



CRH – O'Regan
Disposable Hemorrhoid Banding System
Gastroenterology Practice Building Program



Building a Banding Practice

We understand that marketing a new service can be a costly and time intensive prospect. In order to assist with the process we have developed a marketing and training program that allows you to easily promote the availability of the CRH-O'Regan Disposable Hemorrhoid Banding System in your practice.

We have created multiple marketing tools that can be customized to your specific needs and are designed to educate your current patients and colleagues while helping drive new patients to your practice.

We also provide a training program to assist your staff in easily implementing and increasing the utilization of the procedure in your practice.

Program Components

The materials outlined are designed to assist you and your staff with:

© Announcing the new treatment to your patients:

- ~ Consumer Brochure
- ~ Direct Mail Patient Letter Templates
 - Letter to existing patients with a general service announcement.
- ~ Post-colonoscopy/hemorrhoid diagnosis handout
 - Letter to existing patients post-colonoscopy.
- ~ Exam Room Wall Charts
- ~ In-Office Table Tents

© Attracting new patients to your practice:

- ~ Print Advertisement Template
- ~ Press Release Template
- ~ Radio Scripts
- ~ Direct Mail Patient Letter Template
 - Letter that can be mailed to prospective patients with brochure.
- ~ Practice Profile on CRH Website

© Introducing the treatment and technology to your colleagues:

- ~ Direct Mail Letter Template
- ~ Cleator Clinical Study
- ~ Physician Education Brochure

© Easy implementation in your practice:

- ~ Staff training Sessions
- ~ Marketing support

Announcing the treatment to
your current patients...

Consumer Brochure

Back

Front

Make an appointment today, and get on with life!

"After suffering 50 years of foolish discomfort and only three visits, I feel like a new woman. Thank you for making such an amazing difference in my everyday life."

Custom Stamp or Label

You now have an alternative to endless self-care...or costly and invasive surgery.

CHH Medical CORPORATION The CHH Medical Hemorrhoid Banding System is a product of CHH Medical Corporation which also owns and operates Colorectal Health Centers in Atlanta, Beverly Hills, Chicago, Las Vegas and San Francisco.

For more information visit www.chcenter.com.

You'll just have to find something new to feel embarrassed about.

Fast, Painless and Permanent Hemorrhoid Removal

"The procedure was not only painless but it put an instant end to my discomfort. I'm just sorry I didn't do it sooner."

- © Consumer brochures are provided with every order of ligators (at a ratio of 1:1).
- © Additional brochures in larger quantities are available upon request.
- © The brochure contains a blank area on the back panel that can be used to customize for your location:
 - ~ Labels
 - ~ Rubber stamp
 - ~ Custom printing (cost of custom printing not included)

Existing Patient Letters

- © You have most likely already diagnosed several existing patients with hemorrhoids – why not let them be the first to know you are offering a new hemorrhoidal treatment procedure? CRH will provide a letter template in Microsoft Word which can be customized and printed on your practice letterhead.
 - ~ The following template can be found in the Appendix:
 1. General announcement to existing patients.

Post-Colonoscopy/Hemorrhoid Diagnosis Handout

- Designed as a tear-off pad, patients can be provided a 1 sheet document either via mail with our included educational letter (please see Appendix) or in-office after they have been diagnosed with hemorrhoids.

[SAMPLE LETTER – To Existing Patients – Post-Colonoscopy]

Date, 2008

Dear Valued Patient:

I am pleased to inform you that your colonoscopy results do not show any polyps or precancerous lesions. I did find hemorrhoids that should be removed. Enclosed, please find a tear-off pad with instructions on how to remove hemorrhoids and the new procedure we have available to remove hemorrhoids without surgery or pain.

Although a frequently neglected area of healthcare, more than 50 million Americans are afflicted with hemorrhoids, and while the signs and symptoms may vary, the underlying source is the same. Hemorrhoids are swollen veins in the lower rectum or anus that protrude from the rectum. Hemorrhoids are most often caused by increased pressure or straining. They can be painful, itchy, bleed, and cause discomfort. Hemorrhoids are most often found in people aged 50 and older. About 50% of people aged 50 and older have hemorrhoids, and they tend to get worse over time.

I have enclosed a brochure about the procedure for your reference. If you would like to schedule an appointment, please call us at XXX-XXX-XXXX.

Yours in good health,

Dr. _____

You have hemorrhoids. Now what?

THE EXPERTS SPEAK.

You have been diagnosed with hemorrhoids. We know you may be in discomfort and are perhaps worried about the possibility that you may need surgery. However, you can do something about it. Hemorrhoids are best treated with non-surgical treatments. The following recommendations are helpful for minimizing an initial bout of rectal bleeding, itching, and pain.

Try these self-treatments first to determine if your hemorrhoids will resolve on their own.

- Take a 15-minute sitz bath (a warm bath with a tablespoon of table salt added) three times per day and after each bowel movement if possible. Gently dry your bottom.
- Avoid constipation by increasing the amount of fiber and fluids in your diet. Stool softeners may be helpful to avoid constipation.
- Avoid sitting on the commode for more than five minutes to prevent excessive straining. If you can't have a bowel movement in that time, come back later.
- Avoid prolonged sitting or other activities that will increase the pressure on your bottom. If you work at a desk all day, get up and take breaks whenever you can.
- There are many creams or suppositories for hemorrhoids, but they have limited benefits.

If you are not better within one to two weeks, please call our office to discuss our fast, safe and painless procedure to remove your hemorrhoids. Hemorrhoids that don't clear up initially tend to get worse over time, so it's best to get them removed. The sooner you make an appointment for medical treatment, the sooner you can get permanent relief.

Anyone with hemorrhoids containing blood clots – which can cause extraordinary pain – should be seen by a specialist as soon as possible.


[The Ligand Procedure Contact Us](#)

Protect your colorectal health.

Your colorectal health is an important part of a long, productive and pain-free life. Common problems like hemorrhoids and anal fissures can cause recurring pain, itching and bleeding. Even worse, rectal bleeding may be a sign of undiagnosed colorectal cancer.


What are hemorrhoids?

Hemorrhoids are swollen veins in the lower rectum or anus caused by increased pressure or straining. They can be painful, itchy, bleed, and cause discomfort. Hemorrhoids are most often found in people aged 50 and older. About 50% of people aged 50 and older have hemorrhoids, and they tend to get worse over time.



Get permanent relief from hemorrhoids.

"Ligand" is a cutting edge hemorrhoid treatment that uses the natural body's own immune system to remove hemorrhoids. It is the most effective and safest hemorrhoid treatment available today. The procedure is performed in our office, and the procedure is painless. The procedure is performed in our office, and the procedure is painless. The procedure is performed in our office, and the procedure is painless.



What is our small Ligand?

Our small Ligand is a small tear in the tissue lining the anus, often caused by passing hard, dry stool. Like hemorrhoids, anal fissures are extremely common and can cause bleeding, itching and pain. For those with fissures, a small amount can be excised, or if you're having pain, our small Ligand can be injected into the fissure to help it heal. Our small Ligand can be injected into the fissure to help it heal. Our small Ligand can be injected into the fissure to help it heal.

Are you an eligible Ligand candidate?

Colorectal cancer is the number two cancer killer in the U.S., with more than 50,000 deaths annually. While it's highly preventable and curable if detected early, the disease often produces no symptoms, making it a silent killer. More than 50% of those diagnosed with colorectal cancer are over the age of 50. In addition, research shows that as little as 2.5% of people with bleeding hemorrhoids also have colorectal cancer.

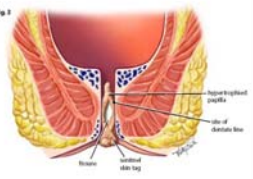
Patient Hand-Outs

- Additional educational materials are available for use as discussion guides or handouts.

CRH-O'Regan
Disposable Hemorrhoid Banding System
www.crhcenter.com

Anal fissure

This is a tear of the squamous epithelium (skin) of the anal canal (anoderm), usually 2 cm in length and involving epithelium plus often underlying muscle (figure 3). The best treatment is local application of a smooth muscle relaxant such as Nitroglycerin BID and increasing dietary fiber and you should spend no longer than 2 minutes on the toilet to have a bowel movement. The smooth muscle relaxant effect of the Nitroglycerin allows the fissure to heal by less spasm on the fissure (28% reduction for 3 to 5 hours) and increased blood flow to the scarred area due to increased vasodilation of the arterioles.

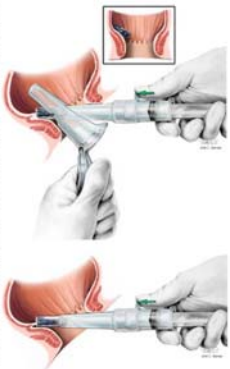


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www.crhcenter.com

of Treatment of Hemorrhoids

is inserted and the handle hemorrhoid to be banded rator withdrawn and the bears in the cut out. The CRH fired and suction applied to hemorrhoid 1 to 2 cm above , and the plunger withdrawn rotated 90 degrees clockwise d and the bander rotated a is no pain the band is fired ments withdrawn and the band checked by rectal to e is no muscle wall picked up l the problems with previous ques I believe). If there is the band is rolled upwards tip until no discomfort is ily the left right posterior or hemorrhoids are banded o days periods. If the blind ed (preferable if there is a



within a day of using Nitroglycerin azem. The other option to be tried s, and if that fails the patient can be l for surgery, lateral sphincterotomy part of the muscle that controls from the anus under anesthesia) general anesthesia being favored over lation. After lateral sphincterotomy a 10% recurrence rate and 10% risk incontinence of mucus or stool. Anal (stretching the muscle that controls form the anus under anesthesia) anesthetic is said to have a higher rate and higher incontinence rate leral sphincterotomy.

is inserted until the skin of the anus is between the two lines on the proctoscope, the instrument angled to hit the spot 1 to 2 cm above the dentate line in the desired left or other location, the plunger withdrawn and locked, the band fired and the rectal exam as before (figures 4 and 5).

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Version – January 15, 2007

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Cleator Diet For Colo-Rectal Health

This diet stresses the importance of soluble fiber and low glycemic index carbohydrates in a balanced diet involving the three primary foodstuffs – protein fat and carbohydrate.

As your diet improves, you will have more energy and should take exercise for an hour three times a week preferably at a gym.

We shall now go into the rationale and details of the diet.

For a healthy diet we must have:

- correct quantity and balance between the food groups
- adequate water intake
- enough soluble fiber
- desirable fats
- lean protein
- complex carbohydrates
- enough trace elements, vitamins, micronutrients and super nutrients
- desirable anti-aging substances.

We know that the usual diet in North America is not working; there are epidemics in obesity and maturity onset diabetes already. Increase in some cancers, stroke and heart disease are also due to poor diet. Changing our diet means learning to say no to harmful foods and habits and we have to take extra trouble to shop for the right foods and prepare the food ourselves fresh.

If you are not prepared to do this - do not read beyond the next sentence. Simply add 2 tablespoons of soluble fiber daily with 7 to 8 glasses of water daily, and this will give you substantial benefits on its own.

Correct quantity and balance between the food groups

For quantity and balance we like the Canada's food guide to healthy eating for people four years and over (Canada, 1997). This divides foodstuffs into grain products, vegetables and fruits, milk products and meat and alternatives. The amounts vary with different factors and these are easily customized with the chart provided. Your doctor can help you with this too.
http://www.hc-sc.gc.ca/fn-an/food-guide-allment/index_e.html

Adequate water intake

We recommend 7 to 8 glasses of water (12 oz) per day. To accomplish this the best way is to have a water bottle with you at all times and get in the habit of drinking it regularly. Often a drink of water will make you less desirous of a harmful snack.

Enough soluble fiber

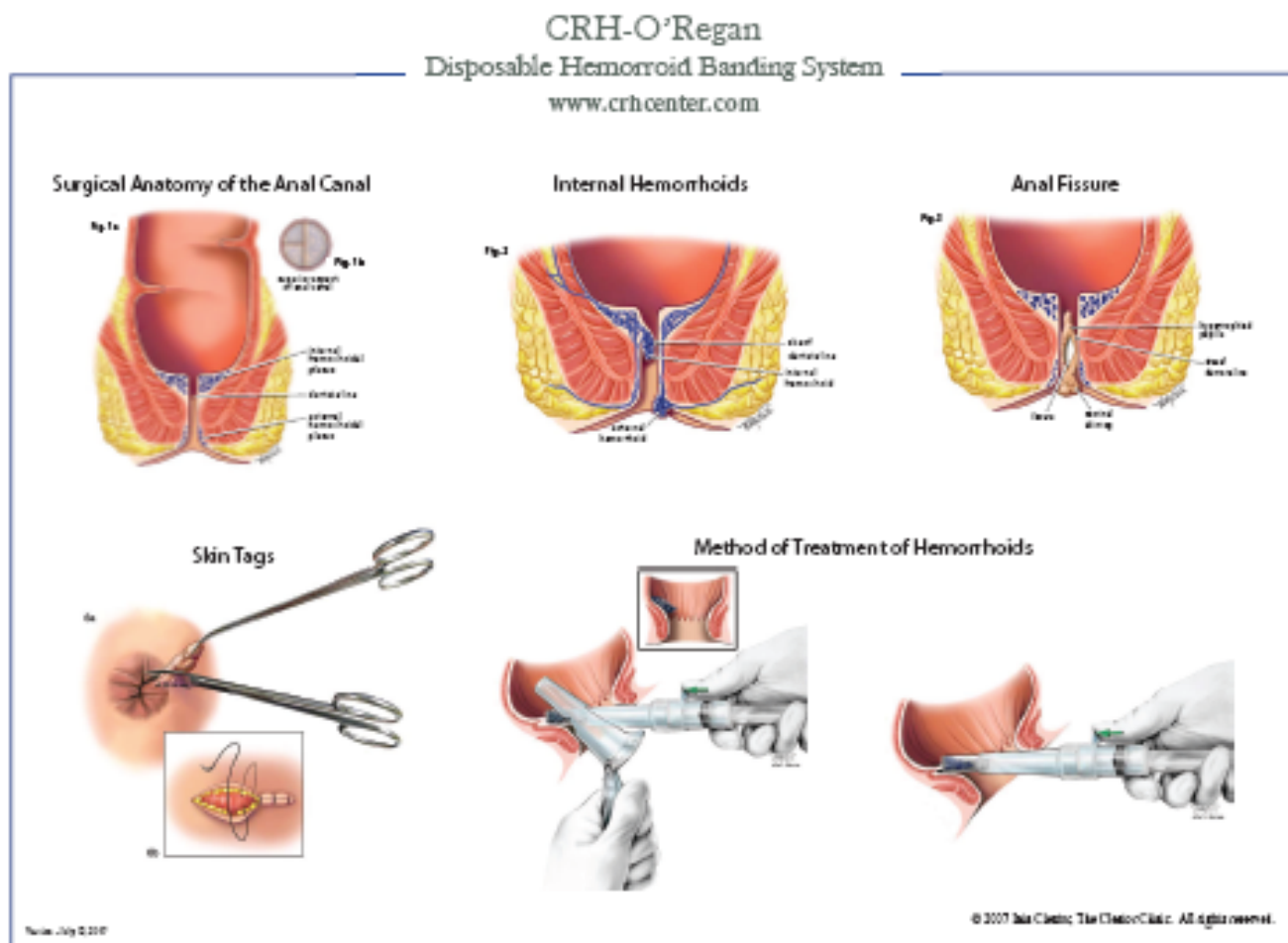
Soluble fiber is necessary for giving a feeling of satiety or fullness after a meal and lack of it makes us eat more. Also it delays the

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Exam Room Wall Charts


- © In-office wall charts are available to hang in exam rooms to help visually educate patients on their diagnosis and treatment.



In-Office Table Tents

- © In-office table tents are available to place in exam rooms and the patient waiting area to promote the availability of the CRH-O'Regan procedure within your practice.

Hemorrhoids?




(This only provides temporary relief.)

Finally, there's a simple, safe,
non-surgical solution.

ASK US

How we can remove your hemorrhoids
without surgery - in this office.





Attracting new patients to
your practice...

Print Ad Template

Hemorrhoids?



(This only provides temporary relief.)

**Finally, there's a simple, safe,
non-surgical solution.**

Introducing a patented procedure that quickly and permanently treats hemorrhoids without discomfort or medication - so you can get back to your life the same day. This proprietary, patented, non-surgical treatment is FDA cleared and covered by most health insurance plans. Call today to find out more.



(Your practice contact
info here)

- © Print ad templates are available for local area advertising. They can be customized for your location and contact information. (note: does not include production costs or media buys).

PR Template

© Notifying local media about your newly added service is a great way to foster community relations and continue to grow your practice.

- ~ CRH offers an industry standard press release in Microsoft Word which allows you to edit and submit to various media outlets to garner media coverage of your practice.

~Please see Appendix for template

FOR IMMEDIATE RELEASE

Contact: Linda Jones - Riverside GI Group
909-555-5555
email: ljones@riversidegi.com

Riverside GI Group Removes the Need for Hemorrhoid Surgery with a Unique and Painless Procedure Performed in Less Than a Minute

New, Patented Procedure Now Available in Riverside, CA

Riverside, CA - Hemorrhoids can mask symptoms of colorectal cancer, the second leading cause of cancer death in the United States, and until now, painful surgery was frequently recommended to treat hemorrhoids. Riverside GI Group is now providing a treatment protocol that is clinically proven and utilizes the proprietary and patented CRH-O'Regan Disposable Hemorrhoid Banding System, which is effective, safe and painless.

The CRH-O'Regan Disposable Hemorrhoid Banding System is only available to consumers through specially trained and licensed medical providers. This highly effective (99.1%), minimally invasive procedure is performed in the office in less than 60 seconds. This method offers a significant advance in the rubber band ligation technique for effective outpatient treatment of hemorrhoids. Unlike other techniques that use a metal clamp to grasp the hemorrhoid during banding, the CRH-O'Regan procedure uses a smaller and gentler suction device to minimize discomfort and complications.

"This method is faster, more accurate and has virtually no downtime for patients," said Dr. Roger Smith, medical director of the Riverside GI Group. "I am delighted to have the opportunity to perform a procedure that provides the patient with the finest pain-free care."

While other methods rely on re-usable instrumentation, the patented CRH-O'Regan instruments are 100% disposable and single use. This eliminates the risk of transferring infectious diseases such as HIV and hepatitis B and C from patient to patient due to inadequately sterilized instrumentation. The CRH-O'Regan Disposable Hemorrhoid Banding System is the only treatment that requires no pre- or post pain medication, virtually no recovery time and is covered by insurance.

About Riverside GI Group:
The Riverside GI Group is an eleven physician office practice with eight office locations in Riverside, CA. Our physicians specialize in the diagnosis and treatment of diseases of the digestive system, such as hepatitis, ulcerative colitis, Crohn's disease, and colon or rectal cancer. Our physicians are board certified in gastroenterology and hepatology by the American Board of Internal Medicine, which is recognized by the American Board of Medical Specialties.

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Radio Script

- © CRH has created radio scripts proven to garner patient interest and can provide these scripts for customization and use for your local radio marketing initiatives.
 - ~ Please see Appendix for templates (note: does not include spot production or media buy).

<p style="text-align: center;">{Sample Radio Script: Generic Announcer}</p> <p>ANN: DO YOU SUFFER FROM HEMORRHOIDS? OK, NO ONE LIKES TO TALK ABOUT THEM, BUT THE FACT IS: HEMORRHOIDS AFFECT 10% OF THE ADULT POPULATION.</p> <p>OVER-THE-COUNTER OINTMENTS OFFER TEMPORARY RELIEF BUT FOR MOST PEOPLE, THEY DON'T GO AWAY. IT'S FAST, PAINLESS AND PERMANENT TREATMENT AVAILABLE AT THE RIVERSIDE GI GROUP.</p> <p>THE PROCEDURE LASTS AS LITTLE AS 60 SECONDS. MOST PATIENTS RETURN TO WORK THE SAME DAY. DON'T KEEP TREATING THEM. CALL US TODAY AT 909-999-9999. THAT'S 909-999-9999.</p>	<p style="text-align: center;">{Sample Radio Script: Physician as Spokesperson}</p> <p>Physician: HI I'M DR. ROGER SMITH OF THE RIVERSIDE GI GROUP AND I HAVE BEEN TREATING HEMORRHOIDS FOR MORE THAN TWENTY YEARS IN CALIFORNIA AND IF YOU SUFFER FROM THEM, LISTEN TO THIS. TODAY, THERE IS A PAINLESS AND PERMANENT TREATMENT THAT IS NINETY-NINE PERCENT EFFECTIVE IN THE REMOVAL OF HEMORRHOIDS!</p> <p>THE PROCEDURE TAKES ABOUT ONE MINUTE TO PERFORM AND IT'S PAINLESS. IN FACT, MOST PATIENTS RETURN TO WORK THE SAME DAY. THE RIVERSIDE GI GROUP IS THE ONLY OFFICE IN THE RIVERSIDE AREA PROVIDING THIS FDA CLEARED TREATMENT AND MOST MAJOR INSURANCE PLANS ARE ACCEPTED. SO DON'T KEEP TREATING HEMORRHOIDS; ELIMINATE THEM. CALL US TODAY AT 909-999-9999. THAT'S 909-999-9999. DON'T WAIT, CALL 909-999-9999.</p>
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Prospective Patient Letter

- © Quite often patients will call a physician's practice to receive general information, but will choose not to make an appointment until they have received additional information via mail. CRH has created a template that will be provided in Microsoft Word to facilitate the use of your own practice letterhead and customization of content. The letter is intended to be sent with the patient education brochure.
 - ~ Please see Appendix for template.

Website Profile Page

©The CRH website (crhcenter.com) allows prospective patients to search for a physician by state or zip code.

©Adding your practice profile will allow new patients to locate your practice easily and a direct link to your existing website from the profile can also be added.

©Hemorrhoid content for your existing website is also available.

Find a Center & Contact Us

STATE: or ZIP: »

The screenshot shows the website profile for The Center for Colorectal Health in San Francisco, California. The page features a navigation menu with links for 'ABOUT OUR CENTERS', 'ABOUT HEMORRHOIDS', 'ABOUT ANAL FISSURES', 'ABOUT COLORECTAL CANCER SCREENING', 'RESOURCES', 'OUR LOCATIONS', 'IN THE NEWS', and 'CONTACT US'. The main content area is titled 'SAN FRANCISCO, CALIFORNIA' and includes a 'Center Information' section with the following details: 'The Center for Colorectal Health, 450 Sutter Street, Suite 1019, San Francisco, CA 94108-4206. Tel: 415-765-0413, Fax: 415-765-1758'. A 'Center Medical Director' section features a portrait of Carolyn E. Million, MD, FACRS, and a detailed biography. A 'Download Patient Registration Forms here (pdf)' button is also present.

SEARCH » REMEMBER MY CHOICE

ABOUT OUR CENTERS **ABOUT HEMORRHOIDS** **ABOUT ANAL FISSURES** **ABOUT COLORECTAL CANCER SCREENING** **RESOURCES** **OUR LOCATIONS** **IN THE NEWS** **CONTACT US**

SAN FRANCISCO, CALIFORNIA

California
Georgia
Illinois
Nevada

Center Information
The Center for Colorectal Health
450 Sutter Street
Suite 1019
San Francisco, CA 94108-4206
Tel: 415-765-0413
Fax: 415-765-1758

Download Patient Registration Forms here (pdf)

Center Medical Director: Carolyn E. Million, MD, FACRS


A double board-certified colorectal and general surgeon, Carolyn E. Million, MD, FACRS, is the Medical Director of The Center for Colorectal Health in San Francisco. Her previous experience includes three years as a referral colorectal surgeon for the Northern California region for Kaiser Permanente and as a general surgeon with Kaiser Permanente in Oakland and Richmond, California.

Dr. Million earned her medical degree at the University of Louisville Medical School in Louisville, Kentucky. She then completed a five-year Residency in General Surgery at the University of Illinois at Chicago and a year long Fellowship in Colon & Rectal Surgery at Cook County Hospital, also in Chicago. She has furthered her training in the field of preventive medicine and is fully versant in integrative medicine.

A Fellow of the American Society of Colon & Rectal Surgeons, Dr. Million received her bachelor's degree with summa cum laude honors from Whitworth College in Spokane, Washington. She also holds a Doctor of Ministry degree from Wisdom University in San Francisco, California, and a Master of Divinity degree from the Southern Baptist Theological Seminary in Louisville, Kentucky.

Website Profile Page

To ensure that all patients receive complete and accurate information when they contact your office regarding the procedure, the following process allows us to include your practice profile on the website:

© Staff Training

- ~ Staff training can be customized to meet the needs of your practice, but typically include:
 - Hemorrhoid overview
 - The CRH-O'Regan Ligator difference
 - Patient Education and Forms
 - Optimal patient scheduling
 - Billing overview
 - Staff Scripting and FAQs

© Web Page Profile Posting

- ~ Once training as been completed the web page will be posted. The marketing department will need the following items for each profile:
 - Complete names of all physicians in a practice who will provide CRH-O'Regan hemorrhoid treatment.
 - Addresses of all locations where patients can be treated.
 - URL weblink (if applicable)
 - Phone number(s) patients should call for an appointment.
 - Physician headshot (taken in a white lab coat).
 - Physician Bio (no more than 180 words).
 - » General overview of credentials, education and training.

Introducing the treatment and
technology to your colleagues...

Physician Marketing

- © CRH offers letter templates in Microsoft Word which can be edited and printed on your letterhead and sent to your referring physician base and other colleagues along with our physician education materials.
 - ~ Please see Appendix for template.

Physician Education

© CRH will provide you with physician education materials that can be distributed to your colleagues along with the letter template:

Dr. Iain Cleator Report

Physician Tri-Fold Brochure

Surgery

Banding Hemorrhoids Using the O'Regan Disposable Band

Report by
Iain C M Cleator, MB, ChB, FRCS(•), FRCS(E), FACS, FRCS
and Maria M Cleator, MD
Professor Emerita of Surgery, University of British Columbia

What are Hemorrhoids?
There are three cushions of tissue at the lower end of the rectum just above the drainage hole and about 1cm from the anal verge. They are in the left lateral, right posterior and right anterior positions, and consist of vascular cushions intermingled with smooth muscle from the internal sphincter. Normally these slip out a little at defecation and retract after providing a cushion or protection for the deeper layers of the anal, and help maintain continence. These can probably disintegrate between solid liquid and gas in the lower rectum and are likely important in preventing the passage of flatus without leaking. In some people, these cushions prolapse and cause the discomfort to the internal sphincter because poor, and internal hemorrhoids are formed. There are a lot of possible causes for this, but the concept that has found the greatest favor is that described by Burket – low intake of soluble fiber and weak internal hemorrhoids are in four degrees. In the first degree the hemorrhoid bleed, second degree they bleed and prolapse but reduce spontaneously, third-degree hemorrhoids bleed and prolapse and have to be replaced manually and fourth-degree bleed and incontinence but cannot be reduced. This is not usually found in internal hemorrhoids unless they are fourth-degree.

Many patients with internal hemorrhoids form engorged external hemorrhoidal veins under the skin around the anal as time progresses, and this causes the skin to stretch and skin tags are formed that interfere with hygiene and are uncomfortable. Many patients with internal hemorrhoids also have anal fissures, usually posteriorly, which can co-exist with the hemorrhoids and in some cases gaps of the internal sphincter resulting in further tearing and discomfort and a lot of pain.


The Device
This is a plastic plunger suction device resembling a syringe, which is applied to each hemorrhoid in turn, 1cm above the drainage hole, suction reduced to cause the bulk of the hemorrhoid cushion to enter the nozzle, and then release the band to strangulate the hemorrhoid. Only one band is used to facilitate later

adjustment. This can be performed under direct visualization with a specially designed proctoscope (see Figure 6), or using a 'blind' technique where the device is inserted to a mark through the anus and directed to one of the hemorrhoid cushions, which is then banded (see Figure 2).

At the conclusion of this part of the procedure, a gloved finger is introduced into the anus and the band moved with the finger if too much tissue has been grasped, or pulled upwards if a too low (see Figure 5). The band can rarely be removed completely by pulling a soft with the ascending finger. In almost all cases, the band is rolled a little to adjust it and make sure that only mucosa, and not the muscle coat, is captured by the band. This is judged by feeling a sliding of the banded mucosa over the deeper muscle. If there is significant discomfort the band is always rolled upwards or 'freshly' repositioned after rolling off the first band. Usually, only one band is applied in each visit, and the patient is told there will be a feeling of fullness for a day or so but no pain.

The Patients
This is a prospective study of the treatment of hemorrhoids in all patients presenting to the clinic by referral from their family doctor or specialist between November 2002 and December 2004. All of the patients had a history and exam including rigid disposable sigmoidoscopy and digital rectal examination. At the end of their treatment course, a steel occult blood test was performed. Colonoscopy is performed by another specialist in a hospital setting on those patients with diagnosed cancer or polyps or inflammatory bowel disease (in cases, or for those with signs of blood loss from higher up). Colonoscopy performed as a routine, always on a follow-up program, or for wrong family history is not included in the statistics.

The Results
There are 1,832 patients in the study: 924 are female and 908 are male. The average age is 61.1 years. There were 5,424 bandings performed in the patients. Details are summarized in Table 1.



**Safe, Effective, Painless
Removal of Hemorrhoids.**

Your Logo and Practice Contact Information Here

Marketing Support & Training

Having an informed and educated staff is a critical part of securing new patient visits.

As part of the marketing program you and your staff will have access to a wealth of information on how to market your practice to new patients including phone training and scripts, FAQs, patient intake forms, general marketing/advertising recommendations and operational suggestions based on your needs.

Formal training materials are provided at time of scheduling training sessions.

Appendix

Below please find the following templates:

1. Existing patient letter – General
2. Existing patient letter – Post-colonoscopy
3. Prospective patient letter
4. Press release template
5. Radio script – Generic Announcer
6. Radio script – Physician as spokesperson
7. Announcement to colleagues letter

{Sample Radio Script: Physician as Spokesperson}

Physician:

HI. I'M DR. ROGER SMITH OF THE RIVERSIDE GI GROUP AND I HAVE BEEN TREATING HEMORRHOIDS FOR MORE THAN TWENTY YEARS IN CALIFORNIA AND IF YOU SUFFER FROM THEM, LISTEN TO THIS. TODAY, *THERE IS A PAINLESS AND PERMANENT TREATMENT THAT IS NINETY-NINE PERCENT EFFECTIVE IN THE REMOVAL OF HEMORRHOIDS!*

THE PROCEDURE TAKES ABOUT ONE MINUTE TO PERFORM AND IT'S PAINLESS. IN FACT, MOST PATIENTS RETURN TO WORK THE SAME DAY. THE RIVERSIDE GI GROUP IS THE ONLY OFFICE IN THE RIVERSIDE AREA PROVIDING THIS FDA CLEARED TREATMENT AND MOST MAJOR INSURANCE PLANS ARE ACCEPTED. SO DON'T KEEP TREATING HEMORRHOIDS; ELIMINATE THEM. CALL US TODAY AT 909-999-9999. THAT'S 909-999-9999. DON'T WAIT, CALL 909-999-9999.

{Sample Radio Script: Generic Announcer}

ANNC: *DO YOU SUFFER FROM HEMORRHOIDS?* OK, NO ONE LIKES TO TALK ABOUT THEM, BUT THE FACT IS: HEMORRHOIDS AFFECT MORE THAN HALF OF THE ADULT POPULATION.

OVER-THE-COUNTER OINTMENTS OFFER TEMPORARY RELIEF OF SYMPTOMS, BUT FOR MOST PEOPLE, THEY DON'T GO AWAY. IN RIVERSIDE THERE IS NOW A FAST, PAINLESS AND PERMANENT TREATMENT AVAILABLE AT THE RIVERSIDE GI GROUP.

THE PROCEDURE LASTS AS LITTLE AS 60 SECONDS. THAT'S RIGHT, LESS THAN A MINUTE AND MOST PATIENTS RETURN TO WORK THE SAME DAY. SO STOP LIVING WITH THE PAIN, ITCHING AND BLEEDING OF HEMORRHOIDS, CALL 909-999-9999.

THE RIVERSIDE GI GROUP IS THE ONLY OFFICE IN THE RIVERSIDE AREA PROVIDING THIS FDA CLEARED TREATMENT AND MOST MAJOR INSURANCE PLANS ARE ACCEPTED. SO DON'T KEEP TREATING HEMORRHOIDS; ELIMINATE THEM. CALL US TODAY AT 909-999-9999. THAT'S 909-999-9999. DON'T WAIT, CALL 909-999-9999.

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Riverside, CA - Hemorrhoids can mask symptoms of colorectal cancer, the second leading cause of cancer death in the United States, and until now, painful surgery was frequently recommended to treat hemorrhoids. Riverside GI Group is now providing a treatment protocol that is clinically proven and utilizes the proprietary and patented CRH-O'Regan Disposable Hemorrhoid Banding System, which is effective, safe and painless.

The CRH-O'Regan Disposable Hemorrhoid Banding System is only available to consumers through specially trained and licensed medical providers. This highly effective (99.1%), minimally invasive procedure is performed in the office in less than 60 seconds. This method offers a significant advance in the rubber band ligation technique for effective outpatient treatment of hemorrhoids. Unlike other techniques that use a metal clamp to grasp the hemorrhoid during banding, the CRH-O'Regan procedure uses a smaller and gentler suction device to minimize discomfort and complications.

"This method is faster, more accurate and has virtually no downtime for patients," said Dr. Roger Smith, medical director of the Riverside GI Group. "I am delighted to have the opportunity to perform a procedure that provides the patient with the finest pain-free care."

While other methods rely on re-usable instrumentation, the patented CRH-O'Regan instruments are 100% disposable and single use. This eliminates the risk of transferring infectious diseases such as HIV and hepatitis B and C from patient to patient due to inadequately sterilized instrumentation. The CRH-O'Regan Disposable Hemorrhoid Banding System is the only treatment that requires no pre-or post pain medication, virtually no recovery time and is covered by insurance.

About Riverside GI Group:

The Riverside GI Group is an eleven physician office practice with eight office locations in Riverside, CA. Our physicians specialize in the diagnosis and treatment of diseases of the digestive system, such as hepatitis, ulcerative colitis, Crohn's disease, and colon or rectal cancer. Our physicians are board certified in gastroenterology and hepatology by the American Board of Internal Medicine, which is recognized by the American Board of Medical Specialties.

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{SAMPLE LETTER – Prospective Patient Letter w/bi-fold brochure}

Date

Patient Name

Patient Address

Dear Mrs./Ms/Mr _____.

Thank you for contacting _____. Per your request, I have enclosed additional information about Dr. _____ and a brochure describing the CRH-O’Regan Disposable Hemorrhoid Banding System.

As we discussed, hemorrhoid banding is the most common recommended hemorrhoid procedure in the US and has been performed on millions of patients for many years. We use a proprietary system that is a significant improvement over previous methods and combined with our expertise, allows us to treat all hemorrhoid patients safely, painlessly and effectively in our office, without surgery

The procedure takes less than 60 seconds and most of our patients go back to work the same or next day.

If you have any additional questions or are ready to schedule an appointment, please feel free to contact me at xxx-xxx-xxxx.

We look forward to meeting you and helping you achieve lasting relief from your hemorrhoids.

Yours in good health,

Patient Care Coordinator

{SAMPLE LETTER – To Existing Patients – Post-Colonoscopy}

Date, 2008

Dear Valued Patient:

I am pleased to inform you that your colonoscopy results do not indicate Cancer. However, we did find hemorrhoids that should be removed. Enclosed, please find more information on hemorrhoids and the new procedure we have available to remove them in my office, without surgery or pain.

Although a frequently neglected area of healthcare, more than 50% of the population is afflicted with hemorrhoids and while the signs and symptoms may come and go, it is best to treat the underlying source to prevent the condition from worsening.

I have enclosed a brochure about the procedure for your reference. If you have any questions or would like to schedule an appointment, please call us at XXX-XXX-XXXX.

Yours in good health,

Dr. _____

{SAMPLE LETTER – To Existing Patients – General Announcement}

Date, 2008

Dear Valued Patient:

I am excited to announce that our office is now offering the patented CRH-O'Regan Disposable Hemorrhoid Banding System. This procedure treats all grades of hemorrhoids and can be done in my office, without surgery or pain.

Although a frequently neglected area of healthcare, more than 50% of the population is afflicted with hemorrhoids and while the signs and symptoms may come and go, it is best to treat the underlying source to prevent the condition from worsening. This disposable hemorrhoid removal procedure is safe, painless and takes less than a minute and most patients return to normal activities the same day.

I have enclosed a brochure about the procedure for your reference. If you have any questions or would like to schedule an appointment, please call us at XXX-XXX-XXXX. The highest compliment you can give us is to refer a friend or family member, so please feel free to pass this information on.

Yours in good health,

Dr. _____

{SAMPLE LETTER: To Colleagues Announcing Procedure}

Dear Dr. _____:

After ____ years in practice in the _____ area, I have decided to complement my current services with an improved treatment for patients with hemorrhoids. I am now offering the patented and proprietary CRH-O'Regan Disposable Hemorrhoid Banding System to patients in my office.

Hemorrhoids are the most common cause of both rectal bleeding and of prolapsing tissue. Finally, there is a non-painful, 99.1% effective office-based treatment available. This procedure can be done without anesthesia, without any prep, and is virtually painless. All grades of hemorrhoids can be treated using this technique! Before one of your patients tries another round of ineffective creams or they are referred for a painful operation they do not need, I thought you would be interested in hearing about the most up to date non-surgical treatment option for hemorrhoids which is now available in our office.

Prior to this procedure we routinely avoided active therapy for our patients knowing the pain and suffering required to achieve eradication of hemorrhoids and fissures. Given this improvement in technology, we feel confident that the vast majority of patients with grade 1-4 hemorrhoids will benefit from this approach. We also favor a conservative approach to the treatment of anal fissures, and have had great success with these treatment techniques as well.

Our typical treatment plan consists of a series of three bandings every two weeks, using the CRH O'Regan Disposable Hemorrhoid Banding System, with each treatment taking less than a minute. The patient is able to return to their home or place of work the same day, and with the exception of heavy exercise, may resume their normal activities immediately the vast majority of the time.

I have enclosed a technical brochure for your reference and am happy to supply you with patient education brochures upon your request. I ask that you consider referring your hemorrhoid patients to me. I look forward to assisting with the care of your patients with hemorrhoids. I will continue to see and treat your patients with other gastrointestinal problems as always.

Please call me at (XXX) XXX-XXXX with any questions you may have about this procedure.

Yours in good health,

Dr. _____