FOR IMMEDIATE RELEASE

Bracco Diagnostics Inc. Signs the Shared Goal of Reaching 80% Colorectal Cancer Screening

Monroe Township, NJ, March 3, 2020 – Bracco Diagnostics Inc., the U.S. subsidiary of Bracco Imaging S.p.A., a leading global company in the diagnostic imaging business, announces its commitment to achieve a colorectal cancer screening rate for its employees of at least 80%.

Colorectal cancer is a major public health problem. Colorectal cancer is the second leading cause of cancer death, and a cause of considerable suffering among more than 145,000 adults diagnosed with colorectal cancer each year. Colorectal cancer screening can reduce colorectal cancer death rates by both preventing the disease through the detection and removal of precancerous polyps and through detection at early more treatable stages.¹

The National Colorectal Cancer Roundtable (NCCRT), established by the American Cancer Society (ACS) and the Centers for Disease Control and Prevention (CDC), has evolved their awareness campaign to increase Colorectal Cancer screening rates implementing the 80% in every community initiative in 2019.²

“Bracco Diagnostics Inc. is committed to the health and wellbeing of our employees, not only by taking the 80% screening rate pledge but also providing market leading products that are used in CT Colonography procedures. CT Colonography, also known as CTC or virtual colonoscopy, is a visual, patient-friendly colorectal screening test that can detect both precancerous and cancerous colorectal abnormalities,” said Vittorio Puppo, President and CEO of Bracco Diagnostics Inc. “We have proudly supported for many years the great work of the NCCRT, other patient advocacy organizations and the American College of Radiology Colorectal Cancer Committee. At Bracco Diagnostics we are committed to the effort of eradicating colorectal cancer. Consequently, it is a logical step for Bracco Diagnostics to join the growing number of organizations in New Jersey and across the U.S. that make the 80% In Every Community pledge. I encourage other business leaders to join us in making this pledge for their organizations.”

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To find a location that performs CT Colonography procedures visit the American College of Radiology CT Colonography center locator at https://www.acr.org/Clinical-Resources/Colon-Cancer-Screening-Resources/My-CT-Colonography

To learn more about the CT Colonography procedure visit www.myctcolonography.com

To learn more about making a pledge commitment for your organization visit https://nccrt.org/80-2018-pledge/

About Bracco Imaging
Bracco Imaging S.p.A., part of the Bracco Group, is one of the world’s leading companies in the diagnostic imaging business. Headquartered in Milan, Italy, Bracco Imaging develops, manufactures and markets diagnostic imaging agents and solutions that meet medical needs.

Bracco Imaging offers a product and solution portfolio for all key diagnostic imaging modalities: X-ray Imaging (including Computed Tomography-CT, Interventional Radiology, and Cardiac Catheterization), Magnetic Resonance Imaging (MRI), Contrast Enhanced Ultrasound (CEUS), and Nuclear Medicine through radioactive tracers. The diagnostic imaging portfolio is completed by a range of medical devices and advanced administration systems for contrast imaging products.

The company operates in over 100 markets worldwide, either directly or indirectly, through subsidiaries, joint ventures, licenses and distribution partnership agreements. With on-going research covering all key modalities, Bracco Imaging has a strong presence in key geographies: North America, Europe and Japan operating through the Joint Venture Bracco-Eisai Co. Ltd. The Company also operates in Brazil, South Korea, and China through the Joint Venture Bracco Sine Pharmaceutical Corp. Ltd.

Operational investments have been made in order to achieve top quality, compliant and sustainable eco-friendly production. Manufacturing activities are located in Italy, Switzerland, Japan, China, and Germany.

Bracco Imaging is an innovative Research and Development (R&D) structure with an efficient process oriented approach and a track record of innovation in the diagnostic imaging industry. R&D activities are managed in the three Research Centers located in Italy, Switzerland, and the USA.

To learn more about Bracco Imaging, visit www.braccoimaging.com.


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