



DIGESTIVE HEALTH  
PHYSICIANS ASSOCIATION®

# Report from the Communications Committee

DHPA Member Practice Meeting  
March 11, 2023

Nadeem Baig, DHPA Chair of Communications  
Allied Digestive Health (NJ)

# CRC Screening Infographics

- Infographics have been distributed to DHPA member practices and can be tailored with logos
- For use during CRC Awareness Months and to educate patients, PCPs and other front-line providers year-round
- For materials with your practice logo, please contact Andrew Sousa at [andrewsousa@steadfastpr.com](mailto:andrewsousa@steadfastpr.com)

**THE VALUE OF COLONOSCOPY**

Colonoscopy: The Gold Standard

The only screening that detects and prevents cancer

The only test recommended for people with risk factors such as personal history of polyps or cancer, family history of cancer, or inflammatory bowel disease.

The best test for finding precancerous polyps

Prevents colon cancer by removing polyps they can turn into

When Should I Start Screening?

The American Cancer Society and the U.S. Preventative Services Task Force recommend average-risk people start screening at age 45

\*Depending on family history, screening may be recommended at age 40 or earlier

How Often is Colonoscopy Recommended?

Colonoscopy is the **only test recommended at 10-year intervals** if no polyps are found

Your gastroenterologist will recommend the interval of repeat colonoscopy based on findings during colonoscopy and surveillance guidelines

REFERENCES: 1. American Society for Gastrointestinal Endoscopy. Colorectal Cancer Screening. <https://www.asge.org/docs/default-source/colorectal-cancer-screening-patient-education-materials/colorectal-cancer-screening-patient-education-materials.pdf>. 2020. 2. Mulholland et al. Testing for Colorectal Cancer Screening. New England Journal of Medicine. 2014;370:1287-1297. <https://www.nejm.org/doi/full/10.1056/NEJMoa1311194>. 3. Rex D, Boland C, Danley B, et al. Multi-Society Task Force on Colorectal Cancer. The American Journal of Gastroenterology. 2017;112:1596-1600. <https://doi.org/10.1038/s41385-017-1116-4>. 4. Shubert et al. Polypectomy reduces long-term incidence of colorectal cancer in both men and women: extended results from the Minnesota Colon Cancer Control Study. Gastroenterology. November 16, 2010. <https://doi.org/10.1053/j.gastro.2010.09.041>. 5. American Cancer Society. American Cancer Society Guidelines for Colorectal Cancer Screening. <https://www.cancer.org/health-topics/colorectal-cancer-screening.html>. 6. U.S. Preventive Services Task Force. Screening for Colorectal Cancer. <https://www.uspreventiveservicestaskforce.org/uspstf/recommendation/colorectal-cancer-screening>. All links accessed February 1, 2023.

**EL VALOR DE LA COLONOSCOPIA**

Colonoscopia: Estándar de oro

El único examen que detecta y previene el cáncer

La única prueba recomendada para personas con factores de riesgo, como historial personal de pólipos o cáncer, historial familiar de cáncer, o enfermedad intestinal inflamatoria

Reduce la incidencia de cáncer por 89%

La mejor prueba para encontrar pólipos precancerosos

Previene el cáncer de colon al remover los pólipos antes de que puedan convertirse en cáncer

¿Cuándo debería comenzar a hacerme exámenes?

La Sociedad Americana de Cáncer (American Cancer Society) y el Cuerpo Especial de Servicios Preventivos de Estados Unidos (U.S. Preventive Services Task Force) recomiendan que las personas con un riesgo promedio comiencen a hacerse exámenes a la edad de 45

\*Según el historial familiar, los exámenes pueden recomendarse a la edad de 40 años o antes

¿Con qué frecuencia se recomienda la colonoscopia?

La colonoscopia es la **única prueba recomendada a intervalos de 10 años** si no se encuentran pólipos

Su gastroenterólogo recomendará el intervalo apropiado para repetir la colonoscopia basado en los hallazgos de la colonoscopia

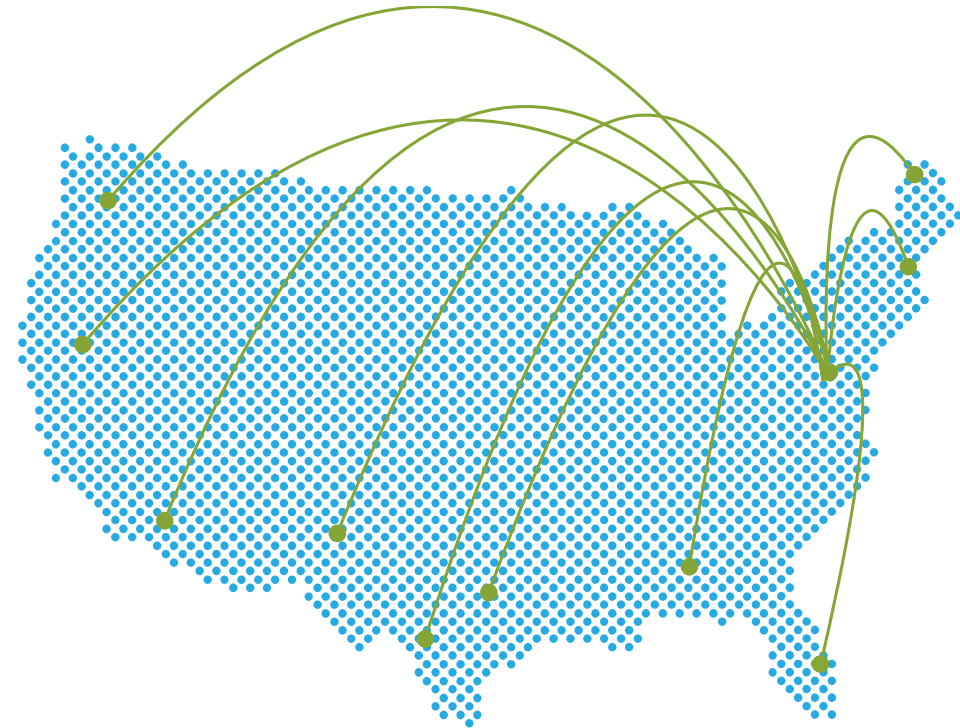
REFERENCES: 1. American Society for Gastrointestinal Endoscopy. Colorectal Cancer Screening. <https://www.asge.org/docs/default-source/colorectal-cancer-screening-patient-education-materials/colorectal-cancer-screening-patient-education-materials.pdf>. 2020. 2. Mulholland et al. Testing for Colorectal Cancer Screening. New England Journal of Medicine. 2014;370:1287-1297. <https://www.nejm.org/doi/full/10.1056/NEJMoa1311194>. 3. Rex D, Boland C, Danley B, et al. Multi-Society Task Force on Colorectal Cancer. The American Journal of Gastroenterology. 2017;112:1596-1600. <https://doi.org/10.1038/s41385-017-1116-4>. 4. Shubert et al. Polypectomy reduces long-term incidence of colorectal cancer in both men and women: extended results from the Minnesota Colon Cancer Control Study. Gastroenterology. November 16, 2010. <https://doi.org/10.1053/j.gastro.2010.09.041>. 5. American Cancer Society. American Cancer Society Guidelines for Colorectal Cancer Screening. <https://www.cancer.org/health-topics/colorectal-cancer-screening.html>. 6. U.S. Preventive Services Task Force. Screening for Colorectal Cancer. <https://www.uspreventiveservicestaskforce.org/uspstf/recommendation/colorectal-cancer-screening>. All links accessed February 1, 2023.



# DHPA Comms Survey: Echo Chamber

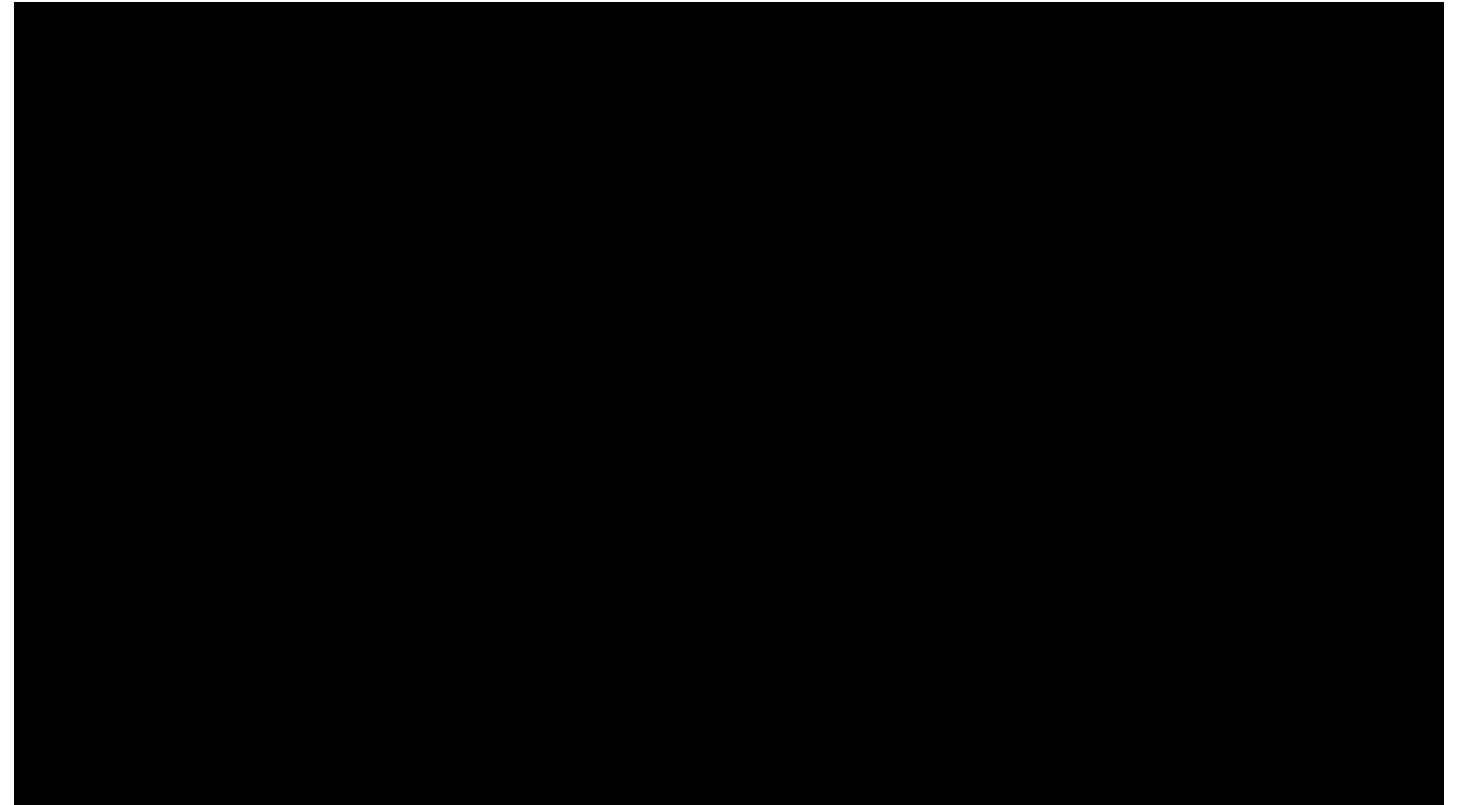
# 21

Internal Communications Professionals  
within DHPA Member Practices



# TNG Partnership with AGA


- Quarterly videos by DHPA executive committee members for The New Gastroenterologist in GI & Hepatology News
- Provides private practice perspectives to early career GI physicians
- Shared within AGA Community platform
- Promoted on DHPA and AGA social media



<https://www.mdedge.com/gihepnews/private-practice-perspectives>



# Pipeline Development: Independent GI Careers Page

 **DIGESTIVE HEALTH  
PHYSICIANS ASSOCIATION®**

HomeAbout UsAdvocacyResourcesNewsroom

## Independent GI Careers

There are many things to consider when choosing a career path. Independent practice in gastroenterology continues to be a vitally important component of care delivery and offers many benefits.

Below you'll find access to the career pages of DHPA member practices. If you are considering a career in private practice, feel free to view their job openings.

If you don't find an available position in the state you're considering, rest assured that most practices are always recruiting. Reach out to the practice you're interested in and inquire about joining.

---

### Alabama

[Birmingham Gastroenterology Associates](#)  
[Digestive Health Specialists of the Southeast \(Homepage\)](#)  
[Gastro Health – Alabama](#)  
[GI Associates of West Alabama \(LinkedIn\)](#)

### Arizona

[Arizona Centers for Digestive Health](#)  
[Arizona Digestive Health \(GI Alliance\)](#)  
[Arizona Gastrointestinal Associates \(Homepage\)](#)  
[East Valley Gastroenterology & Hepatology Associates \(GI Alliance\)](#)  
[Southeast Valley Gastroenterology Consultants](#)

### Considering a Career in Private Practice?

Contact us if you'd like to speak with an independent GI leader about the benefits of independent practice.

Name (required)


Email (required)

Talk to us

1+5=?

Submit

### Member Spotlight



- Provide early-career physicians with information about independent GI
- links to DHPA member practice job pages or LinkedIn, organized by state
- Provide information to Andrew Sousa, comms consultant at [andrewsousa@steadfastpr.com](mailto:andrewsousa@steadfastpr.com)





**DIGESTIVE HEALTH  
PHYSICIANS ASSOCIATION<sup>®</sup>**



DIGESTIVE HEALTH  
PHYSICIANS ASSOCIATION<sup>®</sup>



DIGESTIVE HEALTH  
PHYSICIANS ASSOCIATION®

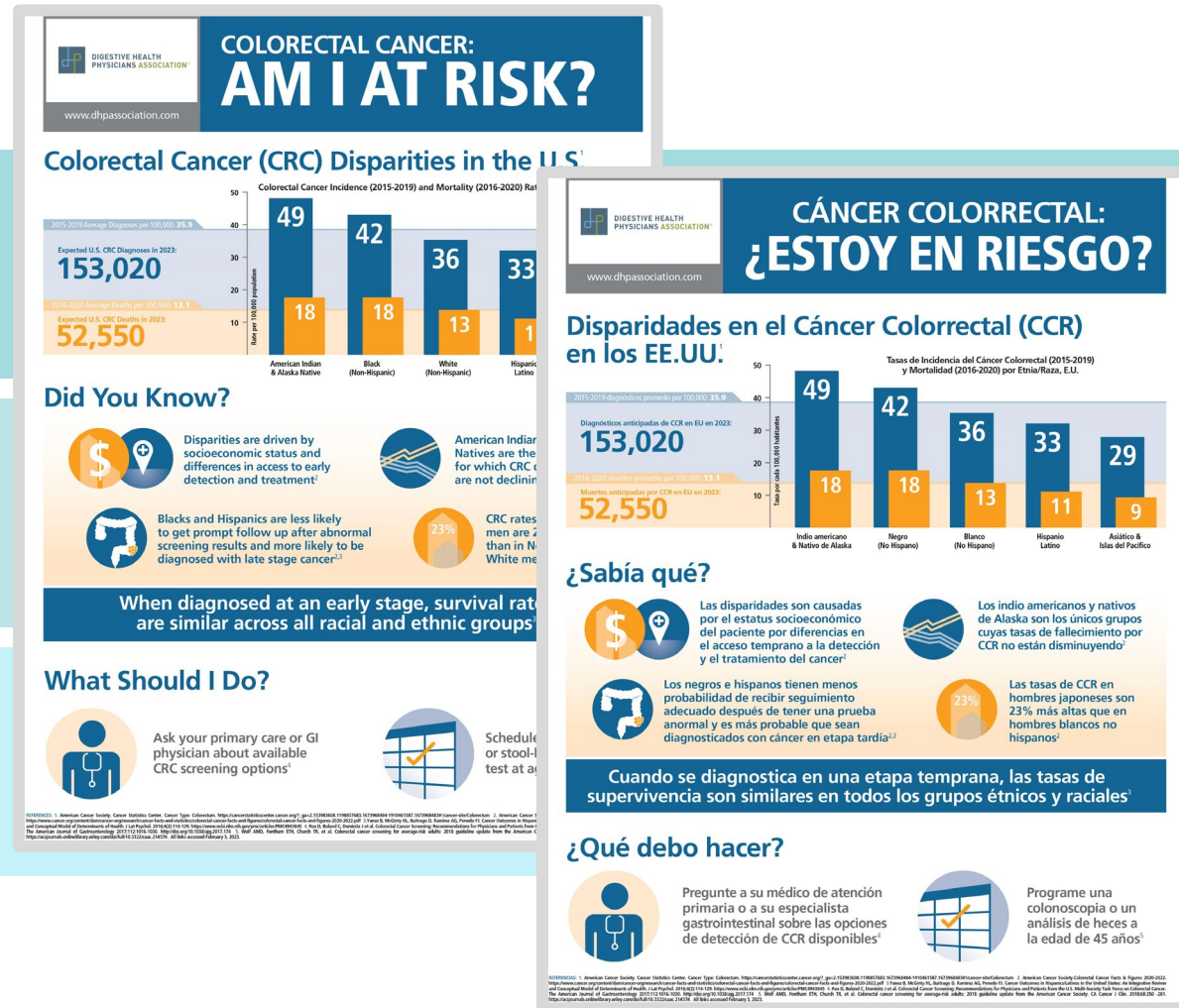
# Report from the DEI Committee

DHPA Member Practice Meeting  
March 11, 2023

Aja McCutchen, DHPA Chair of Diversity, Equity & Inclusion  
Atlanta Gastroenterology Associates (GA)



# CRC Screening Disparities Infographics



- Infographics have been distributed to DHPA member practices and can be tailored with logos
- For use during awareness months to educate patients, PCPs and other front-line providers
- For materials with your practice logo, please contact Andrew Sousa at [andrewsousa@steadfastpr.com](mailto:andrewsousa@steadfastpr.com)



# Scrubs & Heels 2023



- Leadership sessions and networking with women in GI
- Dr. McCutchen served as Co-Chair and Dr. Dominique Howard of Capital Digestive was on the faculty
- Potential for increased collaboration with DHPA

# Get Your Rear in Gear



**SAVE THE DATE!**

**GET YOUR REAR IN GEAR**  
TWIN CITIES

**GET YOUR REAR IN GEAR**  
COLON CANCER AWARENESS

COLON CANCER AWARENESS **5K RUN/WALK**

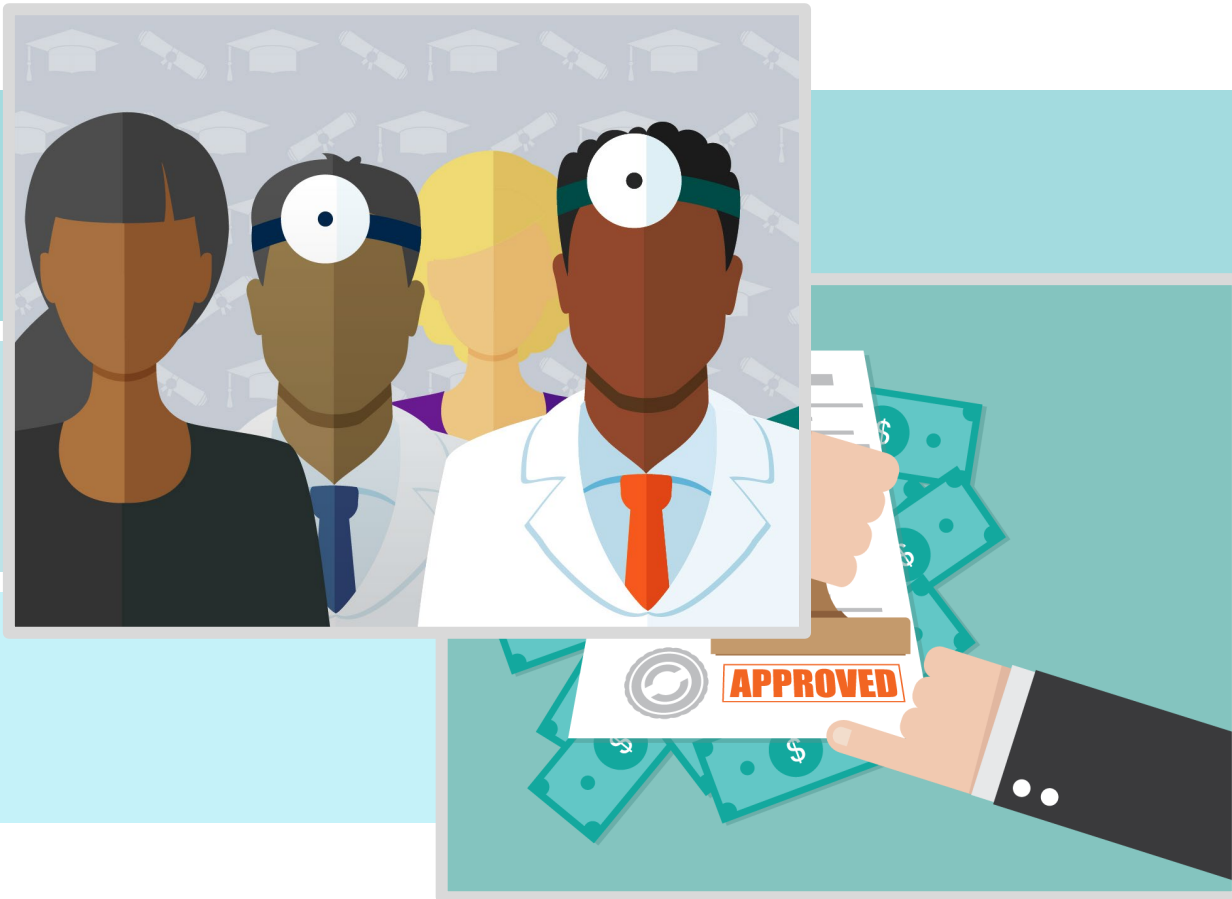
**SUNDAY, AUGUST 28, 2022**

VETERANS MEMORIAL PARK • RICHFIELD, MN

COLON CANCER COALITION

- Met with Jackie Evans, national events director for Colorectal Cancer Coalition
- 35 Get Your Rear in Gear events; 5 in DHPA member cities
- DHPA Practice can join existing event or build one with CCC
- Grants focused on increase screening rates for underserved

# DHPA DEI Resource Repository



- Resources on Diversity, Equity & Inclusion
- Grant opportunities to support DEI initiatives and pipeline development
- Please send any resources your practice has developed to DHPA comms consultant, Andrew Sousa at [andrewsousa@steadfastpr.com](mailto:andrewsousa@steadfastpr.com)





**DIGESTIVE HEALTH  
PHYSICIANS ASSOCIATION®**