



Waverley  
Surgery Center



Silicon Valley  
Surgery Center



E3 HEALTHCARE MANAGEMENT LLC

July 2007

E3 Healthcare Management and its affiliated Ambulatory Surgery Centers (E3 ASCs) are committed to a colon cancer-free Bay Area. Our mission is to provide the best healthcare in the Greater Bay Area and to inform you about preventative colonoscopy services available at Waverley Surgery Center (Waverley) in Palo Alto and Silicon Valley Surgery Center (Silicon) in Los Gatos.

**What's Inside:**

**Colon Cancer Information**

**E3 Affiliated Physicians**



The American Cancer Society states that as many as 90% of all colorectal (colon) cancer cases and deaths are preventable with timely screening and lifestyle improvements. Unfortunately, less than 50% of the eligible population gets tested. In fact, the *San Jose Mercury News* recently featured an article about a retired Silicon Valley business executive who lost his wife to colon cancer which could have been prevented by a screening colonoscopy. Now he advocates preventative colonoscopy screenings to high tech employers in order to retain the health of their valued employees and to recognize that colonoscopy screening saves money on health care costs in the long run.

**Colon Cancer**

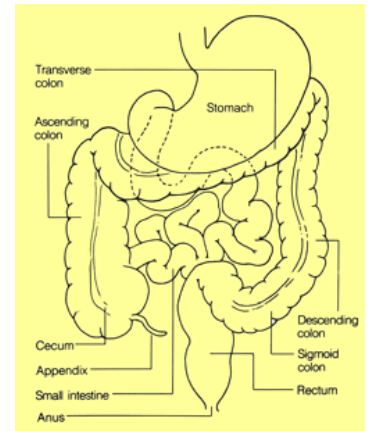
Colon cancer is the third most common cause of cancer and the second most common cause of cancer deaths in the United States. The American Cancer Society estimates that 153,760 new cases of colon cancer will be diagnosed in the United States and an estimated 52,180 people will die of the disease in 2007. Colon cancer is often referred to as a "silent killer" because colon cancer rarely causes symptoms in its early stages and it is also indiscriminate, attacking men and women equally.

**Why Do I Need a Screening Colonoscopy?**

The American Cancer Society recommends that every person over 50 years of age be screened for colon cancer. When precancerous polyps are found and removed, colon cancer is prevented.

**Is Colonoscopy the Best Screening Method?**

Of all the colon cancer screening methods, colonoscopy is the gold standard and the *only* method that can actually help prevent you from developing colon cancer in the future. Not all physicians and health care facilities endorse the colonoscopy procedure; instead some recommend a sigmoidoscopy that screens less than one-third of the colon leaving the remaining colon at risk.



**Why Choose an E3 ASC to Have a Screening Colonoscopy?**

Colonoscopy is one of the safest procedures in the outpatient setting. We performed over 2,000 colonoscopies at our facilities in 2006. We partnered with the very best physicians, both gastroenterologists and colon rectal surgeons in the Bay Area, who are focused on prevention and treatment. E3 ASCs provide the highest quality health care services in a more cost effective setting than a hospital. Our clinical staff provides personalized care with patient satisfaction scores over 98%. Our ASCs are accredited by the Accreditation Association for Ambulatory Health Care, equipped with state-of-the-art instrumentation and provide convenient parking and wireless internet services while your family is waiting.

Colonoscopy is the gold standard and the only method that can actually help prevent you from developing colorectal cancer.



# Facts About Colon Cancer

## What is Colon Cancer?

Colon cancer develops from non-cancerous polyps called adenomatous polyps. A polyp is a grape-like growth on the inside wall of the colon or rectum. Most are benign, which means they aren't cancerous. But over time, polyps can become malignant (cancerous) because the cells begin to grow abnormally. In time, malignant cells invade more and more of the colon and rectum. The cancer may also spread to nearby organs or lymph nodes or to other parts of the body. Finding and removing polyps can help prevent cancer from ever forming.

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Everyone has a risk of developing colon cancer.

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## How Do I Know if I'm at Risk for Colon Cancer?

Everyone has a risk of developing colon cancer. However, your risk depends on several factors.

You are at increased risk if you:

- Are 50 years of age or older
- Have a personal history of colon or rectal polyps
- Have a family history of colon cancer or polyps— parent or sibling
- Have a personal history of inflammatory bowel disease, such as ulcerative colitis or Crohn's Disease

## What are the Warning Signs of Colon Cancer?

Most colon cancers do not cause any symptoms until they are advanced, which is why regular screening is so important. Here are some warning signs:

- Changes in bowel habits lasting a week or more
- Bleeding from the rectum or blood in the stool
- Unexplained anemia
- Pain and tenderness in the abdomen
- Weight loss
- Decreased appetite
- Weakness and fatigue

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How do I find out more about Waverley or Silicon Valley Surgery Centers?

Go to:

[www.waverleysurgery.com](http://www.waverleysurgery.com)  
[www.siliconvalleysurgery.com](http://www.siliconvalleysurgery.com)

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## What Should I do if I have These Symptoms?

Call your doctor and schedule an appointment. Your physician can determine if your symptoms require further diagnostic evaluation.

## Is the Colonoscopy Procedure Invasive or Uncomfortable?

Improvements to colonoscopy have made the procedure safer and easier. For your comfort, you will be mildly sedated. There is no reason to fear having a colonoscopy, especially when you consider that it may help avoid major surgeries and may even save your life. Your physician will provide all the necessary information to prepare you for the procedure.

## What are the Possible Risks and Complications?

Less than 1% of the population experience any one of the following:

- Bleeding
- A puncture or tear in the colon
- Risks of anesthesia
- Failure to detect a polyp

## Will my Insurance Plan Cover the Costs Associated with Colonoscopy?

Yes, most insurance companies cover screening colonoscopy. Of course, if you do not have medical insurance, you can contact our Business Office to discuss alternative payment methods at 408.879.1820.

## E3 Affiliated Physicians

Our physicians are focused on colon cancer prevention and treatment. You can be assured that any one of these physicians will provide you with personalized care in a most dignified manner. Our physicians collectively have performed over 50,000 colonoscopies.

### Physicians Affiliated with Waverley Surgery Center

#### Mary Chan, M.D.



Dr. Chan graduated from the University of Alabama School of Medicine and did her Gastroenterology fellowship at the University of California in San Francisco.

Office: **Menlo Medical Clinic**  
1300 Crane St., Menlo Park, CA 94025  
Phone: 650.498.6690

#### Joanne Imperial, M.D.



Dr. Imperial graduated from New York University and did her Gastroenterology fellowship in nutrition and metabolism at the New England Deaconess Hospital in Boston.

Office: 900 Welch Road, Suite 105,  
Palo Alto, CA 94304  
Phone: 650.324.7912

#### John Selling, M.D.



Dr. Selling graduated from Yale University of Medicine and did his Gastroenterology fellowship at the University of California Medical Center in San Diego.

Office: **Menlo Medical Clinic**  
1300 Crane St., Menlo Park, CA 94025  
Phone: 650.498.6690

#### Stuart Weisman, M.D.



Dr. Weisman graduated from New York University School of Medicine and did his Gastroenterology fellowship at Yale University.

Office: 900 Welch Road, Ste. 105,  
Palo Alto, CA 94305  
Phone: 650.322.2900

### Physicians Affiliated with Stanford Hospital and Clinics at Waverley Surgery Center

#### Subhas Banerjee, M.D.



Dr. Banerjee graduated from the Armed Forces Medical College, University of Pune, Maharashtra India and did his Gastroenterology fellowship at Beth Israel Deaconess Medical Center.

Office: **Stanford University Medical Center**  
GI Dept, 300 Pasteur Dr, Rm A149, MC 5202  
Stanford, CA 94305  
Phone: 650.725.3374

#### Lauren Gerson, M.D.



Dr. Gerson graduated from the State University of New York at Buffalo, School of Medicine and Biomedical Science and her Gastroenterology fellowship at Stanford University Medical Center.

Office: **Stanford University Medical Center**  
GI Dept, 300 Pasteur Dr, Rm A149, MC 5202  
Stanford, CA 94305  
Phone: 650.725.3374

#### Andrew Shelton, M.D.



Dr. Shelton graduated from University of Wisconsin Medical School and did his Colon and Rectal Surgery fellowship at University of Minnesota Medical Center.

Office: **Stanford University Medical Center**  
875 Blake Wilbur Dr, Clinic B, MC 5820  
Stanford, CA 94305  
Phone: 650.725.3913

#### Jacques Van Dam, M.D.



Dr. Van Dam graduated from Georgetown University School of Medicine and did his Gastroenterology fellowship at Beth Israel Deaconess Hospital Medical Center.

Office: **Stanford University Medical Center**  
GI Dept, 300 Pasteur Dr, Rm A149, MC 5202  
Stanford, CA 94305  
Phone: 650.725.3374

### Physicians Affiliated with Silicon Valley Surgery Center

#### Terry Lin, D.O.



Dr. Lin graduated from New York College of Osteopathic Medicine and did his Gastroenterology fellowship at University of Colorado Health Science Center.

Office: 2520 Samaritan Drive, Suite 201  
San Jose, CA 95124  
Phone: 408.358.6580

#### Mark Segall, M.D.



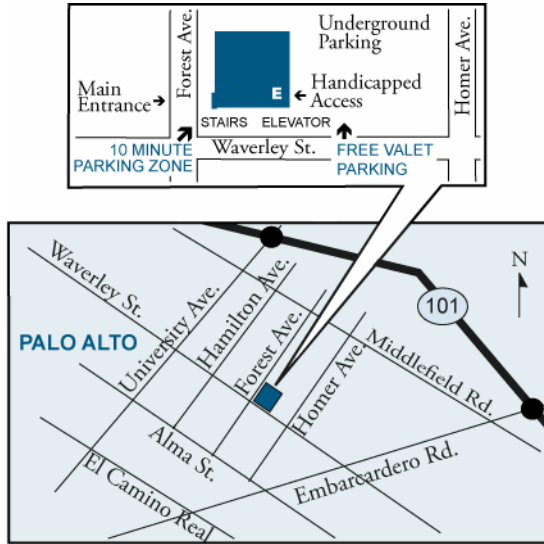
Dr. Segall graduated from University of Michigan Medical School and did his Colon and Rectal Surgery fellowship at University of Minnesota Medical Center, Fairview.

Office: 15195 National Avenue, Suite 202  
Los Gatos, CA 95030  
Phone: 408.358.3500



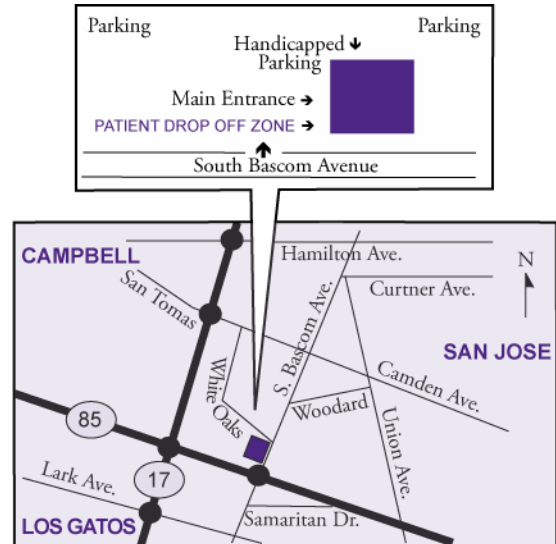
## WAVERLEY SURGERY CENTER

400 Forest Avenue ▪ Palo Alto, CA 94301  
Business Office Phone: (408) 879-1820



## SILICON VALLEY SURGERY CENTER

14601 S. Bascom Avenue, Suite 100 ▪ Los Gatos, CA 95032  
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