

2026 Colorectal Cancer Concerns

Access to endoscopy services in rural facilities is often limited not by demand, but by economics. Many programs operate at low utilization, sometimes less than 10%, while still carrying the full cost of equipment, maintenance, and staffing. Finding providers that will travel to rural facilities is becoming increasingly harder. Rural communities and patients suffer when their areas are not viewed as an opportunity to serve on a kind of “domestic mission trip”. As demand for early detection continues to rise, particularly for colorectal cancer, rural facilities must be equipped to provide timely screening and diagnostic services locally or care is delayed and outcomes are impacted.

Creative collaboration between trusted partners is the lifeline of rural healthcare. Partnership isn’t just with a company, but with each employee of such companies, that understand rural healthcare complexities and bring solutions to the table. Words like “financial instability”, “staffing shortage”, “low patient volumes” are all too common and correction can’t come fast enough for the hundreds of facilities that continually operate in the red, the risk of closure a stark reality.

Vantage Surgical Solutions offers an alternate approach. With over 30 years of turn-key white glove service, Vantage expanded its service lines to include endoscopy. Through a service-based model, Vantage provides endoscopy equipment, covers maintenance costs of provided equipment, and provides technical support without the need for upfront capital investment. This allows rural facilities to maintain access to updated technology, support visiting specialists, and reduce operational burden. Vantage believes every community deserves to have access to advanced equipment to be able to keep patients local for life saving colon screenings and surveillance procedures.

In early 2023, the [American Cancer Society](#) (ACS) reported that 20% of diagnoses in 2019 were in patients under age 55, which was about double the rate in 1995. In 2026, an [ACS study published in the Journal of the American Medical Association \(JAMA\)](#) showed that while overall cancer mortality decreased by 44% in people younger than 50 in the United States between 1990 and 2023, colorectal cancer increased by 1.1% each year since 2005, going from the fifth leading cause of cancer deaths in this age group to the first.

Even more alarming, the American Cancer Society estimates a 3% annual rise in adults under the age of 50 through the year 2030. CRC is becoming a leading cause of cancer death in younger adults, with 1 in 5 diagnoses occurring in people under 55.



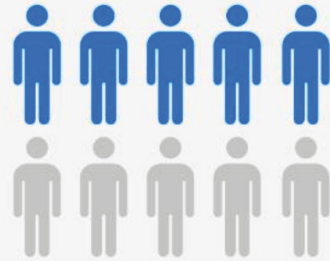
1 in **5** people

**diagnosed with CRC are now
under the age of 55**

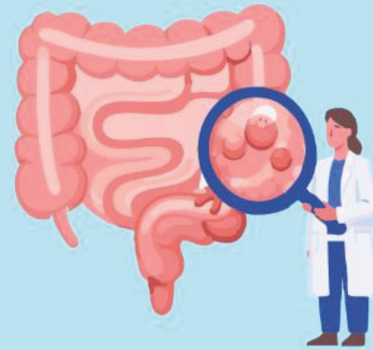
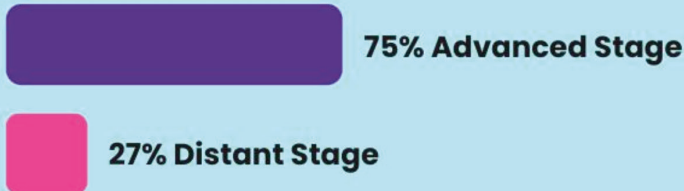


Colorectal Cancer Statistics, 2026

50% of colorectal cancer (CRC) diagnoses **under age 50** are in people **45-49 years** who are eligible for **CRC screening**, which can prevent cancer and detect early-stage disease that is typically treated more successfully.



3 in 4 CRCs in adults **younger than 50** years are **advanced stage** (regional or distant), including **27%** that are **distant-stage** disease.



CRC mortality rates **increased** by **1% per year** in both adults **under 50**, since 2004, and in adults aged **50-64** since 2019.



Rectal cancer incidence increased in all ages combined by **1% per year** from 2019 to 2022, after decades of decline.

Rectal cancer now accounts for about one-third (**32%**) of CRC diagnoses, **up from** one-fourth (**27%**) in the mid-2000s.



Vantage Surgical Solutions heard the alarms from this trend and created an alternative approach to deliver white-glove endoscopy services without adding financial burden to rural facilities. Vantage provides:

- Vendor neutral endoscopy equipment
- Endoscopes
- Carts/roll stands
- Video processor, light source
- Monitors of varying sizes
- Flushing pumps, Insufflators, Portable Suction
- Printers or digital communication
- CADe/CADx
- Leak testers and flushing aids
- Reprocessors
- Drying and storage options
- Coverage of maintenance and repairs on all equipment placed
- On-site surgery day personnel support based on facility needs

What Rural Facilities are Experiencing

"The Vantage model allowed us to bring in newer technology into our hospital without capital expense, which was not feasible otherwise. We are now able to offer our patients procedures with improved visualization, helping reduce missed diagnoses. I appreciate the ability to get in touch with someone if any problems arise. Vantage is always available by phone or email and are very quick to respond. We are able to send in a scope for repair right away, and since it's part of our contract, there is no added cost for servicing them. The providers have had responded positively about both the technology and the consistency it provides across facilities. I feel the current model will expand as our program grows."

— Rebecca Erickson RN, BSN, Perioperative Nurse Specialist,
Gundersen Moundview Hospital, Friendship, WI

"Vantage has been an indispensable partner for Renovo Health growth, allowing us to expand services to a separate location, almost 200 miles away from our flagship site, and without the burden of purchasing equipment. A lot of what we're doing is trailblazing. Vantage has been able to match our changing needs and allowed for adjustments and quicker growth. Our gastroenterologist was immediately familiar with the equipment and found the transition to it to be seamless. With the flexibility to change particular scopes to fit our needs, we've had a greater ability to schedule into our needs, not our requirements. Renovo Health recommends Vantage without any reservation."

— Dr. Steve Borene, MD, MHCDS, CEO of Renovo Health

"The company and administration is obviously passionate about their work and provide incredible service. Rural hospitals are limited in the (endoscopy) equipment they can purchase, and this model provides a solution."

— Dr. Susan Lepinski, MD

"Vantage has helped advance our service line by improving efficiency, streamlining workflows, ensuring equipment readiness, and supporting clinical staff. Having reliable maintenance coverage and on-site technical support enables our providers to focus on procedural excellence, our staff to focus on patient care, and reduce delays. A purchase of this technology would be impossible for our 15 bed CAH facility. I feel the partnership with Vantage, a company I trust, and WMC will grow together in the future as endoscopy continues to be the best tool for early detection of disease with the latest and best technology."

— Libbie Oakes, RN, Director of Surgical Services and Central Sterile,
Wilson Medical Center, Neodesha, KS

Join us at Booth #409 in San Diego at the 49th Annual Rural Health Conference, May 19th - 22nd, 2026. Bec Söll, Divisional VP of Gastroenterology and Jay Moraski, VP of Sales will both be in attendance.

References

Colorectal Cancer: What Millennials and Gen Zers Need to Know, Yale Medicine article originally published Jan. 29, 2020. Updated: Feb. 12, 2026

American Cancer Society

National Institutes of Health