

So let's get talking

# Know your normal

## know your options

**Pacific Radiology is proud to support the NZ GUT Foundation** in their ongoing research and fantastic initiatives aimed at both identifying and removing barriers to the early diagnosis and treatment of many

gut related diseases, including bowel cancer. Barriers such as people's unease at talking about their bowel movements and simply not knowing about diagnostic testing options available to them, or where and who to talk to.

### Fact

Every day in NZ, 9 people are diagnosed with bowel cancer and 3 of them die.

### Fact

NZ waitlists for a colonoscopy, the most commonly referred screening option for bowel cancer and other gut related diseases, are long and unsustainable in meeting priority demand.

### Fact

Bowel cancer is very treatable if detected and diagnosed early.

### Fact

A CT colonography is an accurate and straightforward test for detecting bowel cancer.

### Fact

A CT colonography allows us to investigate more people in a timely manner, freeing up colonoscopy waitlists for priority need patients.

## Know your options

Appreciating the critical role of an early diagnosis in detecting bowel cancer, Dr Adrian Balasingam, Chief Medical Officer for Pacific Radiology, notes the importance of increasing awareness amongst patients and doctors of using a CT Colonography as a highly effective and more readily available diagnostic procedure.



Dr Adrian Balasingam  
Chief Medical Officer



Scan the QR code here to watch video

*"Gaining access to a timely diagnosis can be lifesaving. If we as a radiology community can help our surgical and gastroenterology colleagues by taking some of the pressure off colonoscopy waitlists, then let's do it."*

Dr Adrian Balasingam, Chief Medical Officer  
Pacific Radiology

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### → What is a CT colonography?

A CT colonography is an advanced and accurate diagnostic method used to detect colon cancer and pre-cancerous polyps. Safer, quicker and less invasive than a conventional colonoscopy, this technique uses a CT scan of the abdomen, along with 3D reconstructed images, to focus on the large bowel, where bowel cancer typically exists.

### → Who is a CT colonography a good option for?

A CT colonography is a good option for people with bowel-related symptoms or a family history of bowel cancer.

### → How do I get a CT colonography?

Any symptoms or concerns regarding your bowel should be discussed with your doctor. At that point you can talk to your doctor about whether CT colonography is a good option for you.

### → Are there advantages of CT colonography over a colonoscopy?

Extensive research in New Zealand and around the world has demonstrated that CT colonography can detect bowel cancer at the same rate as conventional colonoscopy. Perhaps the biggest advantage is life-saving time. In NZ, waitlists for colonoscopy can be very long (months or even years).

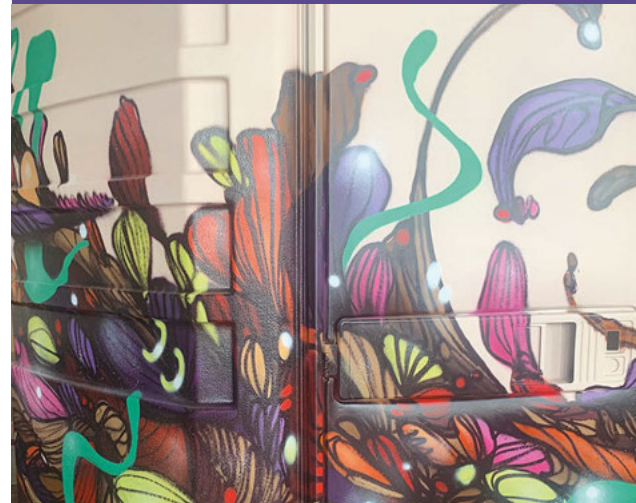
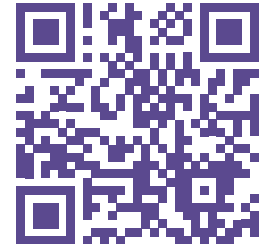
CT colonography can be performed by Pacific Radiology within a week of your referral, and your diagnostic report will be sent to your doctor or specialist within 24-48 hours.

It allows us to see beyond the bowel into all the other organs within the abdomen to gain a much wider picture for to make a diagnosis. This is particularly important as symptoms of bowel cancer are often very non-specific and other problems in the abdomen can cause symptoms that can mimic bowel cancer.

Pacific Radiology is proud to support the GUT Foundation in raising awareness of the importance of understanding your bowel health and having a conversation with your doctor.



A simple conversation could save your life.



This beautifully designed travelling "port-a-loo" is part of the Gut Foundation's awareness campaign, was meticulously designed by Christchurch renowned artist, Jacob Yikes.

*"Gaining access to a timely diagnosis can be lifesaving. If we as a radiology community can help our surgical and gastroenterology colleagues by taking some of the pressure off colonoscopy waitlists, then let's do it."* Dr Adrian Balasingam, Chief Medical Officer, Pacific Radiology

#### CT Colonography

- 15 minutes
- 2-3 inch probe
- No sedation
- Entire colon screened  
Can also detect other issues in your abdomen

- Accurate for screening, early detection, and identification of bowel cancer.
- Can provide reliable reassurance to anyone with a family history of bowel cancer.

#### Colonoscopy

- 45-60 minutes
- 5-6 feet of endoscope
- Usually requires sedation
- Entire colon screened

- Accurate for screening, early detection, and identification of bowel cancer.
- Can provide reliable reassurance to anyone with a family history of bowel cancer.
- Essential for anyone diagnosed with bowel cancer to determine the most effective treatment plan.