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PCC Issue Brief Highlights Genetic Testing for Colorectal Cancer
New Medical Developments in the Field of Genetic Testing Can
Take Colorectal Cancer Prevention to a New Level

Annapolis, MD | PRWeb | October 21, 2014 – Preventing Colorectal Cancer (PCC) has released the ninth issue brief in a series that underscores the importance of increasing U.S. colorectal cancer (CRC) screening rates, and highlights the obstacles and opportunities that influence efforts to achieve this goal. Issue Brief #9, *Colorectal Cancer Screening: The Genetic Factor*, discusses the positive impacts that genetic testing has on the diagnosis and treatment of colorectal cancer.

The new brief examines how genetic testing, when accompanied by preventative screenings, can reduce the incidence of colorectal cancer, the second leading cause of cancer deaths in the United States. “A cancer prevented is better than a cancer cured,” says Dr. Steven J. Morris, MD, FACP, PCC board chair and president, Atlanta Gastroenterology Associates. “Genetic testing opens the door to a new level of colorectal cancer prevention for high-risk individuals by promoting earlier and more frequent screenings. Preventative screenings, along with the removal of precancerous polyps during colonoscopies, can significantly reduce the chance of an individual developing colorectal cancer.”

PCC launched the [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.

Previous issue briefs in the series can be found [here](#). Topics 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*

PCC hopes the issue brief series will save lives by providing the information and guidance needed to educate the public, policymakers and other key stakeholders regarding colorectal cancer screening coverage, including safe sedation options.

Those interested 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 CRC 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.