

You probably know that colorectal cancer is the #2 cancer killer, and that with early detection and removal, chances of survival exceed 90%! You may know that most colon cancers start with polyps, which start benign, but if they grow unnoticed and are not removed may become cancerous and threaten your life. You probably know that you and every other American should be screened beginning at age 50 (high risk patients start sooner) and for seniors Medicare covers your regular screening.

Most colon cancers are diagnosed by gastroenterologists — we like to give you the good news of no polyps or you had a benign or pre-cancerous polyp and we removed it, and we hate when we have to give bad news, like you have colorectal cancer that will



Saving Your Life.

Complete Colonoscopy

- Recommended by medical and cancer groups for colon cancer screening.
- Detects polyps in colon larger than 1 centimeter.
- Detects polyps in colon smaller than 1 centimeter.
- Painless.
- Allows removal of suspicious polyps without surgery.

Straight Talk: Complete Colonoscopy is the most effective screening method for colon cancer.

require surgery. Since we're the ones who have to tell patients and their families about this cancer, we want to give you some more facts, facts that can save a life — yours or someone you know.

Why Complete Colonoscopy is the Gold Standard

Almost all physicians consider complete colonoscopy to be the most effective screening test. Complete colonoscopy allows us to look directly at the entire colon, identify any suspicious growths... and complete colonoscopy is the *only* test that allows a biopsy or removal of a polyp at the very same time when it is first identified by the doctor — no follow-up test is needed.

With complete colonoscopy:

- You will be sedated, so for almost everyone the procedure is painless.
- Most people say they prefer colonoscopy over other colorectal cancer screening tests.
- While the pre-test bowel cleansing prep may be unpleasant, remember it lasts a few hours — for many folks it is a few hours *once every ten years!*
- You have the assurance that the physician has looked directly at your *entire* colon.
- Be sure that the physician you choose has plenty of experience in performing complete colonoscopies. Make sure he/she is a

board-certified gastroenterologist or a surgeon trained in colonoscopy, or one who otherwise routinely does a large enough number of colonoscopies; this will assure that you get a complete exam by an expert who can interpret what he/she sees.

- Complications, while possible, are quite rare when performed by a skilled, experienced doctor.



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