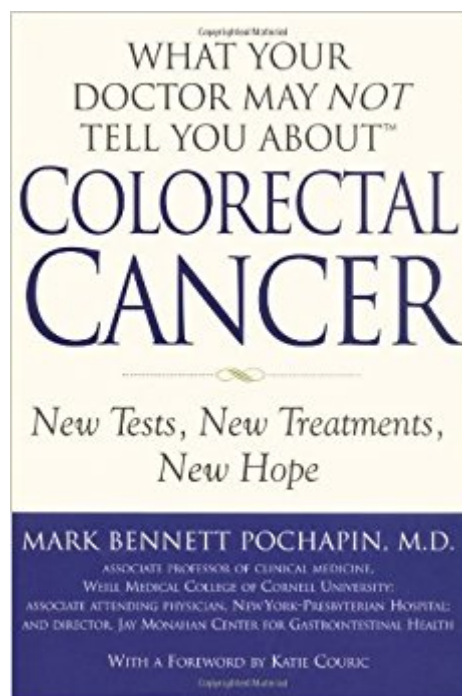




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# What Your Doctor May Not Tell You About(TM): Colorectal Cancer: New Tests, New Treatments, New Hope



## Synopsis

Over 50,000 men and women die from colorectal cancer each year - a particularly alarming statistic since it is also one of the most preventable and treatable cancers. In fact, it is estimated that over one-third of colorectal cancer deaths could have been avoided. Now, there's hope. Contains important information on beating colorectal cancer, including the six biggest lifestyle threats, the three nutritional supplements anyone at risk should take, the optimal timeframe for screenings, the pros and cons of new detection tests, and how to effectively treat cancerous and pre-cancerous polyps with both traditional and alternative methods.

## Book Information

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## Customer Reviews

When NBC's Katie Couric put colon cancer awareness on the map by having a colonoscopy done on the Today show, Pochapin was her family specialist. The gastroenterologist cared for Couric's late husband and is now Medical Director of the Jay Monahan Center for Gastrointestinal Health, which is dedicated to her husband's memory. In this practical, conversational volume, the doctor contends that, when found early, colorectal cancer can be cured 90 percent of the time. He gives a comprehensive overview of the disease, detailing its causes and risk factors as well as the foods and life-style changes that can help prevent it. For those already diagnosed, Pochapin also provides an easy-to-follow guide to surgery and treatment options, clinical trials and recent advances in research. (Handy explanatory charts throughout the book help readers to digest all this information.) Above all, however, Pochapin champions colonoscopy screenings. "Please don't let your apprehension, anxiety or embarrassment rule your

common sense," he pleads; colonoscopy screenings are the best weapon against America's second deadliest cancer. Unlike a mammogram or PAP smear, the test can both discover and remove cancer-causing polyps before they become problematic; yet most patients undergo the test too late to take advantage of its extraordinary effectiveness. An estimated 150,000 Americans will be diagnosed with colorectal cancer this year alone, and 57,000 of them will die from it. This clear, compassionate book is an invaluable all-in-one resource for those who want to prevent, or are currently confronting, the disease. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Mark Bennett Pochapin, M.D., Director, The Jay Monahan Center for Gastrointestinal Health Chief, Gastrointestinal Endoscopy NewYork-Presbyterian Hospital

VERY INFORMATIVE!!! THANK YOU!!!!!! 5 STARS!!!!!!!!!!!!

This is a small book (almost pocket-sized) packed with good stuff. It's not a storybook, rather it cuts to the chase and is a good read and reference. All aspects of colorectal cancer are covered and this MD knows his stuff.

This book is more useful for someone interested in prevention than it is for someone that already has colorectal cancer. I bought this book looking for new treatments and hope and didn't find anything that my doctor hadn't already told me.

The cancer field is growing so fast that books are having a hard time keeping up. This book gave me some standard information, but it is not up to date with procedures.

This book is a solid investment in methodologies to detect, treat and prevent colon cancer. It describes classic tests for the disease. i.e.- colonoscopy with samples- flexible sigmoidoscopy-virtual colonoscopy- Fecal DNA (FOBT)- FIT immuno evaluation- Pill endoscopy The author describes strategies aimed at reducing the likelihood of colorectal cancer; such as, curbing alcohol, NSAIDS, sensible dieting (fruits and veggies), cessation of smoking and exercise. The work is a solid value for readers interested in learning more about every aspect of colorectal cancer.

As a two-time colorectal cancer survivor, I strongly recommend this book as the best I've come

across on the subject. Having read extensively on this topic in medical journals, medical websites, books and periodicals, I believe that this book is unique. It ties together the myriad factors and interrelationships that make cancer in general, but colorectal cancer in particular, so perplexing to the patient, the patient's loved ones and support group members from initial diagnosis through treatment to recovery or recurrence. Dr. Pochapin also stresses the importance of compassionate care in the current specialist oriented managed care environment. The book explains in layman's terms how you can avoid getting the disease, what to do when diagnosed with it, and how to minimize your chances of recurrence. Most importantly from a public health perspective, it describes the various diagnostic tests available and gives an overview of their respective advantages and limitations. The book explains its strong recommendations for colonoscopy screening for everyone age 50 or older. The colonoscopy serves as the gold standard diagnostic test and is unique among cancer diagnostics in that it can also be the cure in most cases where the cancer is confined to the polyp removed during the procedure. The author does an excellent job explaining the medical profession's current understanding of the causes of this disease and the workings of the gastrointestinal tract. Dr. Pochapin describes how diet, vitamin and chemical supplements, and lifestyle changes should lower your chances of getting this cancer and presents the empirical evidence supporting these recommendations. The sections on diagnosis and treatment are a clearly written guide on what to do if you are diagnosed with this cancer, how to interpret the diagnosis, what to expect in terms of the various treatments currently available, their respective ramifications and how best to cope with them. The book doesn't delve into the background and use of blood markers, such as CEA, or into the various chemotherapy regimens, radiation protocols and surgical options, perhaps to steer clear of patient's natural tendency towards self-diagnosis and simplification. The tone of the book is upbeat and positive, and leaves you with the feeling that this cancer can be beat. Colorectal cancer is avoidable for the most part, diagnostics are continually improving, the preparation for the tests is becoming less arduous, and research into new techniques for improving cure rates are in the pipeline. Read it. Give it to anyone you know 50 or older. Certainly give it to those currently fighting this disease.

As a two time survivor of colorectal cancer I think this the best book I've read on how to avoid this cancer, what to do if diagnosed with it and how to cope with it. If I knew then what I know now I would have been proactive in getting physical exams with the screening tests described and certainly a colonoscopy at 50 years of age. Sooner if certain symptoms or hereditary factors were present. If you or someone you know is diagnosed with colorectal cancer the book's comprehensive

treatment of the various options available and how to obtain the best care is extremely valuable. The advice given by the author rings true based on my experiences. The recovering cancer survivor will also find a unique and comprehensive overview of lifestyle changes, dietary recommendations as well as vitamin and chemical supplements available to help you lower the chance of recurrence, backing up these suggestions with empirical evidence. This has been helpful to me. I suggest you buy this book, read it, give it to anyone approaching 50 whom you care for and certainly anyone currently battling the disease or it's aftermath.

IF THIS BOOK SAVES JUST ONE LIFE, LET IT BE YOURS! This is a must for the baby-boomers! What Your Doctor... is an outstanding book! I recommend it to all my patients at risk of colorectal cancer, who are turning fifty, or over fifty. I find so many patients are unaware of the signs and symptoms of this silent killer as well as the recommended testing to identify colorectal cancer. In this well-thought out book, Dr. Pochapin calmly and gently presents everything one needs to know including the signs and symptom of the disease as well as preventative suggestions such as dietary modification, exercise, and colonoscopy to prevent colorectal cancer. He also helps guide those already afflicted with colon cancer. I know many of my patients are hesitant to have a colonoscopy. Yet Dr. Pochapin's plain talking explanation seem to alleviate much of their fear and anxiety. Ultimately our goal as physicians is to prevent disease, not treat it. While we eat healthier, exercise more and plan our retirement, we can not forget this insidious disease. Read Dr. Pochapin's book. Share its message with your family and friends. And if your family doctor does not remind you to get a colonoscopy, give him/her a copy of the book. I want to thank Dr. Pochapin for writing this timely book. It is making a difference in my practice.

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