The College takes tremendous pride in the commitment by the GI community to support colorectal cancer (CRC) prevention and to embrace the national screening goal of 80% of eligible adults by 2018. Last year, ACG introduced a prize to recognize the most innovative and impactful CRC awareness efforts by ACG members: SCOPY — Service Award for Colorectal Cancer Outreach, Prevention & Year-Round Excellence.

The impressive cohort of 2015 SCOPY winners set a very high standard, but in 2016, the SCOPY winners surpassed all expectations with a strong showing. This year’s 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. Many bring a sense of fun and flair to this important work, and all the winning projects reveal a depth of commitment and demonstrate a sense of collaboration within their practices and engagement with the larger community.

The ACG Public Relations Committee tapped a panel of three judges (recognized on the next page) and, based on the entries, introduced some new categories this year, including a new SCOPY Leadership Award and a special “Best in Blue” award to recognize splendid and creative efforts on Dress in Blue Day (March 4, 2016).

Learn more about the winning projects and be inspired as winners share insights into their strategies via the ACG Blog (acgblog.org).

In addition, this booklet congratulates submissions meriting an Honorable Mention. Each and every one of the SCOPY submissions in 2016 displayed the commitment of ACG members to delivering the life-saving message of the importance of CRC screening and prevention.

We are grateful for all ACG members who took the time to envision, implement and promote CRC awareness programs in their communities. Well done!

Very Truly Yours,

Jordan J. Karlitz, MD, FACG
Chair, ACG Public Relations Committee

Kenneth R. DeVault, MD, FACG
ACG 2015–2016 President
SCOPY AWARD

Judges

Jordan J. Karlitz, MD, FACG
Chair, ACG Public Relations Committee
Professor of Clinical Medicine, Section of Gastroenterology and Hepatology, Tulane Cancer Center, New Orleans, LA

Patricia L. Raymond, MD, FACG
ACG Public Relations Committee, Professor of Clinical Internal Medicine, Eastern Virginia Medical School, Practitioner, Gastrointestinal Consultants, LTD, Norfolk, VA

Kaely S. Bade, MD
GI Fellow, Tulane University School of Medicine, New Orleans, LA
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, FACG
Consultants in Gastroenterology, West Columbia, SC

Individual Leadership and Advocacy for Colorectal Cancer Prevention in South Carolina

Dr. Seabrook’s longstanding and passionate commitment to colorectal cancer prevention is a model of physician advocacy to improve public health. His vision and leadership among his partners at Consultants in Gastroenterology, in Columbia, SC, inspired their SCOPY Award-winning Colon Prep Party. Dr. Seabrook is recognized for his many years of outstanding media engagement, legislative engagement, and collaboration with state government and insurance carriers to advance colorectal cancer screening. In a notable example of his efforts this year, Dr. Seabrook was “Doctor of the Day” at the South Carolina State House in March 2016. Dr. Seabrook visited with state leaders about colorectal cancer prevention and delivered a roll of toilet paper to each elected official. The wrapping of the toilet paper read, “Thanks to you, we’re on a roll to wipe out colon cancer!”

First Annual SCOPY Leadership Award

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

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

The College recognizes Dr. Pochapin for his leadership in colorectal cancer prevention, from representing the GI profession at the National Colorectal Cancer Roundtable and his work on its Steering Committee, to a national media appearance on March 26, 2016, with Dr. Jon LaPook, CBS News chief medical correspondent. Above all, this SCOPY Leadership Award honors the depth of his commitment to colorectal cancer awareness efforts in New York City and nationally.
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

Gastroenterology Consultants of San Antonio executed a comprehensive colorectal cancer awareness initiative through a series of creative and impactful community events and multiple original communications tactics, including creating a Colorectal Cancer Awareness Medal for San Antonio’s local Fiesta celebration, coordinating effective efforts for Dress in Blue Day, and staff and physicians participating in the San Antonio “Get Your Rear in Gear” 5K race.

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

The multi-faceted colorectal cancer education campaign by this eight-physician practice demonstrates outstanding creativity, originality and flair. Notable tactics include their “Dominate Colon Cancer” float for the Huntsville Mardi Gras Parade and the vision for a rather uniquely decorated holiday tree at a local community event, the “Tinsel Trail” – a colonoscopy-themed holiday tree with colonoscope garlands.

Best Community Service Delivery

Saint Anthony Physicians Gastroenterology, Pooja Singhal, MD, and Tauseef Ali, MD, FACG
Oklahoma City, OK
“Project Colon Cancer Awareness” Multi-Faceted Initiative featuring Screening Saturdays

The SCOPYS recognize the strength of the Screening Saturday program from among the many impactful community outreach strategies by Saint Anthony, including TV interviews, social media activities, a lecture, and outreach to primary care physicians.
Best Initiative by an ACG Governor

Whitfield L. Knapple, MD, FACG
ACG Board of Governors, Arkansas Gastroenterology, North Little Rock, AR

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

Bridges over the Arkansas River and the Union National Plaza Building in downtown Little Rock were illuminated blue during the weekend of March 4-6 for colon cancer awareness. On Friday night, colon cancer survivors, family members, health care providers and colon cancer advocates gathered for the lighting of the bridges. This event was promoted through social media and via a press release from the ACG and the local office of the American Cancer Society (ACS).

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

Patients and staff from this GI practice are walking billboards for colorectal cancer screening thanks to a giveaway of more than 2,000 free t-shirts that say “Colon Cancer is PREVENTABLE!” and feature the practice website and phone number—a tactic that has attracted new patients and local media attention.

Best Call-to-Action

Sanford Health
Sioux Falls, SD

“Bottoms Up! Don’t Duck Out on Your Colonoscopy” Advertising Campaign

This attention-grabbing paid media campaign with the call-to-action “Bottoms Up! Don’t Duck Out on Your Colonoscopy” was targeted to Sioux Falls, SD, Bismarck, ND, Bemidji, MN, and Fargo, ND, and featured radio, television, print, and static advertisements in the local mall, as well as billboards and digital ad placements. The ads ran from February 22 to April 30, 2016.
Best Infographic from a Private GI Practice

Adewale B. Ajumobi, MD
Rancho Mirage, CA

Clear Liquid Diet for Colonoscopy Infographic via bowelprepguide.com Website

Helping patients understand what foods and drinks constitute a clear liquid diet for bowel prep is the aim of this informative and colorful infographic available via bowelprepguide.com and Pinterest.

Most Humorous Video

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

An Original Rap by P Polyp “Colorectal Cancer Awareness Rap Part 2”

Paul the Polyp (born April 29, 2015), known as P Polyp, is a Colonic Rapper from the South Side of the Splenic Flexure and a YouTube star. P Polyp embarked on his musical career at a very early age and sparked controversy among his peers of the Polyp Nation. He is well known for his strong stance against colorectal cancer and is a staunch advocate for its awareness and prevention. P Polyp has received wide acclaim and a number of accolades over the course of his career, including the 2015 SCOPY Award for the “Most Original Colorectal Cancer Awareness Video.” For his sophomore effort, P Polyp earns his second win in the SCOPYs and is recognized for his unsurpassed rhyming powers.

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”

An engaging and informative animated video that takes a light approach to a complex subject, reviews what patients can expect, and thoroughly covers all the essentials for a successful bowel prep – especially the importance of a clean colon.

Jill Williams (left), CGRN, Triage Nurse, and Peggy Mattingly, BA, RN, Nursing Communications Coordinator
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

Great work continues at Ohio State Wexner Medical Center under the energetic leadership of Dr. Gray, winner of the 2015 Grand SCOPY. This year, Ohio State is recognized in particular – from among its many strong and diverse ongoing efforts – for its Cancer Disparities Conference, featuring a keynote address by Dr. Otis Brawley, Chief Medical Officer of the American Cancer Society.

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

Metropolitan Gastroenterology Associates featured patient stories in local news segments in which physicians from the practice appeared to discuss colorectal cancer screening. The moving patient stories and profiles brought to life the importance of screening and underscored the public health messages provided by the physicians.

Best Original Illustration

Eugene Han, MD, and Ayse Aytaman, MD, FACC, ACG Board of Governors
VA NY Harbor Healthcare System and SUNY Downstate Medical Center, Brooklyn, NY

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

Dr. Eugene Han, a first-year GI fellow, created an original drawing of an inspiring caped crusader that was featured in various posters and flyers displayed at the VA NY Harbor Healthcare System and SUNY Downstate Medical Center in Brooklyn, NY, during March 2016.
**Best Video from a Private Practice**

Ronald K. Hsu, MD, FACG  
Capitol Gastroenterology Consultants, Roseville, CA  
“Colorectal Cancer Countdown: 3-2-1 Get Screened!”

This two-minute video exemplifies clear and compelling colorectal cancer prevention education using an engaging “by the numbers” approach and simple, but impactful, graphics to support its key messages.

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**Tied for the Win!**

**Best Original Event Concept and Community Engagement**

Rajeev Vasudeva, MD, FACG, and Consultants in Gastroenterology  
West Columbia, SC  
“Colon Prep Party” a Festive Approach to Screening Highlighted via Extensive Local Media Coverage

Outstanding planning and coordination by a private GI practice in collaboration with local media and the Center for Colon Cancer Research at the University of South Carolina. The event brought a sense of fun to the bowel prep proceedings of five local women including local TV anchor, Dawndy Mercer Plank, who had her first colonoscopy. The party was covered extensively by WIS-10, the NBC affiliate in Columbia, SC.

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Stephen T. Amann MD, FACG  
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

This “blue tie” charitable evening at the Elvis Presley Museum in Tupelo, MS, raised awareness of colorectal cancer as well as funds for 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”"

The SCOPYs recognize Cindy McDaniel, GI nurse, and Marsha Williams, clinical research coordinator, for their efforts in support of the Blue Tie Affair, one of two winners for the 2016 SCOPY Award for “Best Original Event Concept and Community Engagement.” Their selfless volunteer efforts were integral to the success of this outstanding event.

Most Vibrant Community Event

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

“5K Correlo, Caminalo y Chequeate Eso!” Fifth Annual 5K Run, with More Than 4,000 participants

The Puerto Rico Colorectal Cancer Coalition held its fifth annual 5K run for colorectal cancer awareness featuring more than 4,000 participants this year. The Coalition produced a highlights video of the event that captures the vibrant spirit of the large crowd and their exuberance at the start of the race as well as the Coalition’s commitment to colorectal cancer screening in Puerto Rico.

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

Dr. Fiedler scripted and produced an emotionally powerful video using patient photos in an effective and heartwarming manner. The video takes the viewer on an unexpected journey and uses music to underscore its clear, compelling and ultimately inspiring message.
**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*

Ms. Mercer Plank, an anchor at WIS-10, the NBC affiliate in Columbia, SC, teamed up with Consultants in Gastroenterology for her first colonoscopy and was the media star at their “Colon Prep Party” the night before her exam. She addressed colon cancer prevention and screening in no fewer than 10 television segments leading up to and following her colonoscopy and is recognized by ACG as an articulate and enthusiastic advocate.

**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*

UC Irvine Health live streamed a colonoscopy on March 30, 2016, to raise awareness about the importance of colonoscopies in detecting and preventing colorectal cancer and to demystify the procedure. Two of UC Irvine’s leading colorectal disease experts – Dr. Kenneth Chang and Dr. Gregory Albers – participated in the live colonoscopy. Dr. Chang performs the colonoscopy on Dr. Albers, who was due for his regularly scheduled colorectal cancer screening. As of August 29, 2016, the live stream had more than 47,000 views on YouTube.

**Best in Blue**

**Connecticut GI, PC**  
**Inter-Office Competition for Dress in Blue Day Themes and Creative Antics**

The SCOPYs recognize the many offices of Connecticut GI, PC collectively for their tremendous excitement and the fierce competitive spirit among several offices to outdo each other for the most unique theme and creative antics to raise colorectal cancer awareness for Dress in Blue Day. Connecticut GI, PC has offices in Hartford, Glastonbury, Enfield, Meriden, Bloomfield, Farmington, New Britain, Norwich, Southington, Wallingford, Torrington, Sharon, South Windsor and multiple satellite locations throughout the region.
• “Colorectal Cancer Awareness Campaign” Akash V. Ajmera, MD, and Cabell Huntington Hospital, Barboursville, WV

• “Spinathon 2016” Alan F. Sloyer, MD, FACG, North Shore Gastroenterology Associates, Great Neck, NY

• “Radio Tour Spokesperson” Caroll D. Koscheski, MD, FACG, ACG Board of Trustees, Gastroenterology Associates, P.A., Hickory, NC

• “Colon Cancer Prevention Support Group: Prevention, Awareness and Support for Patients and Survivors” Central Illinois Endoscopy Center, Peoria, IL

• “Exploring the Land Down Under” Costas H. Kefalas, MD, FACG, Vice Chair, ACG Board of Governors, and Digestive Health Center, Akron, OH

• “Rollin’ Colon on Fox 5 NY” David A. Greenwald, MD, FACG, ACG Board of Trustees, and Mount Sinai Hospital, New York, NY

• “Radio Tour Spokesperson” Douglas C. Wolf, MD, FACG, ACG Board of Governors, Atlanta Gastroenterology Associates, Atlanta, GA

• “Get Your Rear in Gear 5K Comes to the Virginia Peninsula” Frances J. Jones, MD, USAF Hospital Langley, Langley AFB, VA

• “CRC Awareness in Massachusetts: Live Discussion, TV Show and Newspaper Columns” Frank P. MacMillan, Jr., MD, FACG, ACG Board of Governors, Merrimack Valley Gastroenterology, PC, Haverhill, MA

• “New Mexico Governor’s Proclamation of March as Colorectal Cancer Awareness Month” Gulshan Parasher, MD, FACG, ACG Board of Governors, University of New Mexico, Albuquerque, NM

• “Dress in Blue Day and the Strollin’ Colon” Jonathan A. Leighton, MD, FACG, ACG Board of Trustees, and Mayo Clinic, Scottsdale, AZ

• “Presentation on Capitol Hill for Fight CRC and Radio Tour Spokesperson” Jordan J. Karlitz, MD, FACG, Chair, ACG Public Relations Committee, Tulane Cancer Center, New Orleans, LA
• “Dress in Blue Day” Joseph H. Sellin, MD, FACG, ACG Board of Governors, Baylor College of Medicine, Houston, TX

• “Dress in Blue Day” Kathy P. Bull-Henry, MD, FACG, ACG Board of Governors, Georgetown University Hospital, Washington, DC

• “Radio Tour Spokesperson” Keith L. Obstein, MD, ACG Public Relations Committee, Vanderbilt University Medical Center, Nashville, TN

• “Radio Tour Spokesperson” Kenneth R. DeVault, MD, FACG, ACG 2015-2016 President, Mayo Clinic, Jacksonville, FL

• “Choose the Road that Saves Lives’ Infographic on CRC Screening” Madhu S. Iyengar, MD, University of California, Irvine, Irvine, CA

• “Dress in Blue Day” Sunanda V. Kane, MD, MSPH, FACG, Treasurer, ACG Board of Trustees, Mayo Clinic, Rochester, MN

• “Dress in Blue Day” Erin Pagel, MS, Mayo Clinic, Rochester, MN

• “Dress in Blue Day” Michel-Jose Charles, MD, Greater Brooklyn Gastroenterology Care, Brooklyn, NY

• “Dress in Blue Day” Neil H. Stollman, MD, FACG, ACG Board of Governors, Alta Bates Summit Medical Center, University of California San Francisco, East Bay Center for Digestive Health, Oakland, CA

• “Radio Tour Spokesperson” Nitesh Ratnakar, MD, FACG, ACG Board of Governors, West Virginia Gastroenterology & Endoscopy, Elkins, WV

• “On-Demand Colonoscopy Video” Martin D. Mark, MD, FACG, and Norton Gastroenterology Consultants of Louisville, Louisville, KY

• “CRC Screening Presentation to American College of Physicians, Virginia Chapter Annual Meeting and Clinical Update” Patrick E. Young, MD, FACG, Walter Reed National Military Medical Center, Bethesda, MD
• “Community Education Program on Digestive Health, Including ‘Spreading the Word’ Newspaper Article” Rami Abbass, MD, FACG, University Gastroenterology Associates, Chagrin Falls, OH

• “Rhode Island Legislature Declares March ‘Colon Cancer Awareness Month’” Samir A. Shah, MD, FACG, ACG Board of Trustees, Warren Alpert Medical School of Brown University and Gastroenterology Associates, Inc., Providence, RI

• “Early Detection Saves Lives: One Woman’s Story about Colon Cancer Survival” Shivangi T. Kothari, MD, University of Rochester Medical Center, Rochester, NY

• “Improving Bowel Prep Quality for Inpatient Colonoscopies” Sooraj Tejaswi, MD, MSPH, University of California, Davis, Sacramento, CA

• “Radio Tour Spokesperson” Susan Galandiuk, MD, FACG, ACG Board of Governors, University of Louisville, Louisville, KY

• “Bellyblog.ca: Online Patient Education Portal” Talia Zenlea, MD, Women’s College Hospital, Toronto, ON

• “5th Annual Strolling for the Colon Walk/Event Fundraiser” Vivek Kaul, MD, FACG, ACG Board of Governors, University of Rochester Medical Center, Rochester, NY

• “Rumpshaker 5K Run” W. Timothy Denton, MD, FACG, ACG Board of Governors, Gastroenterology Associates, N.A., P.C., Birmingham, AL

• “Television Interview on the Top 5 Things to Know About Colorectal Cancer Screening” Walter J. Coyle, MD, FACG, ACG Board of Governors, Scripps Clinic, San Diego, CA

• “Increasing Colon Cancer Awareness in Houston’s Low-Income Communities” Waqar A. Qureshi, MD, FACG, Baylor College of Medicine, Houston, TX