

MEDIA ADVISORY FOR ACG SCIENTIFIC MEETING

OCTOBER 18, 2010

PRESS BRIEFING

ATTACK ON *C. DIFFICILE*: A GI PERSPECTIVE

HOW WE CAN COMBAT THIS SERIOUS HEALTH ISSUE

RESEARCHERS EXPLORE STRATEGIES TO COMBAT HIGH-RATES OF HOSPITAL INFECTIONS AND TREAT PATIENTS

WHAT: The American College of Gastroenterology will hold a special briefing for journalists at its 75th Annual Scientific meeting in San Antonio, Texas to showcase a series of new studies that explore the impact of various factors on the increasing rates of *C. difficile* infection, prevention strategies, as well as cutting-edge treatments for this deadly—and quite common—infection. *C. difficile* associated diarrhea (CDAD) is a major cause of morbidity and increasing health care costs among hospitalized patients, as *C. difficile* infections have dramatically increased in recent years, with 500,000 cases in the United States annually and approximately 15,000 deaths each year, according to the CDC.

Researchers will discuss the studies they are presenting during this year's scientific meeting, which explore the link between high-rates of *C. difficile* and use of proton pump inhibitors (PPIs); the cause-and-effect relationship between *C. difficile* and new National Hospital Quality Measures which have led to an increase in antibiotic use; and cutting-edge treatments—including fecal transplants—for patients with *C. difficile*.

WHEN:	Monday, Oct. 18, 2010 1:15 pm CDT
WHERE:	ACG Press Room – #209 Henry B. Gonzalez Convention Center, San Antonio
WHO:	Panelists: Lawrence J. Brandt, M.D., MACG , Albert Einstein College of Medicine, Montefiore Medical Center, Bronx, NY Mark H. Mellow, M.D., FACG , Center for Digestive Health, Oklahoma City, OK C. Brock Miller, M.D. , University of North Carolina at Chapel Hill
DIAL IN:	Teleconference Access Dial-In U.S. Only Toll-Free 866-434-5269, Participant Code 9149365

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mediaonly@acg.gi.org As of Sunday October 17, 2010 at ACG Press Room, Henry B. Gonzalez Convention Center, San Antonio 210-528-7028