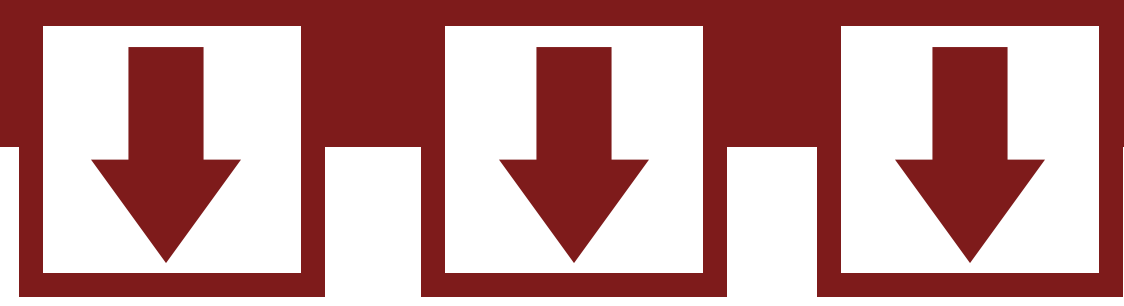


80%

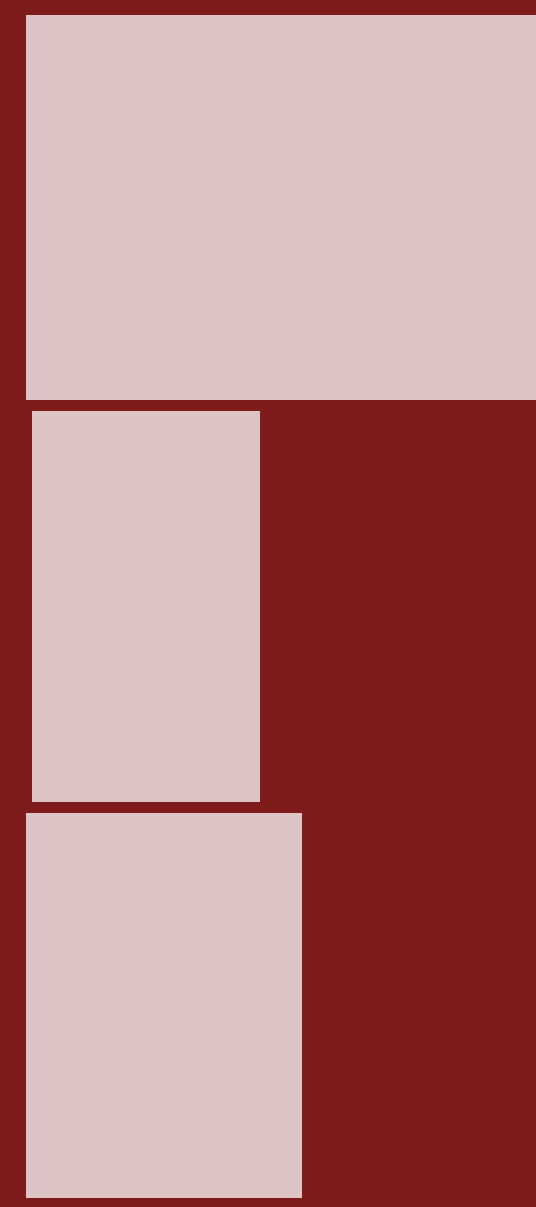
by 2018

Why it is so important



The Pledge

In 2015, the Society of Behavioral Medicine (SBM) signed on to support the National Colorectal Cancer Roundtable's (NCCRT) 80% Pledge initiative to achieve 80% of United States adults 50 years and older screening regularly for colorectal cancer (CRC).



97,000 NEW colon cancer cases every year

43,030 NEW rectal cancer cases every year

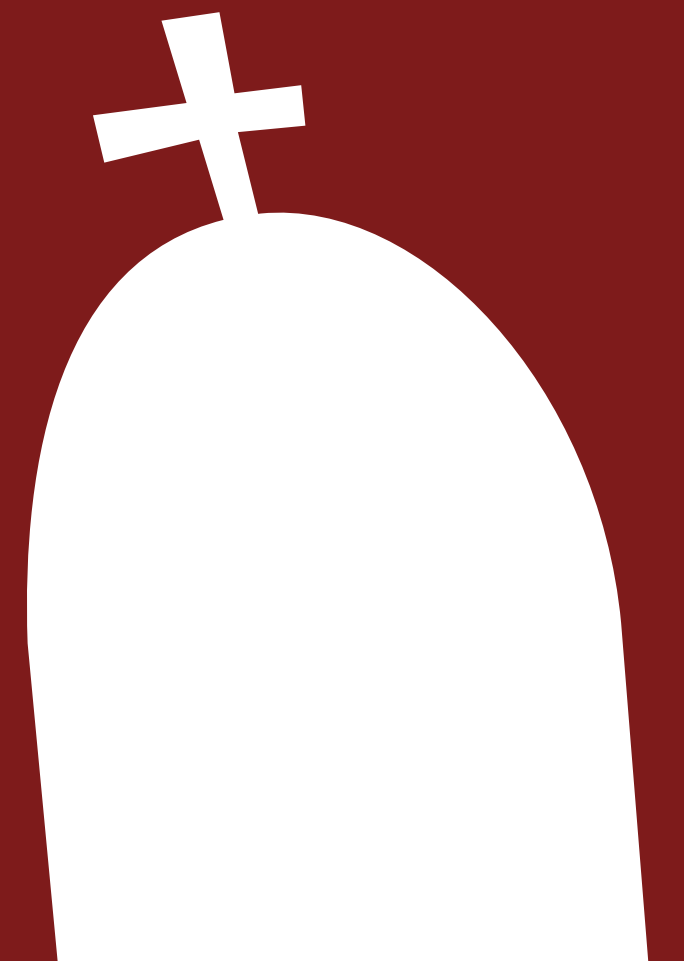
50,630 CRC DEATHS in 2018*

*2018 statistics provided by Cancer Journal for Clinicians



THIRD most commonly diagnosed cancer

THIRD leading cause of cancer-related death in both men and women



2019 Update

2014 - 2016

Improvement

67% of U.S. adults ages 50-75 up to date with CRC screening

5 million more adults are being screened

1.8%

CRC Screening Utilization Breakdown

Medicare PPO Patients

9%

Medicare HMO Patients

5%

So what's next?

Reach out to Hispanics, Latinos, and Asians

CRC screening uptake for these demographics remains less than 50%

> 50%

Medicaid



Encourage Medicaid outreach for CRC screening in all 50 states

Reimbursement

Expand insurance reimbursement for screening to 45-49 year olds*



*The current age for reimbursement is 50

Read the brief

Follow on Twitter @BehavioralMed

Like on Facebook

SOCIETY OF BEHAVIORAL MEDICINE