

**Quick, Easy,
Painless &
Proven Solution
for HD**

(hemorrhoidal disease)



Ultroid[®]

HD: Facts and Statistics



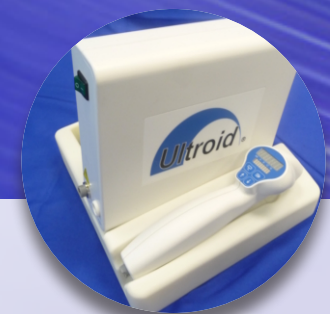
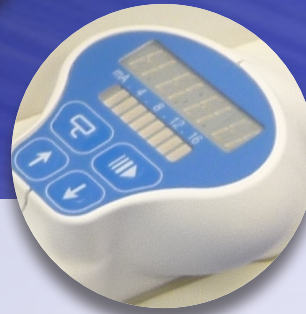
- **Hospitalizations with Hemorrhoids: 306,000 people in the US¹**
- **About 10 million Americans suffer from HD (hemorrhoidal disease).² In fact, up to 80% of people in the United States will experience the symptoms of HD (hemorrhoidal disease) at some point in their lives.³**
- **Physician office visits for Hemorrhoids: 3.2 million in the US¹**
- **Prescriptions for Hemorrhoids: 1.985 million¹**
- **Disability from Hemorrhoids: 38,000 people²**

¹ Everhart JE, editor. The burden of digestive diseases in the United States. US Department of Health and Human Services, Public Health Service, National Institutes of Health, National Institute of Diabetes and Digestive and Kidney Diseases. Washington, DC: US Government Printing Office, 2008; NIH Publication No. 09-6443 [pp. 65 –8].

² Collins, JG. Prevalence of selected chronic conditions: United States, 1990–1992. National Center for Health Statistics. Vital Health Stat. 1997; 10(194).

³ According to Guthrie in Norman DA, NewtonR, Nicholas GV. Direct current electrotherapy of internal hemorrhoids: an effective, safe, and painless outpatient approach. Am J Gastroenterol 1989; 84:482-7.

What is Ultroid®?




Ultroid®: A Therapeutic Monopolar Hemorrhoid Management System

- **Ultroid® delivers a very low direct current to the hemorrhoid, creating a biochemical reaction, which results in progressive, proven regression of HD.**
- **The majority of hemorrhoids require just one treatment.**
- **Many sufferers have more than one hemorrhoid, additional treatments may be required.**
- **Ultroid® provides a safe and effective, non-surgical alternative to surgery and other treatment modalities for HD patients.**
- **The procedure does not require anesthesia or bowel prep and the majority of patients are able to return to their daily activities immediately.**
- **Ultroid® is quick, easy, painless and proven.**

Ultroid® Comparison



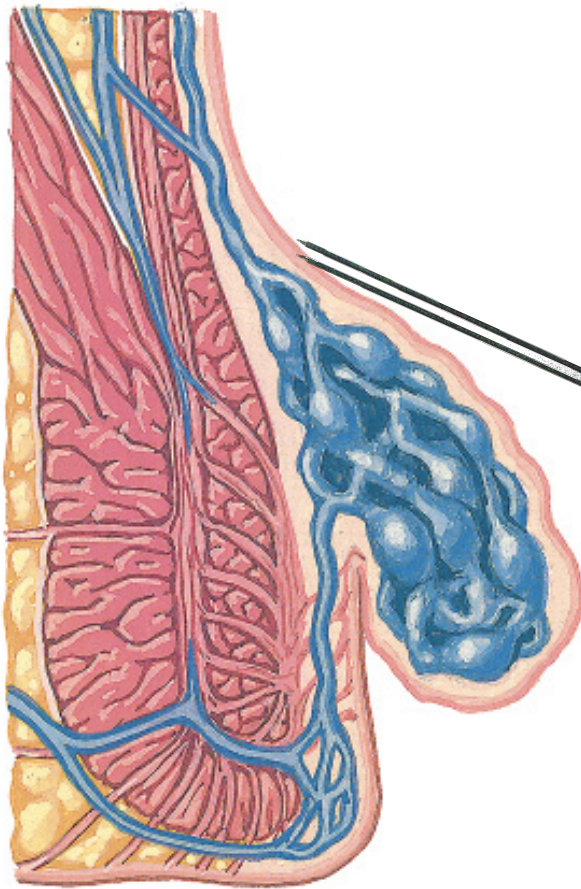
Treatment	Quick: Performed in about 10 minutes	Performed in office	Treats All Grades of internal HD	Painless	No recovery time required	Non-invasive	No bowel prep or anesthesia
	✓	✓	✓	✓	✓	✓	✓
Hemor- rhoidectomy (surgery)							
Rubber Band Ligation	✓	✓				✓	✓
Stapling (PPH)							
Laser (IRC)	✓	✓				✓	✓

How Ultroid® Works



The Effects of Ultroid®

- Ultroid® applies a very low direct current to the base of the hemorrhoid.
- Ultroid® causes a reaction in tissues that results in regression of the hemorrhoid.
- In theory, the effect of Ultroid® is a chemical reaction which results in thrombosis of the feeding vessel.



Internal hemorrhoid



The actual mechanism of action to bring about resolution of hemorrhoidal disease is currently under research in the laboratories of the University of South Florida.

Clinical Overview



Direct Current Electrotherapy of Internal Hemorrhoids: An Effective, Safe, and Painless Outpatient Approach.

Am J Gastroenterol 1989; 84(5): 482-487. Norman DA, Newton R, Nicholas GV

- **120 patients - 590 hemorrhoid segments**
 - **114: grade I segments**
 - **178: grade III segments**
 - **222: grade II segments**
 - **76: grade IV segments**
- **Results**
 - **No treatment failures**
 - **99/120 patients complete ablation of all hemorrhoid disease**
 - **21/120 patients had asymptomatic residual grade I disease**
 - **All 120 patients remained symptom-free at a mean duration of follow-up of 23 months**

A Personal Experience in Comparing Three Nonoperative Techniques for Treating Internal Hemorrhoids.

Am J Gastroenterol 1989; 84(3): 488-492. Zinberg SS, Furman DS, Wittles JM

- **302 IRC**
- **264 Heater Probe**
- **192 Ultroid**
- **Results**
 - **Good Result: complete resolution of symptoms**
 - **Fair Result: marked improvement in symptoms but still had minor discomfort or occasional spotting**
- **Ultroid more effective for grades I and II and significantly more effective for grades III with less discomfort and bleeding**
 - **Good Result in 95.2% of grades I and II and 85% grade III**
 - **Minor bleeding in 2% of patients and pain in 29%**
- **IRC**
 - **Good Result in 93.7% of grade I and II and 23.1% of grade III**
 - **Minor bleeding in 19.9% and pain in 29%**
- **Heater Probe**
 - **Good Result in 94% of grade I and II and 5.9% of grade III**
 - **Bleeding in 9.4% and pain in 9.4%**

Billing Codes & 2010 Medicare Reimbursements



CPT CODE 99203

Office or other outpatient visit for evaluation and management of a new patient.

CPT CODE 99213

Office or other outpatient visit for evaluation and management of an established patient.

CPT CODE 46600

Anoscopy diagnostic with or without specimen by brushing or washing.

CPT CODE 46930

Destruction of internal hemorrhoid(s) by thermal energy (infrared coagulation, cautery, radiofrequency).

STATE	REIMBURSEMENT	STATE	REIMBURSEMENT	STATE	REIMBURSEMENT	STATE	REIMBURSEMENT
AL	\$167.44	HI-Hawaii	\$208.21	MO-Metro Kansas City	\$181.66	PA-Rest of Philadelphia	\$178.97
AK	\$228.25	ID	\$170.55	MO-Metro St. Louis	\$179.72	PA-Metro Philadelphia	\$203.82
AZ	\$182.02	IL-Chicago	\$203.11	MO-Rest of MO	\$162.89	RI	\$200.71
AR	\$165.19	IL-East St. Louis	\$180.03	MT	\$165.33	SC	\$173.66
CA- Rest of Northern California	\$195.24	IL-Rest of Illinois	\$172.57	NE	\$170.11	SD	\$166.31
CA-Rest of Souther California	\$195.24	IL-Suburban Chicago	\$200.21	NV	\$192.40	TN	\$172.13
CA-Anaheim/Santa Ana	\$195.24	IN	\$176.28	NH	\$191.11	TX-Austin	\$186.12
CA-Los Angeles	\$219.28	IA	\$168.45	NJ-Northern New Jersey	\$221.49	TX-Beaumont	\$172.82
CA-Napa	\$222.91	KS	\$170.57	NJ-Rest of New Jersey	\$207.59	TX-Brazoria	\$180.51
CA-Oakland	\$226.68	KY	\$168.03	NM	\$173.38	TX-Dallas	\$189.69
CA-San Francisco	\$246.79	LA-New Orleans	\$193.40	NY-Manhattan	\$230.54	TX-Fort Worth	\$182.92
CA-San Mateo	\$246.47	LA-Rest of Louisiana	\$171.08	NY-NYC Suburbs/ Long Island	\$229.28	TX-Galveston	\$183.61
CA-Santa Clara	\$229.30	ME-Rest of Maine	\$171.38	NY-Poughkeepsie/ North NYC Suburbs	\$198.86	TX-Houston (Harris)	\$188.86
CA-Ventura	\$223.47	ME-Southern Maine	\$189.29	NC	\$176.46	TX-Rest of Texas	\$171.59
CO	\$185.85	MD-Baltimore & Surrounding Counties	\$196.95	ND	\$163.95	UT	\$175.58
CT	\$214.50	MD-Rest of Maryland	\$185.71	OH	\$179.66	VA	\$179.28
DE	\$194.31	MA-Metro. Boston	\$226.90	OK	\$166.39	VT	\$183.22
Dist. of Colombia	\$219.39	MA-Rest of Massachessetts	\$201.99	OR-Portland	\$189.23	WA-Rest of Washington	\$183.76
FL-Ft. Lauderdale	\$193.99	MI-Detroit	\$198.54	OR-Rest of Oregon	\$176.01	WA-Seattle (King County)	\$199.54
FL-Miami	\$203.79	MI-Rest of Michigan	\$179.01	Puerto Rico	\$141.89	WV	\$166.07
FL-Rest of Florida	\$181.45	MN	\$183.91			WI	\$176.23
GA-Atlanta	\$190.56	MS	\$167.14			WY	\$165.66
GA-Rest of Atlanta	\$172.06					National Average	\$188.97

Ultroid® Support Network



The Ultroid® Support Team: Here For You!

- **Personalized Demonstrations**

Trained Educator and In-Service Provider (EIP) conducts a pre-sale demonstration of the Ultroid® device and educates the physician about the procedure

- **In-Services**

Trained Educator and In-Service Provider (EIP) conducts a post-sale in-service on the Ultroid device and procedure

- **Technical Support**

- **Healthcare Professional Support Hotline**

- **We Are Here for You!**

