



## **Boulder Community Hospital and Gastroenterology of the Rockies Team up for a ‘Colonoscopy Party’**

**February 24, 2006, Boulder, Colo.** – Boulder Community Hospital and Gastroenterology of the Rockies are joining forces in March to host a unique event designed to raise awareness about the importance of early screenings to detect colorectal cancer in women.

As part of National Colorectal Cancer Awareness Month, the hospital and Gastroenterology of the Rockies have invited women to a “Colonoscopy Party” on the morning of Saturday, March 11. Twelve women will come together as a group to have their colonoscopy in a supportive and fun environment that will include facials, massages, gifts and treats. Patients will get pampered while setting an important example for other women in the community to be proactive about their health.

Although colorectal cancer (CRC) is the third-leading cause of cancer death in women, screening for this disease lags far behind other cancer checks. And while physicians urge everyone over the age of 50 to have a colonoscopy screening, studies show that fewer than half of women actually do. Many women choose to ignore or postpone a colonoscopy because of embarrassment, misunderstanding or fear about the procedure—or simply because they don’t realize they are at risk.

“Our idea is that by taking a more entertaining approach to the procedure, it will become less intimidating and scary—and also underscore the importance of early screening for colorectal cancer,” said Peter Kaye, MD, FACG, one of the doctors at Gastroenterology of the Rockies who will be performing the procedures. “In addition, by doing this as a

group rather than going alone, women can lend support to one another before and after the screening.”

Party participants will be picked up by limousine and brought to the Endoscopy Center on the Foothills campus of Boulder Community Hospital, where they will don spa robes, and be pampered with massages and facials before being prepped and rolled into the endoscopy room. Performing the colonoscopy procedures along with Dr. Kaye will be Robert Dolan, MD. Participants’ insurance plans will be charged for a normal screening colonoscopy.

Many women believe they are safe from colorectal cancer if they don’t have any risk factors for the disease, such as family history, but about 75 percent of new cancers occur in women whose only risk factor is being over 50 years old. In its earliest, most curable stage, there are no visible symptoms of colorectal cancer. Colonoscopy is a screening that is essentially painless and can be truly life saving.