

## Esophageal Cancer Awareness Month

> 25 Million

More than 25 million Americans experience heartburn daily.

55+ Years Old

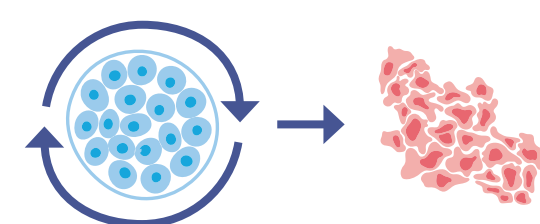
The most common form of esophageal cancer primarily affects **white men over age 55**. This is one of the fastest growing cancers in America.

50x Risk

**Barrett's esophagus** is a precancerous condition which increases the risk of developing esophageal cancer **by 50 times or more**.

# UNDERSTANDING THE CONNECTION BETWEEN HEARTBURN & CANCER

Chronic heartburn and Barrett's esophagus can lead to the presence of precancerous, yet harmless cells. Due to recent advances in detection, your doctor can better help ensure that if any precancerous cells are present, they will be identified and then treated to prevent their progression to Esophageal Adenocarcinoma—one of the fastest growing cancers in America.



Cells transition through a number of changes before they progress from harmless precancer to cancer.



### KNOW YOURSELF

If you or someone you know has chronic heartburn, talk to your physician to make sure it's not something more serious.



### THINK PREVENTION

Early diagnosis and treatment of precancerous cells can make all the difference.



### ADVANCED TOOLS

Recent medical advances in identifying precancerous cells before they develop into cancer now make it possible to prevent esophageal cancer.

References: Zimmerman, TG, Common Questions about Barrett Esophagus, Am Fam Physician. 2014 Jan 15; 89 (2): 92-98 <https://www.aafp.org/afp/2014/0115/p92.html> Dymedex Market Development Consulting, GERD Sizing and Segmentation for pH Testing, February 13, 2015. SEER Cancer Statistics Factsheets: Esophageal Cancer. National Cancer Institute. Bethesda, MD, <http://seer.cancer.gov/statfacts/html/esoph.html> accessed October 29, 2018. De Jonge PJ, van Blankenstein M, Looman CW, Casparie MK, Meijer GA, Kuipers EJ. Risk of malignant progression in patients with Barrett's esophagus: a Dutch nationwide cohort study. Gut. 2010;59:1030-6. Hvid-Jensen F, Pedersen L, Drewes AM, Sorensen HT, Funch-Jensen P. Incidence of adenocarcinoma among patients with Barrett's esophagus. N Engl J Med. 2011;365:1375-83. Wani S, Falk G, Hall M, Gaddam S, Wang A, Gupta N, et al. Patients with nondysplastic Barrett's esophagus have low risks for developing dysplasia or esophageal adenocarcinoma. Clin Gastroenterol Hepatol. 2011;9(3):220-7 Westhoff B, Brotze S, Weston A, McElhinney C, Cherian R, Mayo MS, et al. The frequency of Barrett's esophagus in high-risk patients with chronic GERD. Gastrointestinal Endoscopy. 2005 Feb;61(2):226-31.



**Empowering Physicians  
To Preempt Cancer<sup>SM</sup>**

Learn more about WATS<sup>3D</sup>, a diagnostic test for still harmless, precancerous cells. 845.777.7000 | [www.wats3d.com](http://www.wats3d.com)