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PCC Issue Brief Highlights Importance of Proper Colonoscopy Preparation
Organization Aims to Educate Both Public and Private Stakeholders to Promote Effective Colorectal Cancer Screening

Annapolis, MD | PRWeb | February 11, 2016 – Preventing Colorectal Cancer (PCC) has released the twelfth issue brief in a series that underscores the importance of increasing U.S. colorectal cancer screening rates and highlights the obstacles and opportunities that influence efforts to achieve this goal. Issue brief #12, *[The Importance of Proper Colonoscopy Preparation](#)*, provides patients with an overview of what to expect from the colonoscopy preparation process and underscores the importance of following the steps to ensure the screening is as accurate as possible.

The new issue brief arms consumers, providers and others with information about patient colorectal health screening. “The best way to catch colorectal cancer—the Gold Standard method—is by having a colorectal cancer screening with propofol,” explains Stanford R. Plavin, MD, PCC board vice chair and co-founder, Ambulatory Anesthesia of Atlanta. “However, the patient must take an active role in following the preparation instructions in order for a screening to have optimal results. This issue brief will help patients understand what to expect and what options are available.”

By reviewing the process, prep options, dosage and timing and education and potential side effects, PCC aims to fulfill their 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.

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*
- *Colorectal Cancer Screening: The Genetic Factor*
- *Young Adults Face Increased Risk of Colorectal Cancer*
- *Making an Informed Choice: Colonoscopy Screening Locations Explained*

“A cancer prevented is better than a cancer cured,” Steven J. Morris, MD, FACP, PCC board chair and president, Atlanta Gastroenterology Associates. “We hope the issue brief series will save lives by providing information and guidance needed to educate the public, policymakers and other key stakeholders regarding colorectal cancer screening.”

Those interested in more information 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 colorectal cancer 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.