, survivors, supporters and care givers and by promoting general community awareness and education to aid in the prevention and early detection of colorectal cancer to the Delaware, Southeastern PA and Southern NJ Areas. For more information visit: [www.ccalliance.org](http://www.ccalliance.org).

### **About Colon Health Centers of America, LLC**

**Colon Health Centers of America** is a start-up company that partners with GI physician groups and enables them to add Integrated Virtual Colonoscopy to their suite of CRC screening services. This progressive new screening option allows these groups to screen the 50% of individuals in their communities who have not, cannot, or will not be screened with traditional colonoscopy. The **Colon Health Center of Delaware** is their first center, started in partnership with MAGIC.

### **About Colorectal Cancer:**

Colorectal cancer is the second leading cause of cancer death in the US, affecting 1 in 19 Americans. The American Cancer Society estimates that as many as 90% of these colon cancer deaths could have been prevented if individuals at risk had been appropriately screened. Tragically for such a preventable cancer, fewer than 40% of at-risk Americans are receiving adequate screening for colon cancer. Therefore, Americans are dying needlessly from lack of adequate and acceptable screening services. Reasons for this include inadequate information, embarrassment, and concern about invasiveness and risks of colonoscopy. Alternative, non-invasive methods for colon cancer screening, such as Integrated VC, are desperately needed.



**About Integrated Virtual Colonoscopy:**

Virtual Colonoscopy is a highly sensitive, safe, and noninvasive test, and is a promising new option for large-scale colon cancer screening. However, its main advantage, non-invasiveness—may also be seen as a short-coming of stand-alone VC since, by itself, there is no option for polyp removal in the approximately 15% of individuals who will be found to have significant polyps. With stand-alone VC, these unfortunate individuals would have to make an appointment for a therapeutic colonoscopy on another day—and worse—undergo a second colon prep! The Colon Health Centers concept of Integrated Virtual Colonoscopy, offers these two tests together, allowing patients to undergo the noninvasive VC screening first, but also provides access to a same-day, same-prep traditional colonoscopy for those who are discovered to have pre-cancerous polyps.

