

## FOR IMMEDIATE RELEASE

Austin, TX - 13 November 2015

### East Valley Digestive Disease Center to collaborate with HyGIeaCare<sup>®</sup> Center to be opened at Gilbert, AZ

- Offering Convenient, Same-day Colonoscopy Prep
- Reduces the need for lengthy prep, time off from work
- Colonoscopy success linked closely to pre-procedure bowel prep

AUSTIN, TX - 13 November 2015 - HyGIeaCare, Inc., today announced that East Valley Digestive Disease Center (EVDDC) will refer patients to the new HyGIeaCare Center, where patients can experience simple and easy bowel prep on the same day as their scheduled colonoscopy, to be opened early 2016 at Harbor Shores Medical Center II, 4001 E. Baseline Road, in Gilbert, AZ.

The Center features the HyGIeaCare<sup>®</sup> 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 can forgo many of the elements that make traditional bowel prep inconvenient and uncomfortable.

“The performance of an oral colonoscopy prep is the hardest part of a patient's experience. With HyGIeaCare, there is now a simple and convenient method of preparation that will appeal to many patients in their busy lives,” said Ramsey K. Umar, MD, who practices gastroenterology at East Valley Digestive Disease Center (EVDDC).

“East Valley Digestive Disease Center and their referred patients are welcome to the new HyGIeaCare Center in Gilbert AZ”, said Gavriel Meron, Chairman and CEO of HyGIeaCare, Inc. “In early 2016, patients will be able to benefit from comfortable same day prep.”

#### **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.

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

At the HyGIeaCare Center, the prep is performed in a clean and comfortable environment. A trained tech will lead the patient to a private room where he or she will be seated on a comfortable lounge table. The 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). Ask your gastroenterologist about same day prep.

### **East Valley Digestive Disease Center (EVDDC) [www.evddc.com](http://www.evddc.com)**

The East Valley Digestive Disease Center is composed of the Digestive Disease Consultants and East Valley Endoscopy.

Digestive Disease Consultants (DDC), a Division of Arizona Digestive Health, is a clinical practice comprised of 6 board certified gastroenterologists and a nurse practitioner, that



strives to provide excellence in patient care. The group physicians communicate constantly with referring physicians to optimize the medical management plans of the patients.

East Valley Endoscopy (EVE) is a free-standing ambulatory surgery center where EVDDC medical staff perform numerous outpatient GI procedures. It has earned top recognition in the state of Arizona for its excellence. State-of-the-art equipment is used to help make proper and accurate diagnosis and therapies.

### **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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