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Capital Gastroenterology Consultants Promotes Colorectal Cancer Awareness

February 2006 -- Capital Gastroenterology Consultants promotes NATIONAL COLORECTAL CANCER AWARENESS MONTH in the Washington, DC metro area during March 2006. This marks the continuation of a national effort to raise public awareness about colorectal cancer.

Capital Gastroenterology Consultants is kicking off a multi-faceted campaign to educate patients and physicians about the value of colorectal cancer prevention and early detection, including:

- Public service announcements
- Development of patient education resources
- Assembly and delivery of colorectal cancer screening kits for physicians
- Sponsoring local colorectal cancer support groups
- Speaking out to community groups and in the media
- Sponsorship of the *Scope it Out 5K* to benefit colorectal cancer research

Through these efforts, the practice hopes to help people understand that colorectal cancer can be prevented.

“As a colorectal cancer survivor, I am aware of the pain and fears of this disease. It is my personal mission to educate patients and others about the benefits of screening,” notes Milton Koch, MD, who was diagnosed with colorectal cancer at age 49.

The American Cancer Society estimates that, in the United States this year, approximately 145,290 men and women will be diagnosed with colorectal cancer and 56,290 people will die from the disease. Despite its high incidence, colorectal cancer is one of the most detectable, and if found early enough, most treatable forms of cancer. Over 90% of those diagnosed while the cancer is still localized survive more than five years. Currently, however, only 37% of colorectal cancers are detected while still localized.

“Screening rates and awareness of the dramatic benefits of screening is low,” notes Arnold Levy, MD. “If we conduct routine colonoscopies starting at age 50, we can essentially prevent colorectal cancer. It is frustrating to have to tell patients they have cancer when we could have prevented it if we had seen them a few years earlier.”

The U.S. Senate has declared March as National Colorectal Cancer Awareness Month. This national recognition of colorectal cancer provides a platform for health educators, advocacy groups, the media, public officials, physicians and patients to focus their efforts collectively in the battle against colorectal cancer.

Physicians from Capital Gastroenterology Consultants are available for interviews and presentations on colorectal cancer and the benefits of screening. To schedule an interview, contact Michelle Baker at 301/529-2031. In addition physicians can request information kits by calling 301/529-2031. Additional information about the practice and colorectal cancer can be found at www.capitalgastro.com.