

Payers

Colorectal cancer can have a significant effect on the lives of those diagnosed and their loved ones. Fortunately, colorectal cancer incidence rates have been declining, in part, due to the increase in screening.¹

- Screening allows detection/removal of precancerous polyps and the detection of early stages of colorectal cancer when treatment is usually less extensive and potentially more successful¹

A screening goal for Americans has been established by the National Colorectal Cancer Roundtable (NCCRT): to increase the number of people screened to **80% by 2018**.²

NCCRT Goal: 80% Screened by 2018



Working toward the shared
for colorectal cancer by 2018



Achieving this goal would
avoiding 200,000 deaths in

You can help achieve this goal by playing a key role in driving awareness of colorectal cancer screening:

- Encourage **employer customers** to promote screening to employees
- Leverage the communication/education resources available through the Love Your Colon initiative to inform **individual members** about the value of regular screening



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References

1. Cancer Facts & Figures 2017. Atlanta, GA: American Cancer Society; 2017. American Cancer Society Pub. No. 500817. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2017/cancer-facts-and-figures-2017.pdf>. Accessed January 22, 2018.
2. 80% by 2018. National Colorectal Cancer Roundtable website. <http://ncrt.org/tools/80-percent-by-2018/>. Accessed January 22, 2018.
3. Meester RGS, Doubeni CA, Zauber AG, et al. Public health impact of achieving 80% colorectal cancer screening rates in the United States by 2018. Cancer. 2015. <https://www.ncbi.nlm.nih.gov/pubmed/25763558>. Accessed January 22, 2018.