



FOR IMMEDIATE RELEASE

**HyGieaCare® *Same Day Prep*™ Colonoscopy available for Patients of Digestive Health Associates of Texas, P.A. (DHAT) in Dallas**

AUSTIN, TX, 7 March 2016 – HyGieaCare Inc. today announced that *Same Day Prep*™ for colonoscopy is now exclusively available for DHAT patients at the HyGieaCare® Center located at Suite No. 465, 9301 North Central Expressway, Dallas, Texas 75231.

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, and can experience simple, easy bowel prep on the same day as their scheduled colonoscopy.

“With *Same Day Prep*™ our patients can now prepare comfortably for colonoscopy in a safe, private and hygienic environment at the HyGieaCare® Center - without a sleepless night and without having to repeatedly run to the bathroom,” said James Hakert MD, President of DHAT. “This exclusive offering is another example of the way DHAT is listening to our patient’s needs and providing top quality care for their overall health.”

**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>i</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>ii</sup> Unfortunately, up to one-quarter of all colonoscopies are reported to have inadequate bowel preparation, which can hinder these efforts.<sup>iii</sup>

The reasons for inadequate prep varies, 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, a longer procedure time, or even a repeat colonoscopy.<sup>3</sup>

“Our team is excited at the opportunity to provide DHAT-referred patients *Same Day Prep*™ for colonoscopy at the HyGieaCare® Center at our prime location in Dallas,” said Gabi Meron, Chairman and CEO of HyGieaCare, Inc. “Dallas patients now have the opportunity to join Austin and Norfolk patients that are already enjoying the advantages of our *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 tech leads the patient to a private room where he or she is seated on an ergonomic basin. The tech walks the patient through the procedure, which routinely takes less than one hour. A small, sterile, disposable nozzle is easily inserted about an inch into the rectum and a gentle stream of warm water flows into the bowel, loosening stool and causing the intestine to contract allowing for the comfortable, odorless and discreet evacuation of the colon. Water continues to gently flow until the tech determines the colon has been sufficiently cleansed.

The HyGieaCare *Same Day Prep™* replaces traditional prep for colonoscopy and is performed on the same day as the colonoscopy, prior to the scheduled procedure. It is safe, simple, comfortable and preferred over oral prep.

For more information about HyGieaCare® and *Same Day Prep™*, look at the website:

<http://www.hygieacare.com>

### **About Digestive Health Associates of Texas, P.A. (DHAT)**

Formed in March of 1996, Digestive Health Associates of Texas, P.A. (<http://www.dhat.com>), merged multiple practices of gastroenterologists who associated to improve the management of their practices and the coordination of services to patients in North Texas.

Since its inception, DHAT has grown to 81 physicians, including 5 pediatric physicians, and has incorporated the talent of these prominent gastroenterologists to provide high quality, cost-effective, community-based health care with access to quality patient care unsurpassed in this area. All physicians are Board Certified or Board Eligible. By maintaining a staff of exceptional sub-specialists, DHAT is uniquely qualified to deliver services supporting the full spectrum of an individual's digestive healthcare.

Serving the Dallas/Ft. Worth Metroplex, DHAT provides gastroenterology services at over thirty locations, covering a 100-mile radius. Additionally, DHAT is affiliated with the following endoscopy centers: [Old Town Endoscopy Center](#), [Endoscopy Center at Redbird Square](#), [Endoscopy Center at Central Park](#), [North Hills Endoscopy Center](#) and [Preston Crossings Endoscopy Center](#). These centers were designed with the comfort and care of the patient in mind, delivering services in a friendly, convenient and compassionate environment.

### **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 ([www.hygieacare.com](http://www.hygieacare.com)) 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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- <sup>i</sup> 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>
  - <sup>ii</sup> 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/>
  - <sup>iii</sup> 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/>