



**FOR IMMEDIATE RELEASE**

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**Gastroenterology Consultants, Ltd., Removes the Need for  
Hemorrhoid Surgery with a Unique and Painless Procedure  
Performed in Less Than a Minute**

*New, Patented Procedure Now Available in Reno, NV*

**Reno, NV** - Hemorrhoids can mask symptoms of colorectal cancer, the second leading cause of cancer death in the United States, and until now, painful surgery was frequently recommended to treat hemorrhoids. Gastroenterology Consultants, Ltd., is now providing a treatment protocol that is clinically proven and utilizes the proprietary and patented *CRH O'Regan System™*, which is effective, safe and painless.

The *CRH O'Regan System™* is only available to consumers through specially trained and licensed medical providers. "Finally I have a *safe and effective* method to treat my patients with symptomatic hemorrhoids," said Dr. Craig Sande, President and CEO of Gastroenterology Consultants, Ltd. "The CRH O'Regan Hemorrhoid Banding Procedure has a 99.1% effectiveness rate and can be done in my office quickly and painlessly."

This method offers a significant advance in the rubber band ligation technique for effective outpatient treatment of hemorrhoids. Unlike other techniques that use a metal clamp to grasp the hemorrhoid during banding, the *CRH O'Regan System™* uses a smaller and gentler suction device to minimize discomfort and complications.

While other methods rely on re-usable instrumentation, the patented *CRH-O'Regan System™* instrument is 100% disposable and single use. This eliminates the risk of transferring infectious diseases such as HIV and hepatitis B and C from patient to patient due to inadequately sterilized instrumentation. The CRH-O' Regan Disposable Hemorrhoid Banding System is the only treatment that requires no pre-or post pain medication, virtually no recovery time and is covered by insurance.

*About Gastroenterology Consultants, Ltd:*

*Gastroenterology Consultants, Ltd. (GIC) has been serving residents of Northern Nevada and adjacent cities in California for over 20 years. Our 18 Board-certified Physicians specialize in the diagnosis and treatment of digestive and liver problems in both adult and pediatric patients. In addition, they aim to provide preventive evaluation and counseling to optimize the health of their patients. GIC has five medical office clinics and three adjacent endoscopy centers in the Reno, Carson City, and Minden/Gardnerville area.*

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