

## FOR IMMEDIATE RELEASE

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### HyGieaCare<sup>®</sup> Center to be opened at Gilbert, AZ in collaboration with Arizona Center for Digestive Health

- 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

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 Harbor Shores Medical Center II, 4001 E. Baseline Road, in Gilbert, AZ in collaboration with Arizona Center for Digestive Health (AZCDH).

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.

“Colonoscopy saves lives. Colon prep is one off the biggest barriers to this life-saving test,” said Virender K. Sharma, MD FASGE FACG AGAF who practices gastroenterology at AZCDH. “We are very excited that the first HyGieaCare Center in Arizona is opening in Gilbert and we will have the ability to offer same-day HyGieaCare prep 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<sup>1</sup>. 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<sup>2</sup>. Unfortunately, up to one-quarter of all colonoscopies are reported to have inadequate bowel preparation, which can hinder these efforts<sup>3</sup>.

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.

“Following the successful opening of our Center in Austin TX, we are continuing to expand as HyGIeaCare Centers are being built at Dallas TX, Norfolk VA and now in Gilbert AZ,” said Gavriel Meron, Chairman and CEO of HyGIeaCare, Inc. “Patients will be able to benefit from comfortable same day prep.”

### **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).

### **Arizona Center for Digestive Health (AZCDH)**

Located with several convenient locations throughout the valley, including Gilbert and Scottsdale, Arizona Center for Digestive Health (AZCDH - <http://www.azcdh.com>) combines state-of-the-art technology and expert patient care to provide patients with the best digestive health care possible. The highly experienced Gastroenterologists in the Group offer ALL basic and advanced endoscopic procedures in the diagnosis, treatment and prevention of digestive diseases including esophagogastric, pancreaticobiliary and small bowel disease, as well as

gastrointestinal cancer, nutritional and metabolic disorders, inflammatory bowel disease, liver disease, and women's gastrointestinal health disorders. AZCDH physicians are dedicated to helping their patients maintain good digestive health, and strive to make their experience as easy and convenient as possible.

### **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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- 1 National Cancer Institute, General Information about Colorectal Cancer. Accessed online on March 18, 2015 at: <http://www.cancer.gov/cancertopics/pdq/prevention/colorectal/Patient/page2>
- 2 Zuaber AG et al, Colonoscopic polypectomy and long-term prevention of colorectal-cancer deaths. NEJM 2012 Feb 23;366(8):687-96. doi: 10.1056/NEJMoa1100370. Accessed at: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3322371/>
- 3 Johnson et al, Optimizing Adequacy of Bowel Cleansing for Colonoscopy: Recommendations From the US Multi-Society Task Force on Colorectal Cancer. Am J Gastroenterology advance online publication, 16 September 2014; doi: 10.1038/ajg.2014.272. Accessed at: <http://gi.org/guideline/optimizing-adequacy-of-bowel-cleansing-for-colonoscopy-recommendations-from-the-us-multi-society-task-force-on-colorectal-cancer/>