

Patient Satisfaction and Willingness to Repeat Drive Market Adoption for Colon Irrigation

Harish K. Gagneja MD¹, Parth Parekh MD², Dawn Burleson RN³, David Johnson MD⁴

¹Austin Gastroenterology ²Tulane University ³HyGieaCare, Inc. ⁴Eastern VA Medical School

Introduction

Colonoscopy is the gold standard for colorectal cancer screening and is the diagnostic / therapeutic test of choice for a variety of disease states. Unfortunately, its use (and the need for repeat procedures, screening and/or surveillance) may be hindered by an unpleasant experience with pre-colonoscopy oral purgatory preparations. Colon irrigation preparation offers an effective and safe alternative to standard preparations, which may ultimately lower barriers to entry for colonoscopy in patients who may otherwise opt not to pursue a colonoscopy.

Methods

A retrospective chart review was performed totaling 4,064 patients who underwent pre-colonoscopy preparation with colon irrigation prep. All patients who received colon irrigation were prescribed the treatment by their physician for either colonoscopy preparation, salvage treatment for patients who were unable to tolerate their prescribed oral preparation, or patients who received colon irrigation for constipation relief were included in the review. Patients who received colon irrigation preparation were asked to complete a survey online after their treatment was completed where they were asked to rate their experience with colon irrigation prep as being "Really Good, Good, Bad, or Really Bad".

Patients ranged in age from 24-87 years old (mean age 62). 33% were male and 67% female. Past medical history was significant for: Celiac = 9; Diabetes = 113; IBS = 131; Intestinal obstruction = 19; Ulcerative colitis = 37; Rectal cancer = 4. 42% of patients had a history of prior traditional oral purgatory preparation.

Patient Satisfaction Responses with use of Colon Irrigation Prep

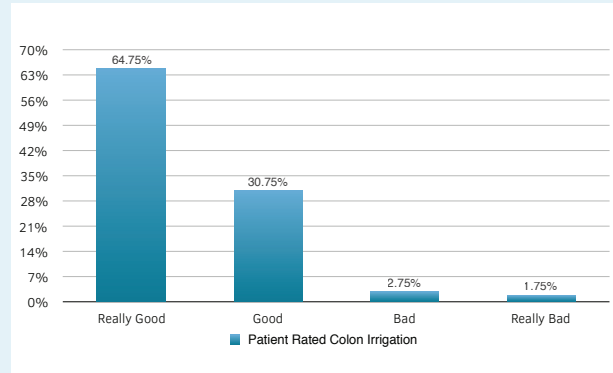


Table 1 - Patient satisfaction scores

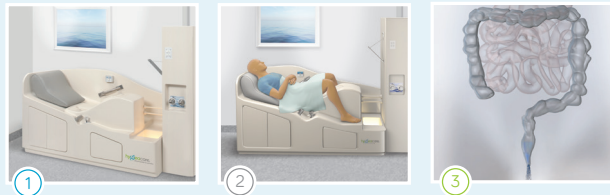


Figure 1 - The HyGieaCare Prep System

Results

Table 1 depicts patient satisfaction responses with use of colon irrigation prep. In addition, 96% of patients who completed the survey noted that they were likely to recommend the colon preparation to a friend or colleague. Lastly, of the patients who received colon irrigation 94% noted that they would choose colon irrigation as preparation for their next colonoscopy preparation.

Conclusion

Colon irrigation preparation is a well-tolerated alternative to standard oral purgatory preps. Thus patients may be more likely to undergo colonoscopy and continue to adhere to recommendations for necessary repeat procedures, screening and/or surveillance. Additionally, colon irrigation preparations overcome some, if not all, of the adverse effects experienced by many patients with standard preparation that often cause them to prematurely discontinue the prep oftentimes requiring a duplicate procedure because of an inadequate preparation. Therefore, colon irrigation preparation may help to reduce the cost burden and patient-related risk factors associated with duplicate procedures.

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