

Who's at risk for colorectal cancer?
Who should be screened?

Knowing the answers saves lives.

A LIVE webcast:
"Colorectal Cancer –
The facts can save lives."

Wednesday, June 9, 2004,
at 4:30 p.m.

To view the webcast go to:
www.JeffersonHospital.org/webcast or
www.discoveryhealth.com

LIVE interactive, Internet broadcast – an open, candid discussion with the experts.

- Who should be tested, when and how? Sigmoidoscopy, colonoscopy, other tests? What are the most up-to-date guidelines for preventive care? Jefferson's accomplished specialists from GI, radiology, medical genetics, and surgery present current recommendations, for both doctors and patients.
- New advances in risk assessment and intervention. Find out about the importance of age, as well as family, medical, and lifestyle history. Hear what's new in genetics. Learn why colorectal cancers treated early are 90 percent curable.
- Our experts review today's standards for prevention, diagnosis, and care. Richard C. Wender, MD, Jefferson's Chair of Family Medicine, will moderate the webcast, incorporating prerecorded interviews and taped procedures, such as the new "virtual colonoscopy."

Physicians: For more information, call 215-955-0215. To earn CME credits for watching this webcast, register at www.JeffersonHospital.org/webcast.

Patients: For more information or an appointment, call 1-800-JEFF-NOW.

You will need a current version of RealNetworks software to view the webcast. Visit one of the above sites in advance of the broadcast to determine if you have the needed software or to download it.

This activity has been approved for AMA PRA Category 1 credit. Jefferson Medical College of Thomas Jefferson University, as a member of the Consortium for Academic Continuing Medical Education, is accredited by the ACCME to provide continuing medical education for physicians.




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