

truth

"Even women get colorectal cancer."

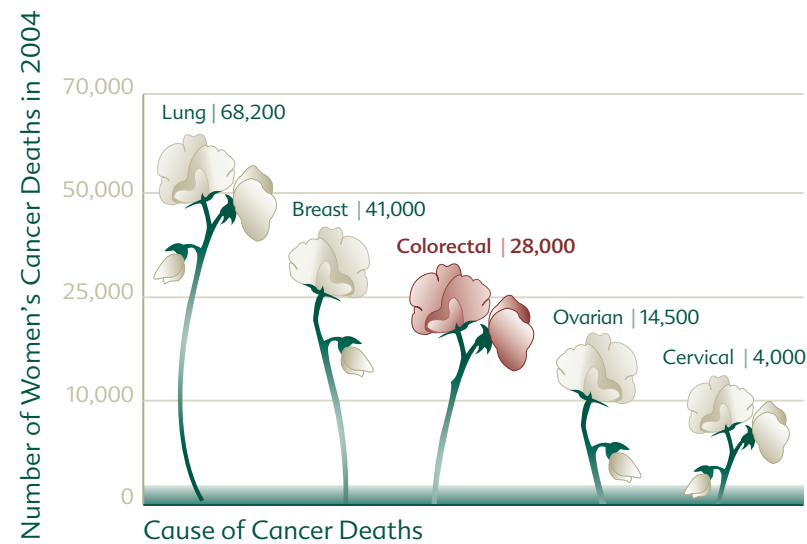
A lot of women believe colorectal cancer affects men more than women. The truth is, colorectal cancer is just as much a woman's concern. It strikes women nearly as often as men and at the same ages as men.

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US POSTAGE
PAID
BOULDER, CO
PERMIT NO. 537

truth

"Colorectal cancer is more common than cervical or ovarian cancer."

About 1 in every 17 women will develop colorectal cancer. By comparison, 1 in 117 women will get cervical cancer, which is screened by a Pap smear, and 1 in 57 will get ovarian cancer.



truth

"The key risk factor is being 50 or older."

The large majority of women who develop colorectal cancer have no history of colorectal cancer in their family. About 70 to 80% of all cases occur in women whose only risk is being 50 or older. The remaining 20 to 30% of cases occur in women who have a family history of colorectal cancer or have other health problems, such as inflammatory bowel disease.

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*S*he didn't know how frequently women are diagnosed with colorectal cancer.

Just that an early screening helped save her life.

The Truth About Colorectal Cancer –
What Every Woman Needs to Know



truths

Like many women, you're probably good at getting regular checks for breast and cervical cancer. But chances are, you overlook a test that can save you from another potential killer — colorectal cancer.

Colorectal cancer — colon or rectal cancer — is one of the top three cancer killers among women. Only lung and breast cancer kill more. This year, colorectal cancer will take the lives of an estimated 27,000 U.S. women. Sadly, of the nearly 70,000 women being newly diagnosed in 2004, only about a third of them will be diagnosed in the early stages of colorectal cancer, when the disease is highly curable.

Despite these alarming numbers, many women aren't concerned about colorectal cancer. They underestimate their risk of developing the disease.

That's why we're hoping you'll remember a few basic truths about colorectal cancer — truths that may one day help save your life or the life of a woman you love.



truth

"Preventing colorectal cancer is easier than you think."

Colorectal cancer is about the only cancer that can actually be prevented by proper screenings. In early screenings, doctors can catch polyps, the first signs of the disease, and remove them before they become cancerous.

truth

"If you don't get screened early, you may miss a chance to survive."

Generally, the later the cancer is discovered, the worse it is. If diagnosed early, it's nearly 90 percent curable. Once it has spread to lymph nodes, the five-year survival rate goes down to 65 percent. If it has already spread to other parts of the body, the five-year survival rate is only nine percent.

truth

"Even if you feel fine, you should have a screening."

The problem with colorectal cancer is that if you have symptoms, the cancer is already at an advanced stage. In its earliest, most curable stages, there aren't any symptoms.

truth

"You should have a colonoscopy — the best test for colorectal cancer — starting at age 50."

The American Cancer Society (ACS) recommends a colonoscopy for average risk women — that is, any woman over 50 — every 10 years starting at age 50. Women with a family history of colorectal cancer or colorectal health problems should start screenings at age 40 or younger.

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Where Women Can Go for Screenings — Gastroenterology of the Rockies

Gastroenterology of the Rockies is helping women in our community learn the facts about colorectal cancer and the benefits of early screenings.

Gastroenterology of the Rockies is the largest group practice of board certified gastroenterologists serving Boulder County and northern Colorado. The group screens more women for colorectal cancer than any other gastroenterology practice in the region.

Ask to have a colonoscopy screening by a gastroenterologist.

Gastroenterology of the Rockies has eight board certified gastroenterologists. All have dedicated training and unique experience in screening for colorectal cancer.



Dr. Korina R. Bersentes — one of the few female gastroenterologists in Colorado — screens women for colorectal cancer. Dr. Bersentes practices at Gastroenterology of the Rockies.

Colonoscopy is the best screening for colorectal cancer — and the only one that can prevent it.

Call for a screening at 303-444-4066 and 970-353-0002. Or visit www.GastroRockies.com

