



AMERICAN COLLEGE OF GASTROENTEROLOGY

6400 Goldsboro Road, Suite 200, Bethesda, Maryland 20817-5842
P: 301-263-9000; F: 301-263-9025; Website: gi.org

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Contact: Brian Davis 301-263-9000 mediaonly@gi.org

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

Philadelphia, PA (October 5, 2018) – The American College of Gastroenterology (ACG) announces the winners of the 2018 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, a total of 24 SCOPY Awards will be presented to an outstanding slate of CRC awareness champions,” said Sophie M. Balzora, MD, FACG, Chair, ACG Public Relations Committee, NYU School of Medicine, New York, NY. The initiatives “demonstrated a relentless commitment to community service, a penchant for witty taglines, a focus on quality and public health intervention, a clear commitment to the power of partnership, and dedication to awareness even in the wake of disaster,” she added.

The winning projects were selected by judges Dr. Balzora and Joseph P. Kingsbery, MD, of the NYU Langone Medical Center, New York, NY.

“We are so grateful to everyone who dedicated their time and energy to imagining, planning and executing these colorectal cancer awareness programs,” said ACG President Irving M. Pike, MD, FACG, John Muir Health, Walnut Creek, CA.

The winners will be honored at the SCOPY Awards Ceremony & Workshop on Sunday, October 7, at 3:30 pm Eastern Daylight Time (Room 120A, Pennsylvania Convention Center) and in the 2018 SCOPY Awards Booklet.

Details of the awards can be found in the [2018 SCOPY Awards Booklet](#).

SCOPY AWARDS for 2018

Best Bowel Prep Video

Adewale B. Ajumobi, MD, Rancho Mirage, CA

Instructive Video on How to Use Bowel Cleansing Agents

Best Community Service Delivery and Comprehensive Community Education Initiative by a Health System

Allegheny Health Network, Pittsburgh, PA

Screening Saturdays at Eight Centers, Promotion at Sporting Events, Turning Pittsburgh Blue

SCOPY Consistent Creativity & Commitment Award

Connecticut GI: Farmington, Glastonbury, Hartford, New Britain, New London, Norwich, and Torrington, CT

Creativity and Originality Defined in Annual Dress in Blue Day Themes

Best Video by GI Fellows-in-Training

The Crohn's and Colitis Foundation, Greater New York Chapter, Fellows' Committee, New York, NY

"True or Poo," A CRC Quiz Game with Patients

Best Social Media Impact for a Coordinated Colorectal Cancer Awareness Campaign

Darrell M. Gray, II, MD, MPH, and The Ohio State University Wexner Medical Center's Division of Gastroenterology, Hepatology, and Nutrition, Columbus, OH

Multi-Faceted Community Service & Education Initiative Supported by Social Media

Best Original Tactic

GI Associates & Endoscopy Center and Reed B. Hogan II, MD, Flowood, MS

Plastic Butts Highlight First "Butts and Guts" 5K Race

Best Community Service Delivery by a Private GI Practice

GI Associates & Endoscopy Center and Reed B. Hogan II, MD, Flowood, MS

60 Colonoscopies Provided

Best Call-to-Action

Jack Goldstein, MD, FACG, and Rancocas Endoscopy Unit, Cooper Digestive Health Institute-Willingboro, MD Anderson Cancer Center at Cooper, Willingboro, NJ

Wallop the Polyp

Best Initiative to Address Health Care Disparities

Jack Goldstein, MD, FACG, Cooper Medical School at Rowan University, Rancocas Endoscopy Unit, Cooper Digestive Health Institute-Willingboro, MD Anderson Cancer Center at Cooper, Willingboro, NJ

The Burlington County Barbershop Initiative

Best Spanish Language Video

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

3-2-1 Hágase la Prueba! Conciencia del Cáncer de Colon ("3-2-1 Take the Test! Colon Cancer Awareness")

Best Multi-Channel Colorectal Cancer Awareness Campaign by GI Fellows
Jessica Sterling, MD, Jonathan I. Gotfried, MD, Jessica Briscoe, MD, and Temple University Hospital, Philadelphia, PA

Owls for Bowels

Best Initiative to Advance “80% by 2018” Goal

John Muir Health, Walnut Creek, CA

Pushing Toward 80% by 2018 and Beyond

Best Public Health Intervention for a Targeted Community

Koosh Desai, MD, Medical College of Georgia, Minesh Mehta, MD, University of Louisville, Augusta, GA, and Louisville, KY

Georgia Colon Cancer Prevention Project

Best Coordinated Community Campaign & SCOPY Healthy Living Award

Licking Memorial Health Systems, Newark, OH

Efforts Large and Small, Including Focus on High-Fiber Diet

Best in Blue

NYU Division of Gastroenterology, New York, NY

NYU Colorectal Cancer Awareness Month Campaign

Best Community Media Outreach

Praveen Gudur, MD, FACG, The University of Texas Medical Branch at Galveston, Galveston, TX

Dispelling Myths about Colonoscopy in Newspaper Column

Best Coordinated Community Health Intervention

Sita S. Chokhavatia, MD, MACG, and The Valley Hospital, Ridgewood, NJ

13 Awareness Events in Early 2018

SCOPY Quality Improvement Award

Sital Singh, MD, Sooraj Tejaswi, MD, MSPH, FACG, Hershan Johl, MD, Brent Vickers, Kari L. Hazard, Traci Pochardt, Christopher Pacheco, Emily Jing, Everardo Ramirez, RN, UC Davis Gastroenterology, Sacramento, CA

Optimizing Inpatient Bowel Prep and Improving GI Lab Efficiency

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

Texas Digestive Disease Consultants, Southlake, TX

Spreading Awareness In and Out of the Office, on the Air, and Online

Best Hashtag

The Brooklyn Hospital Center, Brooklyn, NY

#NoButtsAboutIt

Most Far-Reaching and Impactful Initiative

Veterans Health Administration, Jason A. Dominitz, MD, MHS, VA Puget Sound Health Care System, and Douglas J. Robertson, MD, MPH, VA New England Health Care System, Seattle, WA, and White River Junction, VT

Radio Tour Reaches Nearly 25 Million Listeners

SCOPY Fighting Colorectal Cancer in the Face of Disaster Award

Victor J. Colon, MD, FACG, Instituto Digestivo de Puerto Rico, Caguas, PR

Maintaining the Spirit of CRC Awareness

SCOPY Spirit of Collaboration Award

Whitfield L. Knapple, MD, FACG, Chair, ACG Legislative and Public Policy Council, Arkansas Gastroenterology, North Little Rock, AR

Partnering for CRC Awareness

Best Coordinated Colorectal Cancer Awareness Campaign and Creative Group Photo by a Private GI Practice

Winchester Gastroenterology Associates, Winchester, VA

A Human CRC Awareness Ribbon

See the [2018 SCOPY Awards Booklet](#) for more information on the winning projects.

About the American College of Gastroenterology

Founded in 1932, the American College of Gastroenterology (ACG) is an organization with an international membership of over 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. www.gi.org

Visit the [ACG Blog](#) for all news, featured research and expert insights related to the ACG 2018 Annual Scientific Meeting and Postgraduate Course. Follow ACG on [Twitter](#), [Facebook](#) and [Instagram](#), and share your live updates using #ACG2018.