

COLORECTAL CANCER PROVIDER OUTREACH PROGRAM

NEW DIAGNOSIS. ONE DIRECTION.

NEW CRC PROVIDER OUTREACH PROGRAM CONNECTS NEWLY DIAGNOSED PATIENTS TO SUPPORTIVE RESOURCES

The Colorectal Cancer Provider Outreach Program (CRC POP) is a new initiative that provides gastroenterologists a FREE tool to offer colorectal cancer patients easy-to-access supportive resources at the time of diagnosis.

Patients can now text "COLON" to 77-4-77-COLON to receive information and links about available resources from several National Colorectal Cancer Roundtable (NCCRT) member organizations, including the American Cancer Society, the Colorectal Cancer Alliance, Fight Colorectal Cancer, the Colon Cancer Coalition, and the Colon Cancer Foundation.

Gastroenterologists and other healthcare providers are encouraged to visit the CRC POP webpage to learn more and sign up to participate.

Start sharing this in your practice. Now.

It is simple. It works. It provides massive value—when it is needed most.

It is for them. Not us.

1. Go here www.coloncancer.support
2. Start sharing
3. ❤️ Text COLON to **77-4-77-COLON**

SUPPORT HERE. NOW.



www.coloncancer.support

TEXT COLON TO 77-4-77-COLON