

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**

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**EARLY DETECTION COMBATS 2ND-LEADING CANCER KILLER IN U.S.**

**COLORECTAL CANCER AWARENESS MONTH PROMOTES EARLY DETECTION**

WAYNE, FEBRUARY 6, 2012 – Colorectal cancer is the second leading cancer killer in the U.S., according to the Center for Disease Control. In 2007, 142,672 adults were diagnosed with the disease and more than 53,000 died.

Yet, thanks to improvements in prevention, early detection, and treatment, more than a million people have survived colorectal cancer, according to the American Cancer Society.

Colorectal Cancer affects both men and women. It can begin anywhere in the digestive system with a growth, or polyp, that may become cancerous over a period of time. The earlier these growths are detected and removed, the better the chance of preventing complications from developing.

**March is Colorectal Cancer Awareness Month**

These abnormalities can be detected by a variety of tests, including lab testing, colonoscopy or a CT colonography, which is a CT scan of the colon, also called a "Virtual Colonoscopy," according to Charles Whang, MD and medical director at University Imaging in Wayne. "Detecting and removing polyps early can prevent colorectal cancer from developing."

**Colonoscopy vs. *Virtual Colonoscopy***

With a colonoscopy, the doctor uses a colonoscope, a long, flexible, tubular instrument about a half-inch in diameter that is inserted through the rectum and advanced to the other end of the large intestine. The procedure can be uncomfortable and often requires sedation.

"A virtual colonoscopy is minimally-invasive and requires no sedation," says Dr. Whang. "There is little or no discomfort and usually no downtime." A virtual colonoscopy shows the colon from many different angles, so if a blockage is detected, the detailed images will provide a better insight for treatment.

There are pros and cons to both screening options. Individuals should discuss these with their doctor.

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Risk factors for colorectal cancer include a history of polyps or having a family history of colon cancer. Signs and symptoms include a change in bowel habits, the presence of blood in the stool, abdominal discomfort or pain, bloating and unexplained weight loss.

The American Cancer Society (ACS) recommends that women and men undergo screening for colon cancer or polyps beginning at age 50. ACS suggests a colonoscopy once every 10 years or a Virtual Colonoscopy once every five years. Individuals at increased risk or with a family history of colon cancer may start screening at age 40 or younger.

**March is Colorectal Cancer Awareness Month**

Any time of year is a good time to schedule a Virtual Colonoscopy. For those people who put off making a commitment, March serves as a reminder.

University Imaging is located in an 11,000 square-foot facility located in Suite 101 of 246 Hamburg Turnpike, Wayne, on the front grounds of St. Joseph's Wayne Hospital. It is a division of St. Joseph's Wayne Hospital and a member of the St. Joseph's Healthcare System.

For more information about a Virtual Colonoscopy or other diagnostic testing performed at University Imaging, visit [www.UniversityImaging.org](http://www.UniversityImaging.org) or call 973-595-1300.

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