

## FOR IMMEDIATE RELEASE

Austin, TX – September 16th 2015

### **HyGIeaCare<sup>®</sup> Center to be opened at Norfolk, VA in collaboration with Gastrointestinal & Liver Specialists of Tidewater, PLLC (GLST)**

AUSTIN, TX, 16th September 2015 – HyGIeaCare, Inc., today announced that a new HyGIeaCare Center, where patients can experience simple and easy bowel prep on the same day as their scheduled colonoscopy, is to be opened at the Amelia Building, 885 Kempsville Road in Norfolk, VA in collaboration with Gastrointestinal & Liver Specialists of Tidewater, PLLC (GLST).

The Center features the HyGIeaCare Prep System, cleared by the U.S. Food and Drug Administration (FDA) to effectively clean the bowel using a gentle infusion of warm, gravity-flow filtered water. The use of this proprietary method means patients may forgo many of the elements that make traditional bowel prep inconvenient and uncomfortable.

“The HyGIeaCare Prep will allow our patients to prep effectively and easily – this is a game changer,” said David A. Johnson MD, MD MACG FASGE FACP, Professor of Medicine and Chief of Gastroenterology at Eastern VA Medical School and practices gastroenterology at the Norfolk location. “Our patients will be able to undergo same day prep in a safe, private and hygienic environment at the HyGIeaCare Center. We will be one of the first Centers in the country to offer exclusive referral to the HyGIeaCare technology - it is way more than exciting to provide this as an option to our patients!”

#### **Good bowel cleansing is the key to a successful colonoscopy, early cancer prevention.**

Colorectal cancer is the second leading cause of death from cancer in the United States. It typically begins as abnormal growths called polyps, which can be detected and removed during a colonoscopy, dramatically lowering the risk of death from the disease by more than half.

Unfortunately, up to one-quarter of all colonoscopies are reported to have inadequate bowel preparation, which can hinder these efforts.

The reasons for inadequate prep varies and is not insignificant(25-30%), including poor compliance with preparation instructions; having a medical condition, like diabetes, that makes drinking large quantities of water difficult; and physical impairments that can prevent a person from getting to a bathroom quickly. A bowel that is not adequately cleansed can result in a missed polyp or cancer, a longer procedure time, and a repeat colonoscopy at much shorter intervals than if adequate cleansing. The implications of an earlier repeat colonoscopy have clear impact for costs, inconvenience and risks.

“We are continuing to expand the HyGIeaCare footprint with our improved method to prep prior to colonoscopy,” said Gabi Meron, Chairman and CEO of HyGIeaCare, Inc. “Patients in the areas served by GLST will be able to benefit from a method that has been shown to comfortably provide consistently clean colons, and achieve better health outcomes.”

### **The convenience of simple, same-day prep.**

At the HyGIeaCare Center, the prep is performed in a clean and comfortable environment. A trained prep-tech will lead the patient to a private room where he or she will be seated on a comfortable lounge table. The prep-tech will walk the patient through the procedure, which routinely takes less than one hour. As such, the patient does not have to get up early to take any colon cleansing solutions prior to the colonoscopy. A small, sterile, disposable nozzle is easily inserted into the rectum and a gentle and comfortable stream of warm water flows into the bowel, loosening stool and causing the intestine to contract allowing for the comfortable and discreet evacuation of the colon. Water will continue to gently flow until the prep-tech determines the colon has been sufficiently cleansed.

The HyGIeaCare Prep replaces traditional prep for colonoscopy and is performed on the same day as the colonoscopy, prior to the scheduled procedure. Patients who have experienced this prep have reported that it is simple, comfortable and convenient.

For more information about the HyGIeaCare Prep, go to [www.hygieacare.com](http://www.hygieacare.com).



### **About Gastrointestinal & Liver Specialists of Tidewater, PLLC (GLST)**

For over 25 years, Gastrointestinal & Liver Specialists of Tidewater, PLLC ([www.glstva.com](http://www.glstva.com)) has been the premier practice for liver and gastroenterology in Southeastern Virginia.

The GLST's 40 providers are the preferred expert gastroenterology consultants for most primary care physicians and specialists in the region because of their expertise in handling cases, from the very simple to the very complex.

A GLST goal is to set the best practice/highest quality standard of patient care and to gain an understanding of each patient's individual condition and deliver the most effective plan of care. Patients choose GLST's practice for the recognized state of the art and highest quality comprehensive services, exceptional level of care along with the convenience of easy access to several locations to include; Carrolton, Portsmouth, Chesapeake, Suffolk, Newport News, Virginia Beach, Norfolk and Williamsburg.

### **About HyGIeaCare, Inc.**

Chairman and CEO Gavriel (Gabi) Meron -- the founder and former CEO of Given Imaging, the Company that successfully brought the PillCam to the world -- partnered with Texas-based Lifestream Purification Systems to form HyGIeaCare, Inc. to bring the HyGIeaCare FDA-cleared Prep System and procedure exclusively to the GI world.

The goal of HyGIeaCare is to provide unique services and solutions to gastroenterologists to deliver better GI outcomes for their patients and their practice through a chain of HyGIeaCare Centers to be established in the US and throughout the world.

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