Did you know that more people under age 50 are getting colorectal cancer? Or that COVID-19 delayed cancer screenings for millions of people, and is estimated to have delayed colorectal cancer diagnosis for 19,000 Americans?

* With more than 106,000 new cases expected in the United States in 2022, Colorectal Cancer is the nation’s third-leading cause of cancer death.
* The disease is almost always treatable if caught early and can even be prevented through timely screening.

That’s why it’s vital that your listeners and their doctors connect.

* The U.S. Preventative Services Task Force (USPTF) now recommends colorectal cancer screenings start at age 45.
* Federal law requires private insurers to cover not only colonoscopy – but also *virtual* colonoscopy.

The more people are aware of virtual colonoscopy, the more people choose to be screened, and the more lives will be saved.

The American College of Radiology®, a not-for-profit, 501(c)3 medical association, and member of the National Colorectal Cancer Roundtable, has produced a series of 30-second radio public service announcements featuring a prominent physician expert.

Please consider airing these important PSAs. We appreciate any programming time you can spare.

We can also supply a physician expert for news interviews.

Thank you,

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