

Understanding Colorectal Cancer

Cancers affecting the colon and the rectum are commonly referred to as colorectal cancer. Colorectal cancer typically begins with a small polyp growing into the inside of the colon or rectum. Polyps, on average, take 10 years to grow to a size that may become cancerous. Regular screening can help prevent the occurrence of colorectal cancer.

Why Get Screened? ...because

- ! Colorectal cancer is preventable if detected before it develops.
- ! Colorectal cancer is highly treatable if detected early.
- ! Many medical societies, including the American Cancer society, have developed guidelines recommending screening for all men and women over the age of 50.



Virtual Colonoscopy



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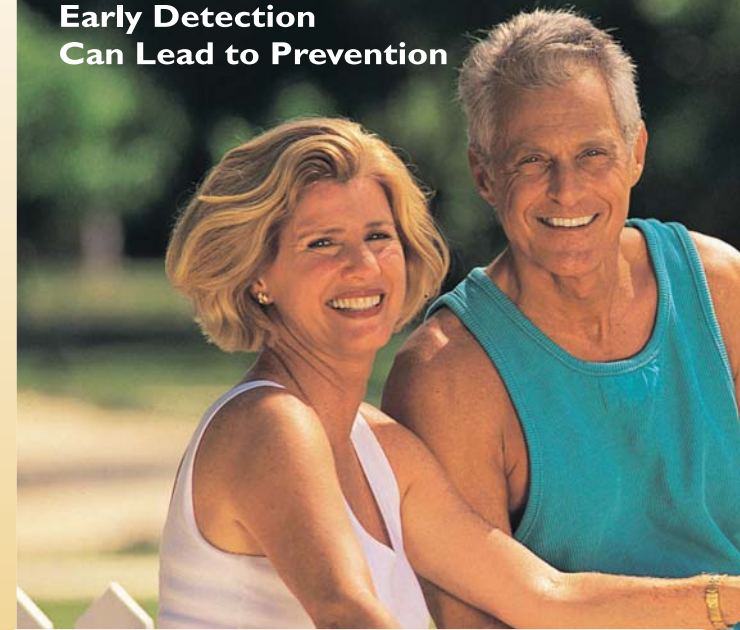
VIRTUAL COLONOSCOPY

- ✓ quick
- ✓ easy
- ✓ no sedation
- ✓ more comfortable



COLORECTAL CANCER

**Early Detection
Can Lead to Prevention**



According to the American Cancer Society an estimated 56,600 men and women in America will die from colorectal cancers this year.



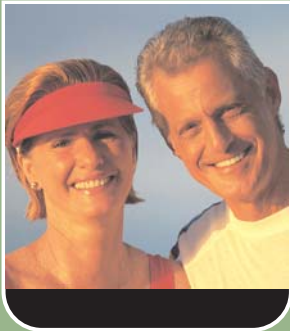
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VIATRONIX
Virtual Colonoscopy...For Early Detection

! Know the Facts

- ! Colorectal cancer is over 90% treatable when detected early.
- ! Second only to lung cancer, colorectal cancer is a leading cause of cancer related deaths in the United States.
- ! Each year there are more deaths from colorectal cancer than from breast cancer or AIDS combined.
- ! Over 90% of colon cancers develop from benign polyps.

According to the New England Journal of Medicine **less than 30%** of those over the age of 50 have been screened for colorectal cancer.



! Why only 30%?

- ! Many are still unaware of the importance of colorectal cancer screening.
- ! The risk, discomfort, and time involved with a traditional colonoscopy.
- ! Due to other medical conditions many are unable to undergo a traditional colonoscopy.

But...now there is a new FDA cleared exam for colon screening:

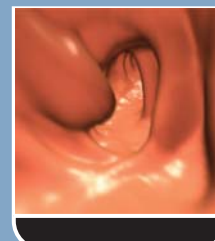
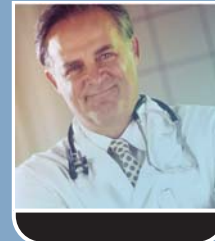
VIRTUAL COLONOSCOPY

! What is Virtual Colonoscopy?

Virtual colonoscopy is a minimally invasive, safe and more comfortable procedure for colon screening. Recent studies have shown it to be comparable to conventional colonoscopy for finding polyps larger than one centimeter. The risk of cancer in smaller polyps is almost less than a percent. With virtual colonoscopy, 100% of the colon surface can be seen. It is estimated that physicians only see 80% of the colon surface with conventional colonoscopy.

! How does it work? In three easy steps!

- 1 Follow an easy physician recommended preparation.
- 2 During the procedure only a small tube is inserted into the rectum and the colon is inflated.
- 3 Pictures are taken of your abdomen and pelvis using a CAT scan while lying on your back and then on your stomach. In each position you must hold your breath for 30 seconds while the CAT scan takes pictures of your abdomen and pelvis.



! Now there is no reason not to get screened.

In less than a half hour the exam is done. No sedation, no hassle!

Because there is no anesthesia you do not need a friend or relative to drive you to the exam. With the Viatronix V3D-Colon system a 3D picture of your colon is constructed, eliminating the need for placing and moving a scope through your colon. After the exam, the physician can take a virtual flight down your colon to search for polyps.

Beyond examining your colon, virtual colonoscopy allows the physician to look outside the colon for other abnormalities in the abdomen and pelvis.

! What patients are saying.

"Most colon cancers can be successfully treated and removed, if caught early. Why not do everything you can to ensure a long life?"

~Linda Bily

"The procedure was very relaxing. Viatronix virtual colonoscopy is the best medical breakthrough."

~Naomi Solo

Schedule a virtual colonoscopy today and get a 3D picture of your health!

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