




# SCGA UPDATE

## From the President

Dear SCGA Members and Friends,

I again want to thank everyone for their enthusiastic and enduring support of the South Carolina Gastroenterology Association over the past 11 years. I welcome this opportunity to serve as President of the SCGA until May 2013. Special thanks to the former Presidents for their untiring service to the organization - Mark DeLegge, William Gilchrist, Kent Cunningham, Richard Greer and March Seabrook. Please let myself or the members of the Executive Committee know of any concerns or issues that may affect the practice of gastroenterology in SC. The SCGA is here to work for YOU and provide the advocacy and support needed to promote excellence in gastroenterology in South Carolina.

At the annual business meeting in May at the Wild Dunes resort, there were some informative discussions amongst the attendees on what we can do as clinical gastroenterologists to help control medical costs in SC. As we are keenly aware, the Medicaid program is creating a huge financial strain on the state's fiscal resources as costs continue to accelerate, membership expands, and revenue shortfalls emerge.

The same situation exists with Medicare. Some cost-effective measures that can be instituted with minimal effort include:

**1. Proton pump inhibitors (PPI)** - These agents are extensively used and are a huge part of the pharmaceutical bill for both public and private plans. It is clear, after two decades of use, that minimal differences exist clinically between name brand PPI and generic PPI. These agents are also available over-the-counter (Prilosec, Prevacid, Zegerid). For patients who require long-term PPI therapy, consider generic choices or OTC choices. Also, please discontinue these drugs when they are not producing any symptomatic benefit for your patients.

**2. Tissue sampling in GI endoscopy** - Does the 82 year old patient being endoscoped for iron deficiency anemia really need a routine gastric antral biopsy if the stomach looks fine? Are esophageal biopsies necessary in the patient who has symptomatic reflux and a normal appearing esophagus? It is clear that tissue sampling in GI endoscopy is excessive and a considerable cost issue for patients and payers. Please be judicious in the practice of "routine" tissue sampling during GI endoscopy.

**3. Surveillance intervals for GI endoscopy** - The widespread existence of physician-owned GI endoscopy centers has created efficiency in the performance of and access to GI endoscopy, particularly colonoscopy. Nevertheless, there can be a trend toward over utilization in such centers to keep "the numbers up" especially with declining reimbursement. It is our professional duty to first

"do no harm." For example, a patient with hyperplastic polyps can have a repeat exam in 10 years. The patient with stable Barrett's esophagus (no dysplasia) can return in 3 years or even 5 years. The average risk patient with a normal screening colonoscopy at 50 can be scoped again at 60. We should all be familiar with screening and surveillance guidelines that are evidence-based. We should do our best to adhere to these guidelines.

There are many more examples where clinical gastroenterologists can adopt cost-effective practices that are beneficial for both patients and society. Clearly, the GI specialists of South Carolina are leading the way with the large number of free screening colonoscopies performed every year in this state. Let's continue to be advocates of our patients at all times and diligent stewards of our limited medical resources.

Salvatore A. Moscatello DO, FACG  
President, SCGA

## Executive Committee

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Salvatore A. Moscatello, DO,  
FACG

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The purpose of the South Carolina Gastroenterology Association (SCGA) is to: promote the digestive health of South Carolinians, to foster the development and fellowship of physicians and medical professionals who have similar interests, in the practice of gastroenterology and endoscopy and to maintain the highest standard of clinical practice in the field of gastroenterology and endoscopy.

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## March 2011 CRC Screening Programs Around the State

In celebration and recognition of National Colon Cancer Awareness Month several groups around the state reported that they offered colonoscopy screening programs for uninsured South Carolinians at no charge to the patient or for a reduced cost. Highlighted here are the programs coordinated and led by SCGA members in Sumter, Charleston and Rock Hill.

### Sumter Medical Consultants P. A., Sumter SC

The physicians of Sumter Medical Consultants P.A. (Dr. Kent Cunningham, Dr. T.D. Williams, Dr. Scott McDuffie, and Dr. Floyd Angus) organized and participated in a screening event held in March. Tuomey Healthcare System provided the facilities and supplies without charge and pathologists also donated their time. Sixteen patients, ranging in age from 42-64 were screened during the event. Dr. Cunningham would like to offer a special thanks to the hospital and other volunteers for their recognition of the community's needs and willingness to take on this project.

### Charleston Gastroenterology Center, Charleston SC

Charleston Gastroenterology Center offered colonoscopies to patients in their community who could not otherwise afford this service at no charge to the patients. For the second year in a row, they partnered with referring physicians, anesthesiologists and pathologists to identify and screen eligible patients. This year 22 people were screened, twelve of whom had 1-3 polyps removed. The practice would like to thank all of their referring physicians for help in identifying eligible patients for the screening event. Additionally, thanks go to AP Laboratories, Dr. Tom Carico (pathologist) and Palmetto Anesthesia for donating their time and services for the screening program. The practice is excited that this event has become so successful and hopes to continue their efforts in the years to come.



Pictured L to R: Dr. Lee M. Royall, Dr. Neven Hadzizahic, Dr. Marc D. Noble, Dr. Theodore G. Gourdin, Dr. William Brener, Dr. R. Sidney G. Smith, Dr. Eddie Irions, and Dr. John K. Corless.

## York County Endoscopy Center, Rock Hill, SC

York County Endoscopy Center in Rock Hill coordinated and offered a Colon Cancer Screening Day on Saturday, March 19. Eight staff members volunteered their time to work at the event. Dr. Bret Garretson and Dr. Nirav Patel, from Digestive Diseases Associates, also donated their time and skills for this effort.



Dr. Nirav Patel



Dr. Bret Garretson

Patients included in the day were selected by Dr. Hartwell Hildebrand, Physician Director at Palmetto Volunteers in Medicine in Rock Hill. Twelve patients were selected (7 men, 5 women) for colon cancer screenings. Their ages ranged from 53-63. Three of the 12 patients had polyps – all tubular adenomas. However, no cancer was detected.

It was a very relaxed day and all the staff involved had a great time. Staff worked hard to make each participant feel special and an important part of their community and family. In order to reduce anxiety, participants were called on the day before the screening. They were also called on the following Monday to check on their recovery and to thank them for being a part of the screening. Participants were encouraged to share with others how easy and important it is to be screened.



Pictured L to R: Jackie McCann, Cindy Mills, Angie Funk, Jennifer Benfield, Rana Morris, Valerie Tharp, Ponti Edwards, Laura Seitz and Susan Ordway

Donations were received from a variety of sources in order to make the day possible. Those donations included:

- Pathology Services – AP Labs (Charleston)
- Patient refreshments – Pentax Medical (Josh Cohn)
- Endoscopic supplies – Boston Scientific (Rob Richardson)
- Breakfast for the staff – Cardinal Health (Becky Swirniak)
- Lunch for the staff – Rayzor’s Edge Network Solutions (Ray Arrington)
- Gift bags for patients and refreshments for the family members/drivers – Coordinated by Patty Tesch
- Prep Kits – Local pharmacy reps

## We’re On A Roll – SC Statehouse Event

On March 1st, Dr. March Seabrook served as the Doctor of the Day for the South Carolina Medical Association at the South Carolina Statehouse. On the day before, Wanda Addy, colon cancer survivor and advocate, hand delivered an SCGA Newsletter and a roll of “Wipe Out Colon Cancer” toilet paper wrapped with a colon cancer prevention messages that was specially designed by Dr. March Seabrook.



Pictured L to R: Representative Kenny Bingham and Dr. March Seabrook

Representative Kenny Bingham, House Majority Leader, introduced Dr. Seabrook in the House of Representatives and referenced this special delivery. Representative Bingham spoke to members of the House about Colon Cancer Awareness Month and reminded them that colon cancer is preventable. He encouraged members to “Get on a Roll” in South Carolina to help us wipe out colon cancer!

## 2011 Collaborative Partnership for Colorectal Cancer Awareness

The South Carolina Gastroenterology Association partnered with CVS Caremark, the Gibbs Cancer Center, BlueCross BlueShield of South Carolina and the Center for Colon Cancer Research at the University of South Carolina for the second year in a row to implement a public awareness campaign during National Colorectal Cancer Awareness Month. The goal of this campaign was to build a general public awareness campaign about colon cancer.



Pictured L to R in the recording studio at Genesis Creative: Sherard Duvall (Genesis Creative), Jo Mooney (colon cancer survivor) and Cliff Springs (Genesis Creative)

Throughout March 2011, 193 CVS stores in South Carolina and approximately 700 stores in Florida were infused with messages about colon cancer prevention and screening through in-store radio announcements, electronic board messages, pharmacy receipt messages and ExtraCare HealthCard messages. SCGA Executive Member, Dr. March Seabrook and colon cancer survivor, Jo Mooney recorded voice-over announcements that were played every hour in the South Carolina stores during the month of March. Similar messages were recorded and played in the Florida stores.

## 2011 Colorectal Cancer Billboard Campaign

The Center for Colon Cancer Research at the University of South Carolina and the Outdoor Advertising Association of South Carolina collaborated on a colorectal cancer awareness billboard campaign in March 2011. This is the 5th year of the annual awareness campaign. During 2007, 32 billboards were placed around the state, in 2008 there were 114 billboards viewed, and in 2009 and 2010 over 200 billboards were posted throughout South Carolina. In 2011 billboards were placed in Charleston, Columbia, Greenville, Spartanburg and Florence. This year's billboards featured individuals who have worked as colon cancer champions across South Carolina.



DR. MARCH & ANNE SEABROOK



MICHELE POLGAR



DR. LAURA LONG



THE HARDEE FAMILY



DR. FRANK BERGER



SENATOR HUGH & JEAN LEATHERMAN

## 2011 Unmasking Colon Cancer Gala

The Unmasking Colon Cancer Gala was launched in 2007 by the Center for Colon Cancer Research at the University of South Carolina as an annual fundraising event for colon cancer awareness and research. This year's Gala was held at Coplon's in Columbia and internationally known fashion designer and colon cancer survivor, Carmen Marc Valvo, was on hand to present his beautiful designs. Dr. March and Anne Seabrook served as the Chairs of the 2011 Gala Planning Committee. This year there were over 400 people in attendance and over \$100,000 was raised for colon cancer awareness, screening and research efforts in South Carolina. Since the start of the Gala, over a quarter million dollars have been raised to support programs in South Carolina to reduce the burden of colorectal cancer across the state. This year a special luncheon featuring Carmen Marc Valvo was held the day before the gala at the Coplon's in Greenville, SC. A VIP event was held the evening before the gala at the home of the University of South Carolina's First Family, Dr. Harris and Patricia Pastides.

The 2012 Unmasking Colon Cancer Gala will be held in the Upstate of South Carolina. Dr. Gordon and Melissa France and Dr. Richard and Jean Greer are serving as the Chairs of the 2011 Gala Planning Committee. Details about the date and location for 2012 will be announced soon and information will be posted on the SCGA website.



Carmen Marc Valvo's speech after the fashion show at Coplon's



2011 Unmasking Colon Cancer Gala Chairs Dr. March and Anne Seabrook with Carmen Marc Valvo



Pictured L to R: Carmen Marc Valvo, Fashion Designer and Colon Cancer Survivor and Bruce Greenberg, Owner of Coplon's



Dr. Gordon and Melissa France



Pictured at the VIP event L to R: Dr. Raj and Bhavna Vasudeva, Amanda Ghant and Dr. Bryan Green



Pictured L to R: Dr. Sal and Julie Moscatello and Anjee Davis, Gala Director



Dr. Stephen and Jennifer Yarborough



Pictured at the VIP Event L to R: Dr. March Seabrook, Michele Polgar (CVS Caremark), Carmen Marc Valvo, Dr. Laura Long (BCBSSC) and Dr. Frank Berger (Center for Colon Cancer Research at USC)



Pictured L to R: Dr. March Seabrook and Dr. Richard Greer

## SCGA Hosts Educational Meeting in March 2011

The SCGA held an exciting educational meeting at Lexington Medical Center during the events of the Colon Cancer Gala Weekend. Speakers and topics discussed included:

- Legislative Update - Representative Kenny Bingham, Majority Leader of the South Carolina House of Representatives
- Covered in Blue Update - Dr. Laura Long, VP Clinical Quality and Health Management for BlueCross BlueShield of South Carolina
- Results of a Statewide CRC Survey - Dr. Heather Brandt, USC Arnold School of Public Health This was the first year that SCGA hosted such a meeting during the Gala weekend and it was a resounding success. In addition to the speakers and SCGA members, Carmen Marc Valvo also joined the meeting as a special guest!



Pictured L to R: Frank Pulice (Carmen Marc Valvo), Dr. Gary Vukov, Dr. Sal Moscatello, Dr. Frank Berger (USC), Dr. Laura Long (BCBSSC), Dr. March Seabrook, Carmen Marc Valvo, Dr. Stephen Bott, Leslie Bott, Dr. Stephen Yarborough, Dr. Richard Greer, Dr. Lou Bell, Dr. Bryan Green and Dr. Gordon France.

## Lexington Medical Center's Colon Cancer Challenge 2011

For the second year in a row, Lexington Medical Center hosted the Colon Cancer Challenge bike ride to increase awareness about colon cancer research and raise funds for colonoscopies. The one-day bicycling event, held on March 26, featured a 65 mile ride, 25 mile ride, and 10 and 5 mile rides. The rides began from Dutch Fork High School in Irmo. There were also fun activities for families throughout the day. Proceeds from the event are used to pay for colonoscopies for patients in Lexington County who are uninsured.

The Colon Cancer Challenge began in 2010 with a grant from the Center for Colon Cancer Research at the University of South Carolina. This year there were 144 riders. To date, 26 people have received colonoscopies with funds from the bike ride. The colonoscopies are performed by the physicians and team with Consultants in Gastroenterology. The pathology for the procedures is provided at no cost to the patients by Lexington Pathology. Lexington Medical Center hopes the Colon Cancer Challenge encourages people to be screened for colon cancer and helps to provide colonoscopy screenings for people in the future.



## Palmetto Health's Colorectal Cancer Awareness Walk 2011

The Annual Colorectal Cancer Awareness Walk, organized by Palmetto Health, is sponsored by Palmetto Health Foundation. This 2-mile event has grown from 80 attendees in 2000, to approximately 600 participants who attended this past March at the 11th Annual event! Forming teams was a big part of this year's success.

The walk was held at Riverfront Park in Columbia and has a dual purpose. First, the walk aims to raise awareness for colorectal cancer by highlighting the importance of early detection through screenings. Second, a portion of the proceeds from the walk provide colorectal cancer screenings for eligible individuals. For more information on the walk, visit [www.palmettohealthfoundation.org](http://www.palmettohealthfoundation.org).



Pictured L to R: Scottie Dye (Palmetto Health) and Ros Squirewell (Palmetto Health), Founder of the CRC Walk, Colon Cancer Survivor and Advocate

## National Walk at Lunch Day

BlueCross BlueShield of South Carolina organized three "National Walk at Lunch Day" events across the state on April 28, 2011. The events were held in Greenville, Columbia and Charleston. Each event included information on colon cancer awareness and prevention. Walk at Lunch is an annual event, however this was the first time that colon cancer awareness has been incorporated.

As a part of the Greenville event, Gastroenterology Associates of Greenville shared an exhibit table with BCBSSC and the Greenville Drive to distribute information about the Drive Out Colon Cancer events. Dr. Stephen Brackbill and Sabrina Raja, PA from Gastroenterology Associates were on hand to answer questions about colon cancer and digestive disease issues at the event. In Columbia, the University of South Carolina's WE CAN! Community Outreach staff were available to discuss colon cancer with Walk at Lunch participants.

## "Drive Out Colon Cancer" - Greenville Drive Event

Eric Davis, former Major League Baseball All Star and colon cancer survivor, visited Greenville during the weekend of April 30-May 1 to help BlueCross BlueShield of South Carolina and other organizations raise awareness of colon cancer and educate South Carolinians about the importance of screenings and early detection.

"I am living proof that early detection of colon cancer saves lives," said Davis, now 48. "I hope my experience will inspire others to get screened and to encourage their friends and family members to do the same."



Pictured here SCGA members, colon cancer survivors and representatives from partner organizations with Eric Davis in front of the Drive's Green Monster

Davis capped BCBSSC's "Drive Out Colon Cancer Weekend" by attending the Greenville Drive's baseball game against the Asheville Tourists at Fluor Field on Sunday, May 1. Davis signed autographs and threw out the ceremonial first pitch. Additionally, he spoke to fans about colon cancer screenings. The Drive wore special blue jerseys and used blue bases for the game.

In addition to Davis, Gastroenterology Associates had six physicians (Dr. Richard Greer, Dr. Richard Zander, Dr. Suzy Kim, Dr. Ahmad Idris, Dr. Michael Kelly, and Dr. Michael Rickoff) and seven other staff (Sabrina Raja, Brantley Erkes, Chandler Hunt, Melissa Maughon, Kelly Kuchar, Ellen Norman, and Lisa Gantt) on hand to answer questions and distribute information about colon cancer.

*(continued on the next page)*

Davis played with the Cincinnati Reds and five other teams during a 17-year Major League career that included the 1990 World Series championship. His career was interrupted when he was diagnosed with colon cancer in 1997, but he was treated successfully and returned to baseball.

The SCGA, the Gibbs Cancer Center, the Center for Colon Cancer Research at the University of South Carolina and Bon Secours St. Francis Health System participated in the weekend events, along with BCBSSC, Gastroenterology Associates, the American Cancer Society and the Greenville Drive.



Pictured L to R: Jeff Chiappini (Greenville Drive), Reedy, Wes Garrett (Gastroenterology Associates) and Emily O'Sullivan (BCBSSC)

“We appreciate so much what Eric Davis has done for colon cancer research and education through his foundation and we are excited to have him in Greenville for our Drive Out Colon Cancer Weekend,” said Dr. Laura Long, BCBSSC’s Vice President of Clinical Quality and Health Management.

### “Shop Talk to Drive Out Colon Cancer” – Long Branch Baptist Church Event

In an effort to promote awareness about Colon Cancer, BlueCross BlueShield of South Carolina, the Center for Colon Cancer Research, the American Cancer Society, the Gibbs Cancer Center and Gastroenterology Associates sponsored a “Shop Talk to Drive Out Colon Cancer” family fun event at Long Branch Baptist Church in Greenville on April 30. As a part of the event, former major league baseball player Eric Davis was on hand to speak to the attendees about his experience with colon cancer. Dr. Richard Greer also spoke to the group and answered questions from the audience about GI issues, etc. In addition to colon cancer awareness efforts, the event also included free haircuts by local barbers and stylists, events for children, and live music.

Gastroenterology Associates had eight physicians (Dr. Richard Greer, Dr. Joseph LeBel, Dr. David Palma, Dr. Stephen Yarborough, Dr. Judith Spivey, Dr. Michael Kelly, Dr. Richard Zander, and Dr. Ahmad Idris) and seven other staff (Vonnie Horr, Karen Suggs, Kia Craig, Colleen Thompson-Darby, Ceasera Foster, Jacinda Rogers, Alice Austin and Wes Garrett) on hand at the event to answer GI questions, one-on-one, in a private room. They also had schedulers in the office working (on a Saturday!) so that they could schedule patients on the spot if they qualified for their open access program. As a result of the event, sixteen people were scheduled for a colonoscopy. Of those sixteen, 4 have already had their colonoscopies, 5 have colonoscopies scheduled within the coming weeks and 1 was advised to wait one year and placed in surveillance. The remaining six people cancelled their colonoscopies for various reasons. However, the staff of Gastroenterology Associates is working with those people to get them rescheduled and ensure that they understand the importance of following through with the screening.



Pictured L to R: Dr. David Palma, Dr. Richard Greer, Dr. Ahmad Idris, Laureen Burtless, Dr. Joseph Lebel, Dr. Judith Spivey, Dr. Michael Kelly and Dr. Stephen Yarborough

The event turned out to be one of the most impressive colon cancer outreach efforts ever offered in South Carolina. Gastroenterology Associates and all those involved in the day did an amazing job!

# THANK YOU

## Gastroenterology Associates!

The SCGA would like to say a special “Thank You” to the staff and physicians of Gastroenterology Associates in Greenville who went above and beyond in their efforts to promote awareness about colon cancer through the 2011 Drive Out Colon Cancer programs. They participated with the Greenville Chamber of Commerce – Business Before Hours Breakfast meeting on April 12th, BCBSSC’s Walk at Lunch Day on April 28th, the Shop Talk Training on April 29th, “Shop Talk to Drive Out Colon Cancer” at Long Branch Baptist Church event on April 30th and the “Drive Out Colon Cancer” Greenville Drive game on April 30th. Those involved did a tremendous job supporting all of these events and we thank them for their dedication and commitment to the fight against colon cancer.

## SC Colon Cancer Prevention Network: Quality Review Team and Guidelines

The SCGA has partnered with the Center for Colon Cancer Research at the University of South Carolina, Gibbs Cancer Center, Hollings Cancer Center and the Medical University of South Carolina on the development of the South Carolina Colon Cancer Prevention Network. As a part of the Network, a Quality Review Team (QRT) has been formed.

### The following individuals comprise the QRT:

**Brenda Hoffman, MD**

**Chair, Quality Review Team**

*Medical University of South Carolina*

**Peter Cotton, MD**

*Medical University of South Carolina*

**James Dunn, MD**

*Dunn Surgical Clinic LLC, Spartanburg, SC*

**Gordon France, MD**

*Gastroenterology Associates, Spartanburg, SC*

**Patricia Hegedus, RN, OCN, MBA**

*Gibbs Cancer Center, Spartanburg, SC*

**Joseph Romagnuolo, MD**

*Medical University of South Carolina*

**March Seabrook, MD**

*Consultants in Gastroenterology, Columbia, SC*

The image shows a checklist titled "Endoscopy Notes COMPONENTS CHECKLIST" from the South Carolina Colon Cancer Prevention Network. It is divided into two main sections: "DOCUMENTATION ELEMENTS" and "COLONOSCOPY PREP SCALE".

**DOCUMENTATION ELEMENTS**

- Type of procedure (ex: colonoscopy, sigmoidoscopy, surgery, other)
- Reason for procedure (ex: screening, surveillance, diagnostic, other)
- Bowel prep quality (SEE PREP SCALE, ex: Grade A/B/C/D)
  - Proper follow-up based on prep quality?
  - (SEE PREP SCALE, Grade A/POOR prep = immediate repeat necessary; Grade B/FAIR prep = early follow up recommended; Grade C/Grade D/ADEQUATE prep=standard follow up guidelines can be used)
- Cecum reached? (yes or no)
  - Please include photodocumentation of cecum
- Total # of polyps/lesions identified
- Total # of specimens sent to pathology
- Polyp details
  - Photodocumentation of polyp(s)
  - Location (ex: rectum, rectosigmoid junction, sigmoid, descending colon, etc)
  - Size (in mm)
  - Morphology/shape (sessile, pedunculated, flat, mixed)
  - Procedure to remove polyp (ex: snare polypectomy, hot biopsy, cold biopsy, other)
  - Was polyp completely removed?
  - Piecemeal resection?
- Complications? (yes or no)
  - If yes, then explain: perforation, bleeding, etc
- Future follow-up interval (ex: less than 6 months, 3 years, 5 years, 10 years)

**COLONOSCOPY PREP SCALE**

Colonoscopy prep qualifiers:

- Poor: Large amount of fecal residue
- Fair: Enough feces or dark fluid present to preclude a completely reliable examination
- Good: Small amount of feces or dark fluid, but not enough to interfere with examination
- Excellent: No more than small bits of adherent feces.

For inadequate preps, the following guidelines should be considered:  
Poor prep - Immediate repeat necessary  
Fair prep - Early follow up recommended  
Adequate prep (Good, Excellent) - Standard follow up guidelines may be used

As chair of the Quality Review Team, Dr. Brenda Hoffman has developed a procedure note checklist which was disseminated to SCGA members at the SCGA Annual meeting and to members of the Network. This checklist is intended to ensure that all necessary quality measures are included in each procedure note.

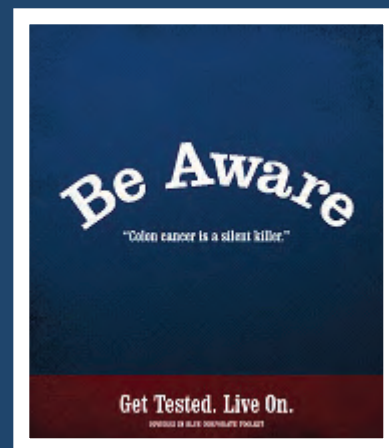
The quality indicators on the checklist include: type of procedure, reason for procedure, bowel prep quality, cecum reached, total number of polyps/lesions identified, total number of specimens sent to pathology, polyp details, complications, and future follow-up interval. If you would like more information on the SC Colon Cancer Prevention Network or the Quality Review Team’s checklist, please contact Marylou Stinson at 803.351.5197 or mstinson@scgastroassn.com.

## BlueCross BlueShield of South Carolina produces a Colon Cancer Toolkit

Seeing colon cancer as a disease that is largely preventable, BlueCross BlueShield of South Carolina developed a Colon Cancer Toolkit to encourage its members to get tested for colon cancer.

The toolkit includes an extensive selection of materials for employers and groups to use as best suits their specific needs. It includes ready-to-print posters, payroll stuffers, 5x8 information cards, postcards, table tents, and flyers. It also includes sample email blasts and newsletter articles. The toolkit strives to make it as easy as possible for employers to get valuable information about colon cancer to their employees.

BlueCross gave copies of the Colon Cancer Toolkit to more than 400 employers and group leaders at BlueCross' annual group leader workshops in February. Interest in the program has been great, with more than 100 groups downloading the toolkit files from BlueCross' employer portal.



## Proposal for a statewide free screening initiative

At the May 2011 Annual Membership Meeting, Dr. Kent Cunningham (through a letter to the membership) presented the idea of creating a statewide screening program for patients who are uninsured. The proposal acknowledges that many of the gastroenterologists around the state already do free screening colonoscopies for their communities. However, there is not a consistent way to track the great work that is being done in South Carolina. The creation of a statewide program would increase the number of screening colonoscopies provided to patients without insurance throughout the year and provide a method to track and document the great work that is being provided statewide.



Dr. Kent Cunningham, SCGA Past President

Dr. Cunningham proposes that statewide program be modeled after the FANNi program which was developed in 2007 by SCGA member Dr. March Seabrook. The goal of the FANNi expansion would be to have 100 gastroenterologists in South Carolina participate and each offer one screening colonoscopy, at no charge to the patient, on just 30 Fridays of the year. This level of participation and dedication would show the nation that South Carolina is leading the way in making a difference in colon cancer prevention.

Dr. Cunningham's proposes that patients should be charged a nominal fee. He reports that when patients do not have any financial interest in the test, they sometimes don't have the proper motivation to be disciplined with the prep instructions. Dr. Cunningham suggests having the patients pay a nominal fee that will be returned to them on the condition that their prep is assessed to be adequate during the test. This strategy would potentially increase the patient's motivation to get the best test possible and decrease the likelihood of missing a lesion that could be treated.

The members present at the May meeting discussed this proposal and felt that it should be opened up to the entire membership for review and discussion. Please provide us with your feedback and suggestions regarding the proposal to initiate a statewide FANNi screening program. If you would like to participate in this network please contact Marylou Stinson at 803.351.5197 or via email at [mstinson@scgastroassn.com](mailto:mstinson@scgastroassn.com).

## American College of Gastroenterology National Affairs Committee

Dr. March Seabrook has been named the National Affairs Chair for the American College of Gastroenterology. In February 2011, he visited with South Carolina Delegation members and key staff members in Washington, DC to discuss issues pertinent to our field.

## 2011 SCGA Annual Meeting Update

The SCGA held its annual membership meeting on May 13, 2011 at Wild Dunes Resort in conjunction with MUSC's Advanced Endoscopy Update. The membership discussed several timely and impactful issues including healthcare reform, quality initiatives, and cost-reduction strategies. The slate of 2011 – 2013 officers was also elected as a part of this meeting. If you would like to review the full minutes from the meeting, please visit the SCGA website.



Dr. March Seabrook and Congressman Joe Wilson



Pictured L to R at the 2011 MUSC Advanced Endoscopy Update: Dr. Peter Cotton, Rita Oden (MUSC) and Tracy Farber (MUSC)

## MUSC Advanced Endoscopy Update 2012

The 17th Annual Medical University of South Carolina's Advanced Endoscopy Update will be held on May 24-25, 2012. This meeting will again be held at Wild Dunes Resort on the Isle of Palms. Please mark your calendars and plan to attend this exciting educational event.

## Thank You Dr. Mark DeLegge

The SCGA would like to thank Dr. Mark DeLegge for his service as the 2009-2011 SCGA President. Dr. DeLegge provided outstanding leadership and oversight to the Association during his tenure. We look forward to having Dr. DeLegge continue to serve on the Executive Committee as a Past President. Thank you, Dr. DeLegge for your years of service to the South Carolina Gastroenterology Association.

## SCGA 2011 – 2013 Slate of Officers

The new slate of SCGA Officers for 2011 – 2013 was presented and approved at the association's Annual Meeting in May. The new slate is as follows:

- **President:** Salvatore A. Moscatello, DO, FACG (North Charleston, SC)
- **Vice-President:** H. Gordon France, Jr., MD (Spartanburg, SC)
- **Secretary:** Bryan T. Green, MD (Greenwood, SC)
- **Treasurer:** Georges Postic, MD (Columbia, SC)
- **Immediate Past President:** Mark H. DeLegge, MD, FACG, AGAF, FASGE (Charleston, SC)
- **Past Presidents:**
  - William J. Gilchrist, MD, FACP, FACG, AGAF (Greenwood, SC)
  - Kent N. Cunningham, MD (Sumter, SC)
  - Richard C. Greer, MD (Greenville, SC)
  - March E. Seabrook, MD, FACG (Columbia, SC)
- **Councilors:**
  - Louis Bell, MD, FACG (Hilton Head, SC)
  - John K. Corless, MD (Charleston, SC)
  - Gary Vukov, MD (Myrtle Beach, SC)
  - David Wortham, MD (Anderson, SC)
  - Stephen Yarborough, MD (Greenville, SC)

## SCGA Foundation

In 2010 the SCGA established a 501(c)(3) entity, entitled the SCGA Foundation. SCGA members are encouraged to keep the SCGA Foundation in mind as you plan ahead for your charitable giving in 2011 and 2012. Additionally, the establishment of the SCGA Foundation allows our Corporate Partners to donate unrestricted funds. Please inform and encourage any outside/ corporate partners you work with about the SCGA Foundation and the donation opportunities it presents.

Funds received by the Foundation will be used to support the Association's statewide efforts, including colorectal cancer screening programs and public awareness campaigns. For more information on the SCGA Foundation or to make a contribution, contact Marylou Stinson at 803.351.5197 or [mstinson@scgastroassn.com](mailto:mstinson@scgastroassn.com).



Pictured L to R: Dr. James Bearden (Gibbs Cancer Center), Beverly Henson (Gibbs Cancer Center), Dr. George Blestel, JoEllen DeLuca and Congressman Trey Gowdy.

## Colon Cancer Solutions – Walk/Run Saturday, August 27, 2011

JoEllen DeLuca, Executive Director of Colon Cancer Solutions, colon cancer survivor and national colon cancer champion coordinated a Walk/Run to benefit the fight against colon cancer in South Carolina. The event was held on Saturday, August 27, 2011 at Duncan Park in Spartanburg. Over 200 individuals participated in this annual event. The funds raised benefit Colon Cancer Solutions in Spartanburg. Thank you to JoEllen for her tireless work to fight colon cancer!



## Driving Fore Colon Cancer – Saturday, April 28, 2012

Dr. Raj and Bhavna Vasudeva, in collaboration with the Center for Colon Cancer Research at USC, are planning a charity golf tournament on Saturday, April 28, 2012 in Columbia. Additional details will be sent to the SCGA members and posted on our website!

## Corporate Membership

The SCGA would like to thank our Corporate Members for their generous support of our efforts and activities statewide.

## Platinum Member



## Silver Member



## Friends of the SCGA

