



AMERICAN COLLEGE OF GASTROENTEROLOGY

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FOR IMMEDIATE RELEASE

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American College of Gastroenterology Announces Winners of Second Annual SCOPYs: Service Award for Colorectal Cancer Outreach, Prevention and Year-Round Excellence

Bethesda, MD (October 13, 2016) – The American College of Gastroenterology (ACG) announces the winners of the 2016 SCOPY Awards (**S**ervice Award for **C**olorectal Cancer **O**utreach, **P**revention and **Y**ear-Round Excellence) to recognize the achievements of ACG members in their community engagement, education and awareness efforts for colorectal cancer prevention.

“This year’s SCOPY winners have gone above and beyond in their creativity and vision. The winning projects and campaigns exemplify solid public health awareness messages coupled with innovative communications approaches,” said Jordan J. Karlitz, MD, FACP, Chair, ACG Public Relations Committee, Professor of Clinical Medicine, Section of Gastroenterology and Hepatology, Tulane Cancer Center, New Orleans, LA.

Twenty-three winners were selected by a panel of three judges that included Dr. Karlitz, Patricia L. Raymond, MD, FACP, Professor of Clinical Internal Medicine, Eastern Virginia Medical School, Practitioner, Gastrointestinal Consultants, LTD, Norfolk, VA, and Kaely S. Bade, MD, GI Fellow, Tulane University School of Medicine, New Orleans, LA.

“The College takes tremendous pride in the commitment by the GI community to support colorectal cancer prevention,” said ACG President Kenneth R. DeVault, MD, FACP. “Projects by this year’s SCOPY winners reveal the depth of that commitment and demonstrate a sense of collaboration within their practices and engagement with the larger community,” he added.

The winners will be honored at a reception at the ACG Annual Scientific Meeting in Las Vegas on Sunday, October 16 at 4:00 pm Pacific Daylight Time (The Venetian, Exhibit Hall C, ACG Exhibitor Theater) and in a special SCOPY Booklet.

Details of the awards can be found in the 2016 SCOPY Awards Booklet (goo.gl/8lf7jG).

SCOPY AWARDS for 2016

GRAND SCOPY

The Grand SCOPY honors the most innovative, multi-faceted and impactful efforts by an ACG member that represent the very best of what can and should be done to raise colorectal cancer awareness.

March E. Seabrook, MD, FACP, Consultants in Gastroenterology, West Columbia, SC
Individual Leadership and Advocacy for Colorectal Cancer Prevention in South Carolina

First Annual SCOPY Leadership Award

Mark B. Pochapin, MD, FACP, Secretary, ACG Board of Trustees, NYU Langone Medical Center, New York, NY

Visionary Leadership, Media Engagement and Representation at the National Colorectal Cancer Roundtable

Best Multi-Channel Colorectal Cancer Awareness Campaign by a Private GI Practice

Gastroenterology Consultants of San Antonio, San Antonio, TX

High-Profile Community Events and Creative Tactics Including a Special Fiesta Medal

Best Original Communication Campaign by a Private GI Practice

Center for Colon and Digestive Disease, PC, Huntsville, AL

Originality and Execution of Mardi Gras Parade Float and Colonoscopy-Themed Holiday Tree

Best Community Service Delivery

Saint Anthony Physicians Gastroenterology, Pooja Singhal, MD, and Tauseef Ali, MD, FACP, Oklahoma City, OK

"Project Colon Cancer Awareness" Multi-Faceted Initiative Featuring Screening Saturdays

Best Initiative by an ACG Governor

Whitfield L. Knappe, MD, FACP, ACG Board of Governors, Arkansas Gastroenterology, North Little Rock, AR

"Little Rock Goes Blue for Colon Cancer Awareness" Illuminated Bridges and Local Landmark Building

Best Original Tactic

West Chester Gastrointestinal Group, West Chester, PA

"Colon Cancer is PREVENTABLE!" Campaign Featuring Giveaway of More Than 2,000 Free T-Shirts

Best Call-to-Action

Sanford Health, Sioux Falls, SD

"Bottoms Up – Don't Duck Out on Your Colonoscopy" Advertising Campaign

Best Infographic from a Private GI Practice

Adewale B. Ajumobi, MD, Rancho Mirage, CA

Clear Liquid Diet for Colonoscopy Infographic via bowelprepguide.com Website

Most Humorous Video

Nizar H. Senussi, MD, The Cleveland Clinic, Cleveland, OH

An Original Rap by P Polyp "Colorectal Cancer Awareness Rap Part 2"

Best Video from an Academic Center

UNC Hospitals Endoscopy Center, University of North Carolina at Chapel Hill, Chapel Hill, NC

"How to Prepare for Your Colonoscopy"

Best Initiative to Address Health Care Disparities

Darrell M. Gray, II, MD, MPH, and The Ohio State University Wexner Medical Center, Columbus, OH

The Provider and Community Engagement (PACE) Program for Health Equity in Colorectal Cancer Prevention and Cancer Disparities Conference

Best Use of Patient Profiles to Increase Colorectal Cancer Awareness

Metropolitan Gastroenterology Associates, Marrero, LA

Local News Segments with Patient Stories to Promote Community CRC Education Events and Underscore Public Health Messages

Best Original Illustration

Eugene Han, MD, and Ayse Aytaman, MD, FACP, ACG Board of Governors, New York Harbor Brooklyn VA and SUNY Downstate Medical Center, Brooklyn, NY

Super Colon Superhero, a Caped Crusader Who Stomps Out Colon Cancer

Best Video from a Private Practice

Ronald K. Hsu, MD, FACP, Capitol Gastroenterology Consultants, Roseville, CA

"Colorectal Cancer Countdown: 3-2-1 Get Screened!"

Tie for Best Original Event Concept and Community Engagement

Rajeev Vasudeva, MD, FACP, and Consultants in Gastroenterology, West Columbia, SC

"Colon Prep Party" a Festive Approach to Screening Highlighted via Extensive Local Media Coverage

Tie for Best Original Event Concept and Community Engagement

Stephen T. Amann MD, FACP, ACG Board of Governors, and Digestive Health Specialists PA, Tupelo, MS

"Blue Tie Affair" – A Charitable Event to Raise CRC Awareness and Benefit the North Mississippi Medical Center Cancer Fund for Patient Assistance

Best Event Support and Community Engagement

Cindy McDaniel and Marsha Williams, Digestive Health Specialists PA, Tupelo, MS

Dedicated Event Leadership and Can-Do Spirit in Support of Tupelo's "Blue Tie Affair"

Most Vibrant Community Event

Puerto Rico Colorectal Cancer Coalition and Rafael A. Mosquera, MD, FACP, Gurabo, PR

"5K Correló, Caminalo y Chequeate Eso!" Fifth Annual 5K Run, with More Than 4,000 participants

Most Moving Video by a Private GI Practice

Lawrence M. Fiedler, MD, and Digestive CARE, Boca Raton, FL

"What Did You Do?" Colon Cancer Public Service Announcement

SCOPY Media Champion

Dawndy Mercer Plank, WIS-10, Columbia, SC

Courageous TV Anchor Undergoing Colonoscopy and Covering Local "Colon Prep Party" for WIS-10, the NBC Affiliate in Columbia, SC

Most Educational Live Stream Colonoscopy

Kenneth J. Chang, MD, FACP, and C. Gregory Albers, MD, FACP, University of California, Irvine, Irvine, CA

Live stream of Dr. Albers's Colonoscopy Performed by Dr. Chang on March 30, 2016, and Subsequent YouTube Fame

Best in Blue

Best in Blue is a new category in 2016 for the most creative and splendid Dress in Blue Day efforts.

Connecticut GI, PC

Inter-Office Competition for Dress in Blue Day Themes and Creative Antics

See the SCOPY Awards Booklet (goo.gl/8lf7jG) and the ACG Blog (goo.gl/51jzvR) for more details on the winning entries.

About the American College of Gastroenterology

Founded in 1932, the American College of Gastroenterology (ACG) is an organization with an international membership of almost 14,000 individuals from 86 countries. The College's vision is to be the pre-eminent professional organization that champions the evolving needs of clinicians in the delivery of high-quality, evidence-based and compassionate health care to gastroenterology patients. The mission of the College is to advance world-class care for patients with gastrointestinal disorders through excellence, innovation and advocacy in the areas of scientific investigation, education, prevention and treatment. ACG Web site www.gi.org. Visit the [ACG Blog](#) for all news, featured research and expert insights related to the ACG Annual Scientific Meeting. Follow ACG on [Twitter](#) and view live updates from the ACG Annual Scientific Meeting at [#ACG2016](#).

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