

Get Screened!

Colorectal Cancer Screenings Can Save Lives

Even with the encouragement of celebrity ambassadors like Katie Couric, Judge Judy, Charles Schulz, Dennis Franz and Eric Davis, many people still do not want to talk about it.

“If they knew that it’s a lot easier than they think, *and* if they knew how effective it is in lengthening their lives, they wouldn’t be so hesitant,” says Dr. Louis E. Lataif Jr., of Rome Gastroenterology Associates. It’s a message Lataif hopes northwest Georgia residents are hearing and taking seriously since the August launch of the Get Screened! colorectal cancer awareness campaign.

Despite the large number of cases of colorectal cancer diagnosed each year—approximately 150,000 cases nationwide—and the fact that it is the second leading cause of cancer deaths in the U.S. — with approximately 57,000 deaths annually—colorectal cancer that is often ignored by men and women alike. “The number one concern in digestive healthcare today is colorectal cancer prevention,” says Lataif. “If colorectal cancer could be found early, we have the potential to save thousands of lives, many of, if not most of, those 57,000.”

Early detection plays a critical role because colorectal cancer can be identified while it is still in a pre-cancerous stage. “The best way to screen for colorectal cancer is to perform a colonoscopy. If that exam is performed once every 10 years, the likelihood that colorectal cancer will occur is only 10 percent of what it would be if a patient didn’t have any screening, so the protective benefit is 90 percent,” he explains. Many men and women are unaware that once they turn age 50, they should be

screened. Men and women with certain risk factors, especially a family history of colorectal cancer or inflammatory bowel disease, should begin screening even earlier.

It is not surprising to find Rome Gastroenterology at the forefront of awareness and public education efforts. The practice began with one gastroenterologist, Dr. William P. Adams, in 1978, and has since doubled the size of its office and exam room space. The Rome Endoscopy Center, which is owned and managed by the practice’s physicians, is a part of the Rome Gastroenterology campus at 11 John Maddox Drive across from Redmond Regional Medical Center. At the center, physicians perform diagnostic and outpatient surgical procedures. The center offers patients an alternative to hospital outpatient surgery facilities; at the Rome Endoscopy Center the amount of time patients have to wait for their procedures is less than in hospital facilities. Because they are somewhat smaller and specialized, the surroundings are comfortable and more personal.

As a group, Rome Gastroenterology’s five gastroenterologists bring more than 75 years of diverse gastroenterology expertise to the practice, offering both in-office and hospital in-patient services. In addition to Adams and Lataif, the other members of the group are Dr. William H. Conner, Dr. Kenn E. Griffith and Dr. Roderick A. Remoroza. All

of the group's nursing staff is either already certified gastroenterology nurses (CGRNs), or are eligible for certification.

Rome Gastroenterology is a patient-centered practice. Its physicians understand that patients' experience begins the moment they come in to the front desk. To ensure that these experiences are always positive and professional, physicians talk with and meet with a different group of primary care (referring) physicians each week, physicians whose patients may already be using the group's services, and whose patients may need to use gastroenterology services. As a further quality assurance measure, physicians have also taken staff members' job for a day to better understand patients' needs outside of the exam room.

Nine out of 10 new cases of colorectal cancer occur in people older than age 50. Many private insurance companies, as well as Medicare, cover the cost of a screening colonoscopy, and you need no special risk. Average risk is acceptable. Get screened! And let knowledge be power!

For more information about Rome Gastroenterology Associates and its services, including colorectal cancer screening, call 706-295-3992.



Clockwise: Dr. Kenn Griffith, Dr. William Conner, Dr. William Adams, Dr. Louis Letaif, Jr. and Dr. Rod Remoroza.

Today, we all know that a healthy diet and regular exercise are important factors in reducing colon cancer risks. Of course we should have been eating fruits, vegetables and foods high in fiber all our lives. (We should have been exercising and *never* smoked, too.) But, let's face it...not all of us have lived our lives eating right and spinning away at the gym. Here's *good* news...

Colon Cancer is preventable.

When detected early, colon cancer is almost 100% curable. If you're around age 50, you are at risk. Ask your doctor. Don't wait around. You've got a whole lot of living to do! Call for your appointment.



Rome Gastroenterology Associates

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Get screened.

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