



**Media Contact:**

Regan Weaver

[info@preventingcolorectalcaner.org](mailto:info@preventingcolorectalcaner.org)

866 333-6815 (toll free)

410 777-5310 (main number)

**PCC Offers Webinar Series to Address Key Colorectal Cancer Issues**

*Experts will discuss barriers to screening, opportunities to lower costs, and healthcare reform*

**Annapolis, MD / PR Web / September 8, 2011** – The non-profit group Preventing Colorectal Cancer (PCC) is sponsoring a webinar series featuring PCC board members and other content experts who will share their thoughts on colorectal cancer screenings, anesthesia's important role in the endoscopy suite, and the impact health reform is having on gastroenterology offices across the country. PCC was formed in 2008 to educate the public and key stakeholders on the opportunities to reduce the incidence of colorectal cancer through consistent screening and care options for patients and their clinicians.

**The complimentary webinar series includes the following 60 minute presentations:**

- **September 15th, 2:30 p.m. ET**  
**Sedation Business-Related Issues** – Listen to experts Mark Casner, CEO of Safe Sedation, and Jason Caron, associate at Epstein Becker Green, explain staffing solutions for ambulatory surgical centers using sourced anesthesiologists.
- **September 29th, 4 p.m. ET**  
**Anesthesia in the Endoscopy Suite** – The historical perspective and new standard of practice will be presented by Stan Plavin, MD.
- **October 6th, 6:00 p.m. ET**  
**Barriers to Screening** – Despite advances in preventative care benefits there are many reasons people don't get the recommended screenings. Steven Morris, MD, FACP will present the latest on these barriers.

- **October 20th, 12 p.m. ET**  
**The Impact of Healthcare Reform on the Gastroenterology Practice** – Government relations experts Garry Carneal, JD, MA and Randall Madry share insight on the impact of healthcare reform on colorectal cancer screenings.

To register, visit [www.preventingcolorectalcancer.org](http://www.preventingcolorectalcancer.org).

Hear the perspectives of private practice gastroenterologists and practice managers who provide colonoscopies, the gold standard screening method, and who face the practical issues of providing the highest level of service and safety – all while keeping an eye on the bottom-line and empowering patients and payers to be informed consumers.

To register for any of the above webinar sessions, visit [www.preventingcolorectalcancer.org](http://www.preventingcolorectalcancer.org) and click the link for the webinar(s) you would like to attend, or visit the website after the live recording and view the library of presentations.

According to Randall Madry, PCC executive director, “PCC is excited to offer these webinars because the content will be useful not only for physicians, office managers and policymakers, but also for patients who want to make informed decisions about their health and screening options.”

PCC Board Chair Steven Morris, MD, notes, “The challenges facing private practices and individuals seeking the highest quality screening are considerable. The clinician wants to provide a safe and comfortable environment, but barriers to screening, anesthetic reimbursement policies and misrepresentations by media pose a number of obstacles that can be overcome.”

For more information about the webinar series or PCC, please contact Regan Weaver at [info@preventingcolorectalcancer.org](mailto:info@preventingcolorectalcancer.org) or (866) 333-6815.

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**About Preventing Colorectal Cancer ([www.preventingcolorectalcancer.org](http://www.preventingcolorectalcancer.org)).** Headquartered in Annapolis, MD, Preventing Colorectal Cancer (PCC) preserves the tradition of safe, comfortable and quality-based medicine. PCC is a nonprofit 501(c) 6 advocacy organization with the 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. Membership is open to all individuals and groups.