

PSA – Protect Yourself: Get Screened for Colorectal Cancer

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 153,020 new cases expected in the United States in 2023, colorectal cancer is the nation's second-leading cause of cancer death.
- The disease is almost always treatable if caught early and can even be prevented through timely screening.
- The latest guidelines from the American Cancer Society (ACS) recommend screening for colon cancer starting at age 45 which includes Virtual Colonoscopy.

CTC is covered by most insurance plans and is less costly than a colonoscopy.

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

- Virtual colonoscopy is an ACS-recommended screening exam to be done every five years for those at average risk. The virtual exam may also be an option for those at increased risk who can't physically tolerate a colonoscopy.
- Virtual Colonoscopy is recognized by the US Preventative Services Task Force (USPSTF) for colon cancer screening starting at age 45.
- Federal law requires private insurers to cover not only colonoscopy – but also *virtual* colonoscopy at no cost to patients.

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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