



ScreenCancer

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*FOR IMMEDIATE RELEASE*

## **SCREENCANCER INC. NAMES A. MARK FENDRICK MEDICAL ADVISOR**

**BOSTON, MA, September 23, 2008** – ScreenCancer today announced the appointment of A. Mark Fendrick, MD as the first member of its medical advisory board. Dr. Fendrick is Professor of Internal Medicine in the School of Medicine and a Professor of Health Management and Policy in the School of Public Health at the University of Michigan. He currently directs the Health Services Research Core Laboratory and is Co-Director of the Consortium for Health Outcomes, Innovation, and Cost Effectiveness Studies (CHOICES) at the University of Michigan Health System. Dr. Fendrick's research focuses on the clinical and economic assessment of medical interventions with a special interest in cancer screening.

“We are pleased that Mark will be working with us to further ScreenCancer’s mission of improving cancer screening rates,” stated David Nikka, CEO of ScreenCancer Inc. “We look forward to benefitting from his expert insights and years of experience in health outcomes research, as well as his passion for improving participation in cancer screening.”

"Despite the overwhelming evidence that cancer screening saves lives, many people who could benefit from screening are not adhering to screening guidelines," said Dr. Fendrick. "Novel approaches, like the ScreenCancer Navigator program, are needed to get more people screened"

It is estimated that as many as 35% of all cancer deaths could have been avoided through cancer screening. Cancers that are diagnosed late, after symptoms develop, are also more difficult and costly to treat and have a greater negative impact on long-term quality of life for patients.

### **About ScreenCancer, Inc.**

ScreenCancer Inc. provides cancer screening management services to self-insured employers and insurance plans which can significantly increase their screening rates. Increased cancer screening rates reduce costs, increase member and employee satisfaction, improve HEDIS®



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scores, and most importantly save lives through early cancer detection. For more information, please visit the company's web site at [www.screencancer.com](http://www.screencancer.com).

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