

# HEALTH AWARENESS

## Insurers Stress Lifesaving Role Of Colorectal Screenings

(NAPSA)—There is encouraging news about colorectal cancer, the second-leading cause of cancer deaths in the United States and the third-most commonly diagnosed cancer in both men and woman: Early screenings and follow-up care will lead to better outcomes for patients. Although clinicians stress the importance of screening for colorectal cancer, too many patients don't get regular screenings for the disease. New information from the Physician Insurers Association of America (PIAA)—a trade association that represents more than 70 national and international medical professional liability insurance companies that are owned and/or operated by doctors, dentists, hospitals and other health care providers—indicates that patients can do more to minimize their own risks. They can play a more active role in their own care by making certain that colorectal cancer screening is done regularly. Research shows that regular screening allows for cancer to be detected earlier, and when colon cancer is diagnosed in an early stage, patients have more choices for successful treatment. Data also stresses the crucial need for follow-up—after screening tests and if cancer has been detected.

The PIAA and its member companies, which insure more than 60 percent of America's physicians and other health care providers, are working to develop safety measures that improve the



**To improve patient safety, organizations like the PIAA are educating physicians to help eliminate errors and protect patients from medical injury.**

quality of patient care while also lowering physicians' liability. This is being accomplished by identifying and eliminating errors in the health care system and educating physicians to protect patients from medical injury. The PIAA Data Sharing Project, an ongoing claims study, is a major driver in advancing patient safety. The Data Sharing Project houses the world's largest research database on medical errors. The PIAA uses this data to educate physicians on specific steps they can take to protect their patients from medical injury. PIAA companies play a critical role in maximizing patient safety through the risk management services they provide and the educational information that they make available to their policyholders.

To learn more about the PIAA, its member companies and its patient safety initiatives, please visit [www.piaa.us](http://www.piaa.us).