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Dear ASGE Member:

Medicine's most successful efforts against cancer have resulted from the detection of precancerous lesions that harbor dysplasia, followed by their endoscopic treatment (resection or ablation) or surgical removal. This preemption strategy enabled screening colonoscopy to make sporadic colon cancer a potentially preventable disease, and it took cervical cancer from the largest cause of female cancer death in the 1950s to the 14th largest by the 1970s.

Until recently, two factors have impaired our ability to apply this preemption strategy to esophageal adenocarcinoma: reliable detection of dysplastic Barrett's and effective treatment for dysplastic mucosa that is safe and widely available.

That paradigm has changed.

The availability of high-resolution endoscopy with biopsy and enhanced mucosal sampling now allows for more reliable detection of both Barrett's and dysplasia. We also have disseminated effective endoscopic treatment modalities. These remove or destroy dysplastic epithelium in the outpatient setting without relying on more invasive interventions to treat this disease. In brief, we can now more reliably detect dysplasia and endoscopically eradicate it before adenocarcinoma can develop.

ASGE is proud to announce a nationwide Public Service Announcement (PSA) campaign designed to encourage Americans with chronic heartburn to see a gastroenterologist and take advantage of this paradigm shift in our ability to preempt esophageal cancer. This campaign is focused on airport advertising (please see the attached) and is funded through a partnership with CDx Diagnostics, the provider of WATS^{3D} testing for Barrett's esophagus.

Look for this new PSA campaign during DDW at the Dulles and Reagan National airports and on Amtrak Acela trains. Collateral materials from this campaign that you can use to educate your patients will be available at the ASGE exhibit booth (#1733) at DDW and through the ASGE website.

We look forward to updating you throughout the year on the progress of this important and potentially life-saving patient education program, including the schedule for placement of the ASGE PSA at major airports at cities around the US.

Sincerely,

Karen L. Woods, MD, FASGE
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