



Early Detection is Key.

Schedule Your Virtual Colonoscopy Today!
Centralized Scheduling (302) 369.4DIA (4342)

3 Convenient Locations:

- Brandywine Imaging** 3206 Concord Pike, Wilmington, DE 19803 (302) 654.5300
- Glasgow Imaging** 100 Peoples Plaza, Newark, DE 19702 (302) 392.5600
- Omega Imaging** L-6 Omega Drive, Newark, DE 19713 (302) 738.9300

Colorectal cancer is the fourth most common cancer in the United States and the second leading cause of death from cancer. Colorectal cancer affects all racial and ethnic groups and is most often found in people ages 50 and older.

The best way to prevent colorectal cancer is to get screened regularly starting at age 50. There are often no signs or symptoms of colorectal cancer – that’s why it’s so important to get screened.

People over age 50 have the highest risk of colorectal cancer. You may also be at higher risk if you are African American, smoke, or have a family history of colorectal cancer. Nationally, more than 200,000 cases of colorectal cancer are diagnosed each year.

SCREENING FOR EARLY DETECTION:

- Starting at age 50, men and women should be screened.

Your risk for colorectal cancer may be higher than average if:

- You or a close relative have had colorectal polyps or colorectal cancer.
- You have inflammatory bowel disease.
- You have a history of a genetic syndrome such as familial adenomatous polyposis (FAP) or hereditary nonpolyposis colorectal cancer.

People at high risk for colorectal cancer may need earlier or more frequent tests than other people. Talk to your doctor about when to begin screening, how often you should be screened, and which screening is best for you.

Everyone can take these healthy steps to help prevent colorectal cancer:

- Get screened starting at age 50.
- Quit smoking and stay away from secondhand smoke.
- Get plenty of physical activity and eat healthy.

RECOMMENDED SCREENING OPTIONS (AMERICAN CANCER SOCIETY)

Recommended screening tests are:

- Colonoscopy (once every 10 years)
- High-Sensitivity Fecal Occult Blood Test, also known as a Stool Test (once a year)
- Flexible Sigmoidoscopy (every 5 years)
- Virtual Colonoscopy (every 5 years)

To increase awareness about the importance of colorectal cancer screening, Diagnostic Imaging is proudly participating in Colorectal Cancer Awareness Month. Screening for early detection is the key to survival. At Diagnostic Imaging, our Virtual Colonoscopy offers our patients an alternative to the conventional endoscopy, requiring no sedation or recovery time, and No risk of colonic perforation as with endoscopy.

VIRTUAL COLONOSCOPY

Virtual colonoscopy is a minimally invasive alternative to conventional colonoscopy (endoscopy) that screens the colon and rectum for polyps and early cancer before symptoms occur. Polyps are small masses of cells that grow out of the lining of the colon and rectum and can become cancerous over time. Detecting clinically significant polyps and cancer early with virtual colonoscopy allows for treatment at a stage when disease can be prevented or cured, before it spreads to other parts of the body.

Virtual colonoscopy involves no scopes, sedation, recovery time, or referral from your doctor or insurance plan. It is performed on a LOW DOSE 64-multislice computed tomography (CT) scanner which takes up to 600 two-dimensional (2D) and three-dimensional

Colorectal Cancer Facts

- Often highly treatable.
- If it’s found and treated early, the 5-year relative survival rate is about 90%.
- Fourth most common cancer, but second leading cause of death from cancer.
- Nationally, more than 200,000 cases are diagnosed per year.

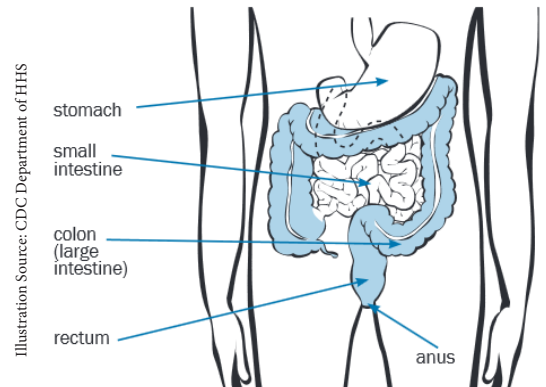


Illustration Source: CDC Department of HHS

Colon and Rectum



(3D) images of the colon in just 30 seconds. The combination of 2D and 3D images increases the radiologist's ability to detect and analyze areas of concern. The 3D images allow the radiologist to reconstruct the colon and do a "fly-through" of its entire length, simulating the views of conventional colonoscopy.

WILL INSURANCE PAY?

Many insurance plans and Medicare help pay for colorectal cancer screening tests. Check with your plan to find out which tests are covered for you. Insurance may also require pre-authorization.

A few examples of insurances currently covering Virtual Colonoscopy and the criteria for each:

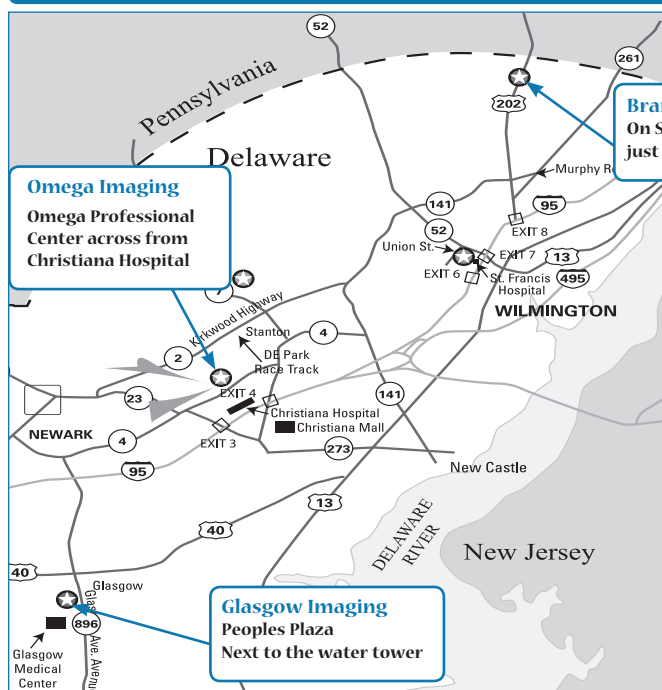
<i>AmeriHealth</i>	<i>Aetna</i>	<i>UnitedHealthCare</i>	<i>Cigna</i>	<i>Medicare</i>
Coagulopathy	Known chronic obstruction when standard optical colonoscopy is contraindicated	As a diagnostic tool for symptomatic patients who are unable to undergo a complete colonoscopy (such as individuals with an obstructive tumor and others who may be unable to tolerate the procedure.	Individuals 50 years or older with no history of adenoma or colorectal cancer, and inflammatory bowel disease and a negative family history.	Only covered if ordered as a screening.
Complications from prior fiber optic colonoscopy.	Incomplete colonoscopy due to obstructive or stenosing colonic lesions.	Patients on anticoagulation therapy who cannot safely discontinue treatment and would be at risk of bleeding from a more invasive procedure.	Individuals with personal history of adenomatous polyps/sessile serrated polyps (SSP), CRC, colorectal cancer, or inflammatory bowel disease as well as those with a positive family history of CRC or advanced denomatous polyps.	
Diverticulitis, with increased risk of perforation.	Patients receiving anticoagulation that cannot be interrupted.	As a screening test for colon cancer.	Individuals who have had CRC before the age of 50 years; those with family history of multiple cases of CRC or HNPCC related cancers; personal or family history of polyposis; or individuals with HNPCC/Lynch syndrome.	
Failed or incomplete fiber optic colonoscopy of the entire colon, due to the inability to pass the colonoscope proximally.	Complications from prior optical colonoscopy.	Not covered for: Crohn's diseases, Diverticulitis		
Increased sedation risk.	Patients with active diverticulitis and an increased risk of perforation.			
Known colonic obstruction, when standard fiber optic colonoscopy is contraindicated.	Patients with increased sedation risk.			
Lifetime or long-term anticoagulation, with increased patient risk if discontinued.				

**Call Centralized Scheduling
to Schedule Your Appointment
Today: (302) 369- 4DIA**



Colon Polyp

Our Locations



3 CONVENIENT LOCATIONS:

BRANDYWINE IMAGING 3206 Concord Pike, Wilmington, DE 19803 (302) 654.5300

GLASGOW IMAGING 100 Peoples Plaza, Newark, DE 19702 (302) 392.5600

OMEGA IMAGING L-6 Omega Drive, Newark, DE 19713 (302) 738.9300



**Diagnostic
Imaging
Associates**

WWW.DIAXRAY.COM