

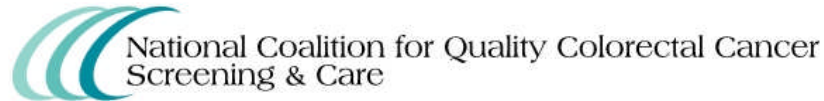
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**National Coalition for Quality Colorectal Cancer Screening and Care
Appoints New Executive Director, Randall H.H. Madry:**

*Coalition's Mission Is to Educate Patients and Others about Opportunities to Reduce the Incidence of
Colorectal Cancer*

Annapolis, Maryland / PRNewswire / September 4, 2008. The National Coalition for Quality Colorectal Cancer Screening and Care announced the appointment of Randall H. H. Madry, as the Coalition's new Executive Director.

Steven J. Morris, MD JD FACP FACG, Coalition Board Chairperson and CEO of Atlanta Gastroenterology Associates, LLC states "we are pleased to have Mr. Madry serve in this important position for the organization. With Mr. Madry's background working with consumers, advocacy groups, and regulatory agencies in the health care and insurance fields, he is a great choice for the Coalition. He knows the ropes of how to get things done."

Mr. Madry notes "I am honored and excited about running the day-to-day activities of the Coalition. Since the Coalition's founding last spring, the Coalition already has helped impact payment policies for several insurers and testified before the FDA on issues critical to its mission."

Dr. Morris adds "the Coalition is dedicated to ensure that patient care and quality is never compromised regarding the prevention, screening and treatment of colorectal cancer. Minimizing appropriate clinical oversight in an attempt to save dollars, at the expense of patient safety or at the cost of human lives, is unacceptable."

Among other accomplishments, Mr. Madry has:

- Worked as the Deputy Commissioner for the North Carolina Department of Insurance, responsible for the regulation of Health Maintenance Organizations, Preferred Provider Organizations and Third Party Administration Companies;
- Chaired the National Association of Insurance Commissioner's (NAIC) Health Plan Accountability Work Group which created eight model acts for the regulation of managed care organizations; and
- Served as President and CEO of URAC (aka American Accreditation Health Care Commission), a premier accreditation agency promoting quality standards and practices in health care.

Mr. Madry adds “the Coalition is serving a critical role in the fight against cancer. Colorectal Cancer is the second leading cause of cancer deaths in the United States. By exercising the strategies being promoted by the Coalition, tens of thousands of Americans could be saved each year. The Coalition also will partner with and support organizations like ‘Stand Up To Cancer’ which is hosting a nationally televised event tomorrow evening.”

To learn more about the activities of the Coalition, visit www.preventingcolorectalcancer.org. You can contact the Coalition at (866) 461-9296 (toll free) or via email to info@preventingcolorectalcancer.org.

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Headquartered in Annapolis, Maryland, the National Coalition for Quality Colorectal Cancer Screening & Care (www.preventingcolorectalcancer.org) has been established to preserve the tradition of safe, comfortable and quality-based medicine. The Coalition is a nonprofit advocacy organization with its primary mission to educate both public and private stakeholders about the opportunities to reduce the incidence of colorectal cancer through promoting effective screening, prevention and care options for patients.