



Preventing Colorectal Cancer

FOR IMMEDIATE RELEASE

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**Reminder: March is National Colorectal Cancer Awareness Month
*PCC Supports Quality Screening Colonoscopies to Lower Cancer Rates***

Annapolis, MD | PRWeb | March 8, 2016 – Preventing Colorectal Cancer (PCC), a not-for-profit advocacy organization would like to show its support in recognizing March as National Colorectal Cancer Awareness Month. Founded in 2008, PCC’s mission is to educate the public and key stakeholders about the opportunities to reduce the incidence of colorectal cancer through screening and care options for patients and clinicians.

“A cancer prevented is better than a cancer cured,” says Steven J. Morris, MD, FACP, PCC board chair and president, Atlanta Gastroenterology Associates. “We hope our efforts through Preventing Colorectal Cancer will save lives by providing information and guidance needed to educate the public, policymakers and other key stakeholders regarding colorectal cancer screening, not only in March, but every month of the year.”

The importance of getting screened cannot be overstated – it means the difference between life and death for many Americans. Fortunately, the increased access to affordable cancer screening colonoscopies is a positive move toward prevention.

“PCC is dedicated to the detection and cure of a deadly form of cancer, colorectal cancer,” says PCC Executive Director, Randall Madry. “We give a standing ovation to individuals and organizations that make a difference in this fight and for their continued advocacy for the prevention and early detection of colorectal cancer and the promotion of exceptionally high standards of care.”

According to the [Centers for Disease Control and Prevention](http://www.cdc.gov) (CDC), “Among cancers that effect both men and women, colorectal cancer is the second leading cause of cancer deaths in the United States. Every year, about 140,000 Americans are diagnosed with colorectal cancer, and more than 50,000 people die from it. But this disease is highlight preventable, by getting screened beginning at age 50.” In addition to screening, the CDC also recommends adults are physically active, maintain a healthy weight, avoid over consumption of alcohol and refrain from the use of tobacco products.

PCC Treasurer, Mark Casner notes, “Since March is colorectal cancer awareness month, this is a good time of year to promote colonoscopy screenings to save lives. PCC has made it their mission to reinforce the message that colorectal cancer can be prevented through the “Gold Standard” of regular colonoscopy exams.”

Stanford R. Plavin, MD, PCC board vice chair and co-founder, Ambulatory Anesthesia of Atlanta, adds, “One of PCC’s policy cornerstones is the coverage and payment of sedation options such as propofol during a colonoscopy to promote the best clinical and financial outcomes. With appropriate screening and early detection, colorectal cancer can be prevented and treated.”

In addition to advocating for the rights of patients and providers, PCC also sponsors an [issue brief series](#) to educate key stakeholders on the importance of increasing screening rates among the U.S. population. The series is a compelling resource for physicians, patients, payors, public policy experts and others who can take action to make a difference and serve as champions for patient safety. Topics in the [series](#) include:

- *Colonoscopies Prevent Colon Cancer*
- *Preventing Colorectal Cancer: The Benefit of Propofol*
- *Health Insurers Should Cover Propofol Sedation*
- *Why We Need Pricing Transparency*
- *The Impact of Health Insurance Reform on Colorectal Cancer*
- *FDA Approves SEDASYS Device*
- *Take Advantage of the Patient Protection and Affordable Care Act Preventive Care Clause, Get Screened for Colorectal Cancer via Colonoscopy*
- *Drug Shortages Impact Colorectal Cancer*
- *Colorectal Cancer Screening: The Genetic Factor*
- *Young Adults Face Increased Risk of Colorectal Cancer*
- *Making an Informed Choice: Colonoscopy Screening Locations Explained*
- *The Importance of Proper Colonoscopy Preparation*

Those interested in more information may visit www.preventingcolorectalcancer.org to sign up to receive the issue briefs as they become available via email. The website also contains other valuable resources and information on colorectal cancer and prevention efforts.

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About Preventing Colorectal Cancer (www.preventingcolorectalcancer.org)

Headquartered in Annapolis, MD, Preventing Colorectal Cancer (PCC) preserves the tradition of safe, comfortable and quality-based medicine. PCC is a not-for-profit 501(c) 6 advocacy organization with the primary mission to educate both public and private stakeholders about the opportunities to reduce the incidence of colorectal cancer through promoting effective screening, prevention and care options for patients. Membership is open to all individuals and groups.