

## **San Francisco Gastroenterology Launches Center for Colonoscopy Excellence and Accompanying Website**

(San Francisco, CA—Date) – San Francisco Gastroenterology (SFGI) is excited to announce the launch of its new, state-of-the-art endoscopy center focused exclusively on colonoscopy screenings. As a division of SGI, the new **Center for Colonoscopy Excellence** brings together experienced gastroenterologists, nurses, and anesthesiologists with a dedicated staff to help provide exceptional care and improved outcomes for patients undergoing a screening colonoscopy.

This new center operates out of Golden Gate Endoscopy Center in San Francisco and offers an unparalleled experience for patients—one that is more comfortable, more efficient, and stress-free. Colon cancer is currently the second-leading cause of cancer-related death in the United States and the third-leading cause of cancer-related death among women. The center's goal is to help encourage the approximately 50 percent of people who need colonoscopies (but forgo them) to schedule this lifesaving screening.

The Center for Colonoscopy Excellence offers unique benefits like:

- Board-certified and specially trained physicians who provide exceptional levels of care
- The most experienced gastroenterologists in the region, with more than 20,000 endoscopic procedures performed
- A low volume prep solution that provides the most tolerable and cleanest bowel prep for patients
- Anesthesiologist-provided Propofol, which ensures a comfortable and painless colonoscopy along with faster recovery times
- On-time appointments that are not subject to hospital emergencies or other uncomfortable delays
- Low cost colonoscopy costs, with fees that are significantly lower than those charged by hospitals

The Center for Colonoscopy Excellence is the first of its kind in the San Francisco Bay Area and its physicians are contracted with most major insurance companies. The center also features an Open Access Colonoscopy service that allows patients without any gastrointestinal symptoms to skip the pre-colonoscopy doctor's visit and schedule their colonoscopy screening right away.

To coincide with the opening of the new center, SFGI is also proud to announce the launch of its brand new website featuring a wealth of educational information, online portals for patients to get their questions answered, and a detailed explanation of the entire colonoscopy process. Patients can use the website to gain a better understanding of the importance of colonoscopies, what will happen during their screening, and what types of issues (polyps, cancer) might be discovered during testing.

The Center for Colonoscopy Excellence is committed to providing the very best possible experience for colonoscopy screenings and is the leading option for colonoscopy in San Francisco. For more information or to schedule an appointment, visit [www.sanfranciscocolonoscopy.com](http://www.sanfranciscocolonoscopy.com) or call 415-749-6901.

### **About The Center for Colonoscopy Excellence**

The Center for Colonoscopy Excellence, a division of San Francisco Gastroenterology, was founded by Dr. Frank Farrell in an effort to provide the best care and experience for patients undergoing a screening colonoscopy. Dr. Farrell is a board-certified Gastroenterologist and a Fellow of the American Gastroenterological Association (AGA), and is considered one of the most experienced gastroenterologists in the Bay Area. He has performed over 10,000 colonoscopies during the course of his career and his polyp detection and cecal intubation rates exceed national standards.

The center is the first of its kind in the San Francisco Bay Area and was the first practice in San Francisco to offer anesthesiologist-provided Propofol. Their board-certified gastroenterologists are committed to providing expert care in a state-of-the-art facility, and focus exclusively on colonoscopy screenings to help diagnose and prevent colon polyps and colon cancer.

The Center for Colonoscopy Excellence serves the entire San Francisco Bay Area including Marin County, Oakland, Berkeley, Palo Alto and other local communities. For more information, visit [www.sanfranciscocolonoscopy.com](http://www.sanfranciscocolonoscopy.com) or call 415-749-6901.