



COLON HEALTH CENTERS
OF AMERICA, LLC

Colon Screening Times

Keeping GI Specialists abreast of CRC Screening Trends

January 2008

Message from the CEO:

Happy New Year!... and welcome to 2008 and the launch of our company newsletter, Colon Screening Times.

2008 is going to be a landmark year in many respects: the Summer Olympics and the Presidential election, to name a few. **In the Colorectal Cancer (CRC) screening world, 2008 will clearly be the landmark "Year of CT Colonography" (CTC).**

Much has occurred in 2007 to make CTC ready for its break-out year in 2008. In September, data from the ACRIN trial (National CT Colonography Trial) were released, confirming the accuracy of CTC as a screening test. Shortly thereafter, a study from the Wisconsin group published in the NEJM demonstrated a high yield for detecting advanced neoplasia with CTC in a large screening population. The year ended with the introduction of a bill in Congress (HR 4879) that would provide Medicare coverage for CTC (see article).

In early 2008 we expect the formal publication of the ACRIN trial along with the endorsement of CTC as a screening test by the American Cancer Society. At that point CTC will be off to the races.

Radiologists around the country have been preparing for the introduction of CTC, and are planning to launch into CRC screening in full force.

Therefore, 2008 is a year in which GI specialists must face an important question: will you relinquish your CRC screening business to radiologists, or will you embrace change, broaden your CRC screening services, and continue to manage and control the entire CRC screening process?

The good news is that, in the new era of CTC, GI specialists are still in the strongest position to offer the most comprehensive, convenient, and patient satisfying CRC screening services available.

Please contact us to learn about CHC America's™ patent-pending screening model and innovative service offerings for GI specialists. CHC America™ provides a completely turn-key solution for incorporating CTC into an existing CRC practice. Our solution allows GI groups to offer a superior, consumer-centric CRC screening program, and continue to manage and control the entire CRC screening process!

Best wishes for 2008.

Mark J. Baumel, MD, MS
President/CEO
Colon Health Centers of America™

CT Colonography Legislation Introduced in Congress

WASHINGTON, DC, Dec 20, 2007— U.S. Representative Barbara Cubin (R-WY) introduced legislation yesterday to increase patient access to a new and innovative screening test for colorectal cancer that has the potential to save thousands of lives.

Cubin introduced H.R. 4879, the *Virtual Screening for Cancer Act (VSCA) of 2007*. Cubin's bill includes Computed Tomography Colonography (CTC) as a colorectal screening test covered under the Medicare program. CTC, more commonly referred to as Virtual Colonoscopy, offers a non-invasive and cost-effective means of detecting colon cancer.

"Americans are incredibly fortunate to live in a time where advancements in technology give us the ability to detect diseases, improve treatment options and save lives, all by taking pictures of the human body," Cubin said. "Virtual colonoscopies are at the forefront of this transformation in modern medicine and I believe it is critical that Medicare beneficiaries across the country have access to this exam."

In addition to expanding Medi-

care coverage to virtual colonoscopies, Cubin's bill will make the exam part of the "Welcome to Medicare" program. This means Medicare beneficiaries would have their co-pays for virtual colonoscopies waived when the exam is



conducted within the first six months of the beneficiaries' enrollment in Medicare, just as is currently done for colonoscopies and mammograms.

Virtual colonoscopy is a medical imaging procedure that uses x-rays and computers to produce two- and three-dimensional images of the colon. Patients go through a scanner first on their back and then on their stomachs, which takes approximately ten minutes. Since the exam is far less invasive than traditional methods used to

detect colon and bowel diseases, patients do not require sedatives to undergo the exam. Recent scientific literature suggests that virtual colonoscopy, as a front-line screening method, is a cost-effective complement to the traditional colonoscopies that are still necessary to remove dangerous colon polyps when they are detected.

"Colorectal cancer is the third leading cause of cancer death in the United States today," Cubin said. "Early detection is the most effective method we have to combat this killer. Unfortunately, too many Americans shy away from traditional colonoscopy exams because of the discomfort associated with it. Virtual colonoscopies provide a more comfortable screening alternative that will lead to more patients getting the treatment they need."

Cubin, a Member of the House Energy and Commerce Health Subcommittee, worked with the medical community to craft this legislation. Representative Edolphus Towns (D-NY) joined Cubin as an original co-sponsor of her bill.



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in the new era of CT Colonography

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