



FOR IMMEDIATE RELEASE

**GI Associates partnering with HyGieaCare® to prep Patients undergoing Colonoscopy in the new, state-of-the-art Endoscopy Center in Flowood, Mississippi**

AUSTIN, TX, 3 May 2016 – GI Associates, Jackson, MS (“GIA”) and HyGieaCare Inc. today announced their partnership to prep for colonoscopy at the HyGieaCare® Center that is to be located in GIA’s new, state-of-the-art Endoscopy Center currently completing construction in Flowood, MS. This new facility brings several advancements in gastro health to Mississippi, ensuring patient convenience, satisfaction and control of high medical costs.

One highlighted addition features the HyGieaCare Prep System, cleared by the U.S. Food and Drug Administration (FDA). The use of this proprietary method effectively cleans the bowel using a gentle infusion of warm, gravity-flow filtered water. This 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.

“At GI Associates we strive to achieve a level of care that meets or exceeds national standards. Good bowel prep is the first step in a screening colonoscopy that can detect potential cancer risks. This is why we have partnered with HyGieaCare to prep our patients. It allows them to prepare comfortably for colonoscopies in a safe, private and hygienic environment at our HyGieaCare® Center - without a sleepless night and without having to repeatedly run to the bathroom,” said Reed B. Hogan, MD, of GI Associates.

“Our team is excited at the opportunity to provide patients with *Same Day Prep™* for colonoscopy at the HyGieaCare® Center in partnership with GI Associates in Mississippi,” said Gabi Meron, Chairman and CEO of HyGieaCare, Inc. “This will be the fifth Center to open in the US, following Austin TX, Norfolk VA, Gilbert AZ and Dallas TX.”

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

At the GI Associates’ 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 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® please go to: <http://www.hygieacare.com>

### **GI Associates & Endoscopy Center**

GI Associates (GIA -[http: www.gi.md](http://www.gi.md) ) is the largest gastroenterology group in Mississippi and one of the largest in the southeast, with 300+ employees, including twenty-three gastroenterologists and three GI pathologists on staff. These physicians have a long standing history of dealing with digestive disease management, diagnostic and therapeutic endoscopy and preventative health care management. As a leader in the gastroenterology field, GI Associates is creating a new environment for GI health, totally focused on a quality patient experience.

The GI Associates Endoscopy Center (all three locations) is the only out-patient facility in the region to be recognized for the American Society for Gastrointestinal Endoscopy as a **Center of Excellence**. GI Associates has been awarded the certificate of accreditation by Accreditation Association for Ambulatory Health Care.

GI Associates monitor physician quality indicators such as polyp detection rates, withdrawal times and complications. These results are used to strive to achieve a level of care that meets or exceeds national standards.

### **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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