

CRH O'Regan System®

Non-Surgical Hemorrhoid Treatment

*Fast. Painless. Proven.*

## A Marketing Prescription

The CRH O'Regan System® is a product of CRH Medical Corporation



1.800.660.2153

practicesupport@crhmedcorp.com

Patient website: [www.crhsystem.com](http://www.crhsystem.com)

Physician/clinical staff website: [www.crhmedicalproducts.com](http://www.crhmedicalproducts.com)

[www.crhmedicalproducts.com](http://www.crhmedicalproducts.com)



## Building a Banding Practice

We understand that marketing a new service effectively can be a costly and time intensive endeavor.

In order to assist with the process, we have developed a marketing and staff training program that allows you to easily introduce and promote hemorrhoid banding with the CRH O'Regan System® at your practice.

CRH has created a toolbox of marketing materials that can be customized to your specific needs and are designed to educate your current patients while also helping drive new, prospective patients to your practice.

We want to help you establish yourself as a provider of the CRH O'Regan System® within your community and we're here to show you how to do that.

In addition, by providing a staff training program, we ensure that everyone involved is comfortable with the procedure, allowing you to grow your practice by providing your patients with the care they need.

All materials we offer are **free of charge**.

### Marketing Program

The materials we offer are designed to:

- ✓ Announce the CRH O'Regan System® to your current patients – patient education material
- ✓ Introduce the treatment and the technology to your referring physicians – referring physician material
- ✓ Attract new patients to your practice – advertising templates & web marketing

Templates and videos can be downloaded and previewed under Practice Support at [www.crhmedicalproducts.com](http://www.crhmedicalproducts.com)

# Patient Education Material

These materials are designed to be used in your practice (office or ASC) to help create awareness about the procedure and to provide additional information to patients who have already scheduled an appointment.

- Patient Brochures
- Table Tents
- Exam Room Wall Charts
- Exam Room Discussion Diagrams
- Post-Colonoscopy Tear-Off Pads
- Direct Mail Letters
- On-Hold Scripts

## Patient Brochures

These bi-fold brochures provide patients with a brief overview of hemorrhoids, our procedure, and what to expect following their treatment. They also feature a comparison chart of available hemorrhoid treatments. These brochures are our most widely used material and are often placed in patient waiting areas and at the front desk.

There is a blank space on the back which allows a practice to place their contact information (a stamp, label, or stapled business card works well. You may even consider having them custom printed). Available pre-printed in English and Spanish in packages of 25. Also available as a PDF on our website in Chinese, Vietnamese, and Tagalog.



Available pre-printed in English and Spanish in packages of 25. Also available as a PDF in Chinese, Vietnamese, and Tagalog.

## Table Tents

These hard plastic table/countertop displays should be used to create awareness about the procedure in the waiting area, exam rooms or at the scheduling desk. Available in two sizes: Small 5"x7" or Large 12"x10". The large table tent features a patient brochure holder (2 packages of brochures are included).



Patient Education Material

Exam Room /  
Waiting Area Wall Charts

These double-sided laminated wall charts feature anatomical illustrations on one side to help the medical provider discuss the condition and the treatment in more detail with the patient while in the exam room.

The other side features a white hemorrhoid cream tube with the text: “Ask us how we can remove your hemorrhoids.” and can be posted in the waiting area to stimulate patient interest and inform them that you are offering hemorrhoid treatment.

Size: 12”x18”  
We recommend ordering at least two of the wall charts and having each side displayed in your practice.

### Got Hemorrhoids?

Don't keep treating them.  
Remove them.



Ask us how we can  
remove your hemorrhoids.

- ✔ Quick, effective & painless
- ✔ No prep, no sedation
- ✔ Return to work the same day

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Waiting Area Wall Charts  
Size: 12”x18”

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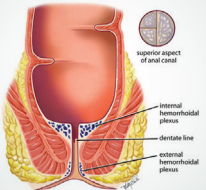
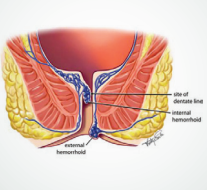
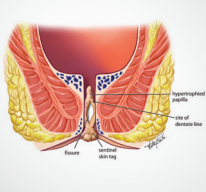
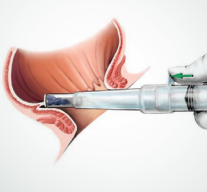
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Exam Room Wall Charts  
Size: 12”x18”

CRH ORegan System®

Non-Surgical Hemorrhoid Treatment

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<p>Surgical Anatomy of the Anal Canal</p> 	<p>Hemorrhoids</p> 
<p>Anal Fissure</p> 	<p>Method of Treating Hemorrhoids</p> 

www.crhsystem.com

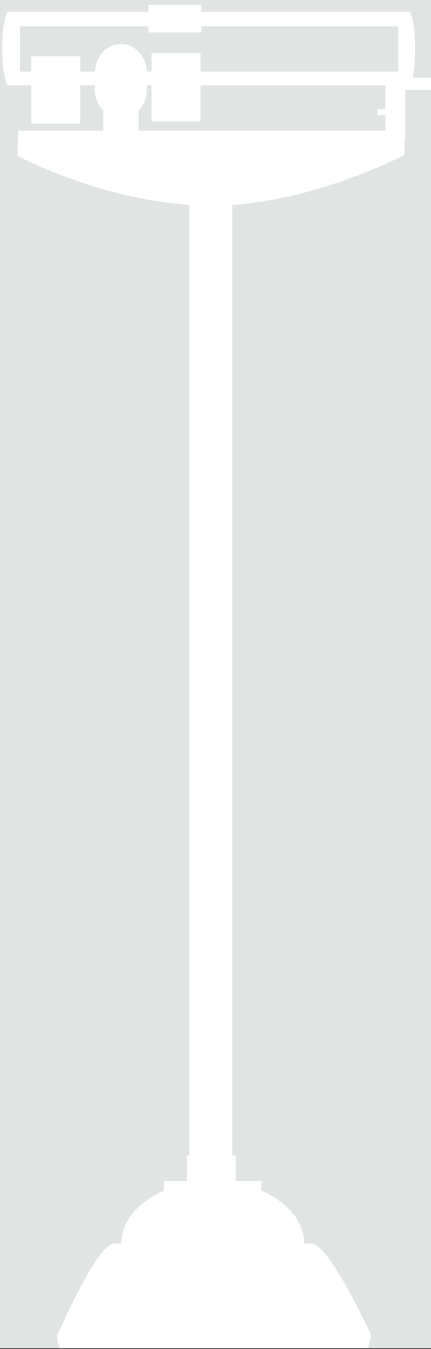
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Patient Education Material

Exam Room  
Discussion Diagram

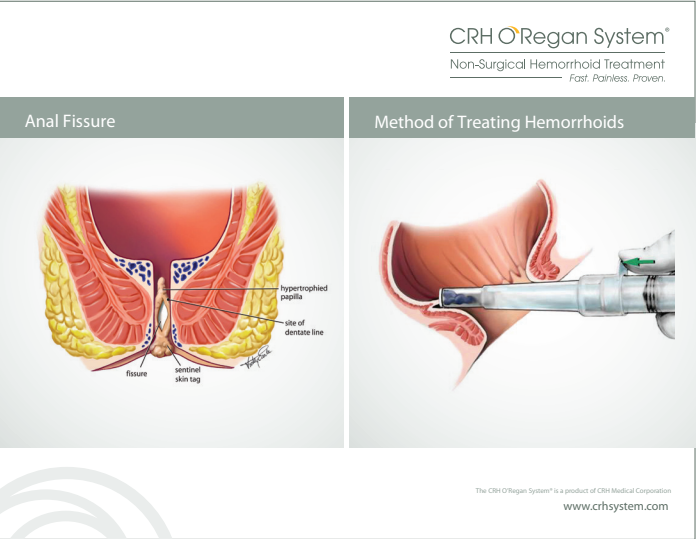
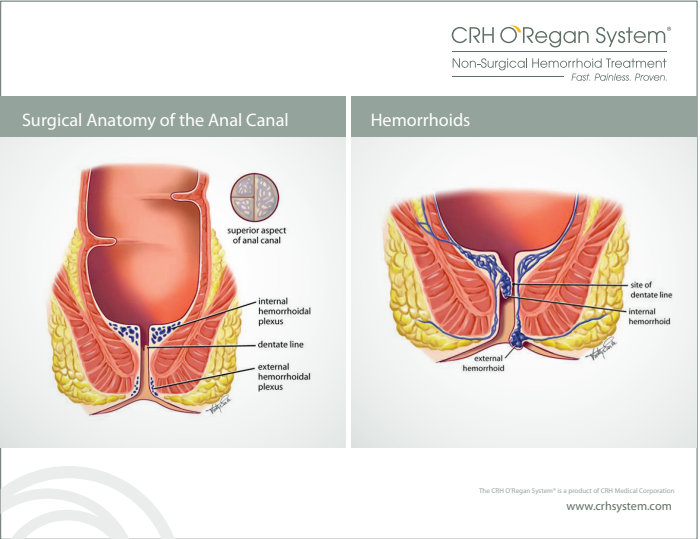
Similar to the wall chart, this discussion diagram features anatomical illustrations (both sides) to help the medical provider discuss hemorrhoids and our treatment in more detail with the patient.

These can be used in conjunction with the wall chart, or when wall space is not available. Size: 8.5"x11"



Exam Room Discussion  
Diagram

Use these diagrams to better explain the procedure to your patients. Size: 8.5"x11"



Patient Education Material

Post-Colonoscopy  
Tear-Off Pads

These 2-sided sheets should be provided to a patient after their colonoscopy when hemorrhoids have been diagnosed.

This sheet gives the patient more in-depth information on hemorrhoids and the banding procedure on one side, and offers recommendations for at-home remedies on the other.

There is a blank space on the front which allows a practice to place their contact information (stamp, label, stapled business card, custom print etc.).

You have already diagnosed these patients with hemorrhoids and identified them as candidates for hemorrhoid treatment so why not follow up with them directly by calling them to schedule their banding sessions? The most effective way to ensure compliance is to pro actively reach out to the patient for scheduling and to book full treatment (three sessions) in advance.

Available pre-printed in English and Spanish in packages of 25. Also available as a PDF on our website in Chinese, Vietnamese, and Tagalog.

Post-Colonoscopy  
Tear-Off Pads

We recommend providing your patients with this sheet, in combination with the patient education brochure, when hemorrhoids have been diagnosed during colonocopy.

### You Have Hemorrhoids. Now What?

You have been diagnosed with hemorrhoids. We know you may be in discomfort and are perhaps worried, but now that you know what the problem is, you can do something about it.

Hemorrhoids are best treated before they become so severe that they require surgery, which can be expensive, painful and require a prolonged recovery. The following recommendations are helpful for minimizing an initial bout of rectal bleeding, itching and pain.

While you wait to be treated with the CRH O'Regan System®, here are some helpful tips to reduce the discomfort from your hemorrhoids:

1. Take a 15-minute sitz bath (a warm bath with a tablespoon of table salt added) three times per day and after each bowel movement if possible. Gently dry your bottom.
2. Avoid constipation by increasing the amount of fiber and liquids in your diet. Stool softeners may also be helpful to avoid constipation.
3. Avoid sitting on the commode for more than two minutes to prevent excessive straining. If you can't have a bowel movement in that time, come back later.
4. Avoid prolonged sitting or other activities that will increase them pressure on your bottom. If you work at a desk all day, get up and take breaks whenever you can.
5. There are many creams or suppositories for hemorrhoids, but they have limited benefits.

### The Experts Speak



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### Protect Your Colorectal Health.

Your colorectal health is an important part of a long, productive and pain-free life. Common problems like hemorrhoids and anal fissures can cause recurring pain, itching and bleeding. Even worse, rectal bleeding may be a sign of undiagnosed colorectal cancer.

#### What are hemorrhoids?

Hemorrhoids are cushions of tissue in the lower rectum and anus that can cause pain, itching, bleeding and swelling. In more severe circumstances, they can extend through the anus (prolapse), and even clot off or become gangrenous! Symptomatic hemorrhoids affect about half of Americans by age 50. Unfortunately, they don't "go away" on their own, and they tend to worsen over time.

#### Get permanent relief from hemorrhoids.

"Banding," or placing a rubber band around the base of a symptomatic hemorrhoid, is the most common and effective non-surgical hemorrhoid removal treatment in use today. (Over-the-counter remedies only treat symptoms, not the underlying problem). In our practice, we have taken banding to a new level of excellence. We utilize the patented CRH O'Regan System™ which is smaller and more comfortable for patients and uses gentle suction instead of metal-toothed forceps to grasp the hemorrhoid, thus significantly reducing the risk of pain and bleeding. Also, because the device is 100% disposable and single-use, the risk for cross-patient infection (i.e. HIV, hepatitis B and C) associated with inadequately sterilized conventional equipment is eliminated. The banded tissue typically falls off within a few days, and 99% of patients have no significant post-procedure pain! Performed in as little as 60 seconds, the banding technique has been found to be 99.1% effective. You don't need to take any prep, undergo sedation or miss work. You can even drive yourself to and from the appointment and resume all normal activities the day after the

#### What is an anal fissure?

An anal fissure is a small tear in the tissue lining the anus, often caused by passing hard, dry stool. Anal fissures are also extremely common, occurring in at least 20% of patients with symptomatic hemorrhoids, and they can cause bleeding, itching and pain. For those with more severe fissures, a bowel movement can be excruciating, as if you're "passing razor blades." Fissures often require medical treatment for permanent resolution. Because good bowel care is important to recovery, it is important to avoid constipation and straining, which can prevent the fissure from healing completely.



- Quick, effective & painless
- No prep, no sedation
- Return to work the same day



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Patient Education Material

Direct Mail Letters to Patients

We have created 3 letter templates in Word format which can be found on our website at [www.crhmedicalproducts.com](http://www.crhmedicalproducts.com). We welcome you to download and customize these templates to extend your offering of the CRH O'Regan System® to your existing patients as well as to new patients.

Current Patients

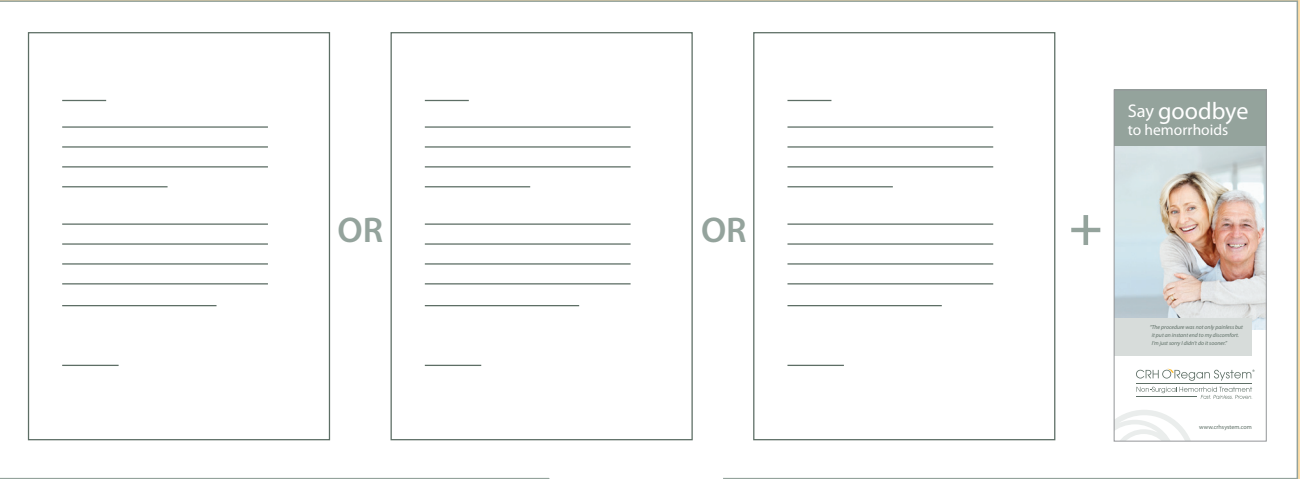
You have most likely already diagnosed many of your existing patients with hemorrhoids – why not let them be the first to know you are offering a new and painless hemorrhoid treatment? Two versions are available - one for your general patient base, and one specifically for patients who were diagnosed with hemorrhoids during their colonoscopy. Customize these letters and send them out along with our patient brochure in a direct or electronic mailing.

Prospective Patients

Quite often patients will call a practice to receive general information, but will choose not to make an appointment until they learn more about the procedure and can think it over. Customize this letter and send it out with our patient brochure.

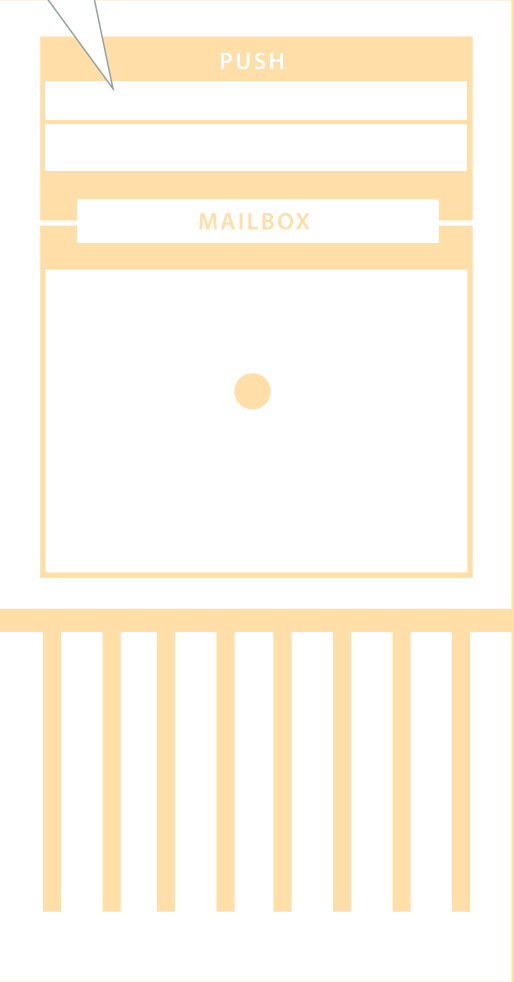
On-Hold Scripts

These scripts are a simple way to increase awareness by introducing patients (and prospective patients) to the CRH procedure while they wait on hold. Just record and go! Several samples can be found on our website ([www.crhmedicalproducts.com](http://www.crhmedicalproducts.com)).



Direct Mail Letters - Patients

We have created 3 letter templates in Word format which can be found on our website at [www.crhmedicalproducts.com](http://www.crhmedicalproducts.com)



# Referring Physician Material

One of the most effective ways to bring new patients into your practice is by educating your referring physician network. OBGYNs and PCPs see patients with hemorrhoids regularly and often don't know where to send them. By letting these physicians know that you now offer the CRH O'Regan System®, their patients can also be treated quickly and painlessly.

## Direct Mail Letter to Referring Physicians

We have created a customizable Word document template to allow you to introduce your referral base to this safe and effective treatment.

## Referring Physician Tear-Off Pads

These single sided sheets provide the information necessary for physicians to refer their patients to you for a consultation and banding. The material describes the procedure, which patients are candidates, other treatment options, and some published statistics surrounding banding with the CRH O'Regan System®. Regardless of whether distributing in-person or through a mail-out, this sheet should be included with the direct mail letter and the Dr. Cleator clinical study. Remember to add your practice information in the blank space provided.

## Dr. Iain Cleator Clinical Study

This 2005 study can be included with the above material to reinforce the credibility and effectiveness of the CRH O'Regan System®. This paper reviews the treatment results of over 1,800 patients and over 5,000 bandings.

## Brochures & Table Tents

Some of our patient education material can also be distributed and placed in the waiting areas of your referring physician's offices. Because these physicians often under diagnose the condition, having the material in plain sight of the patients will only encourage dialogue. We have found that our table tents and patient brochures seem to be most effective (remember to add your contact information).

# OBGYN CLINIC



## Direct Mailer to Referring Physician Office

Include: Referring Letter, Cleator Study, and Referring Physician Tear-Off Pad





# Advertising & Marketing

## Print Ad

Print advertising is often the most cost effective way to get your message across to a large audience. Because of this, CRH created a print ad template for you to use – simply insert your practice name and contact information. If you require some help from CRH, just ask! When placing the ad, remember to consider your target audience and the distribution of the publication. Some examples to think about:

- Local lifestyle magazines • Local newspapers
- Pennysavers • TV guides • Direct mail-outs

## TV Commercials

In order to reach out to patients on an even greater scale, why not try running a TV campaign with one of our commercials? We’ve developed two commercials to let patients know that they no longer need to suffer in silence – your practice can help! Both 30 second and 60 second spots are available (samples can be previewed on our website).

## Radio Scripts

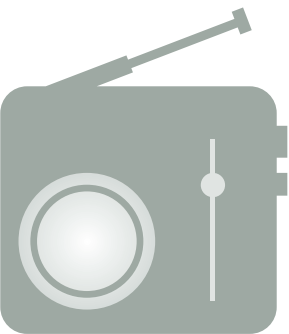
Think that radio advertising is better suited for your area? CRH has both 30 second and 60 second radio scripts that you can modify and customize as desired. Note that these scripts are not pre-recorded.

## PR Template

Notifying local media about your newly added procedure is a great (and free) way to foster community relations and continue to grow your practice. CRH offers an industry standard press release in Word format for you to edit and submit to various media outlets to garner media coverage of your practice.

Don’t limit yourself to the advertising templates listed above, many practices have found success in various other advertising channels as well. These include:

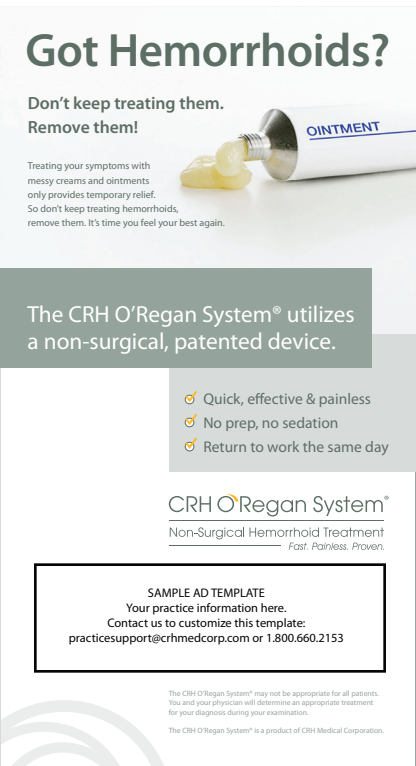
- Billboards • Online advertising
- Banners outside the practice • Editorials
- Practice newsletters • Flyers
- Social media (Facebook, Twitter, LinkedIn)



Radio Script



TV Commercial



Print Ad

## Advertising Templates

Your practice now offers a simple way for those suffering from hemorrhoids to get permanent relief – why not advertise it? We encourage you to market your practice and the CRH O'Regan System®. CRH offers a number of templates for you to use which can be previewed and downloaded at [www.crhmedicalproducts.com](http://www.crhmedicalproducts.com)

# Web Marketing

## We Drive Patients To You!

Our patient based website (www.crhsystem.com) offers a wealth of information for prospective patients including information about the procedure, what to expect, treatment comparisons, and patient testimonials. The most important part of our site however, is making sure that those suffering from hemorrhoids are able to seek help quickly and easily. Our physician locator does the job. Prospective patients are able to browse through the profiles of practices in their area that offer the CRH O'Regan System®. By adding your practice profile to our site, it will allow these patients to call your practice directly to schedule an appointment. Remember that these patients may also need other treatments - it's a great way to add new patients to your practice!

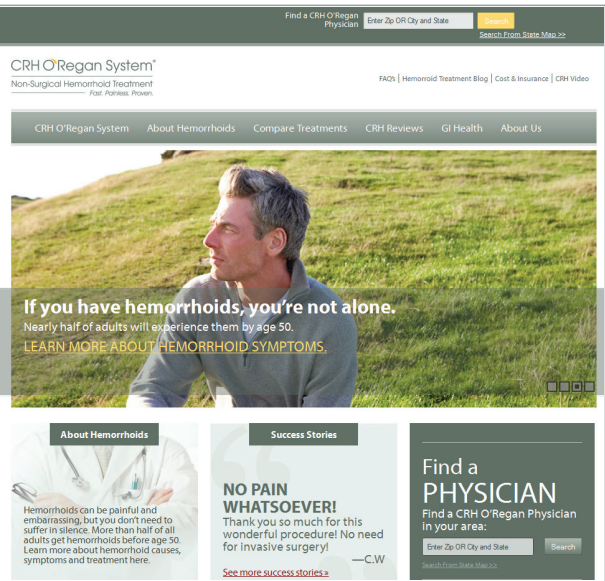
## What We Need From You

In order to get your practice profile posted, we'll just need a few things from you:

1. Name of practice.
2. Addresses of all locations where patients can be treated.
3. Phone number a patient can call to schedule an appointment (a back office number works best).
4. Names of physicians who have been trained by us on the CRH O'Regan System® and who are currently providing treatment.
5. Short biography of each physician offering treatment (this should include credentials, education, and training).
6. Photo of each physician offering treatment (headshot).  
If possible, please keep the photo to approximately 135px x 169px.

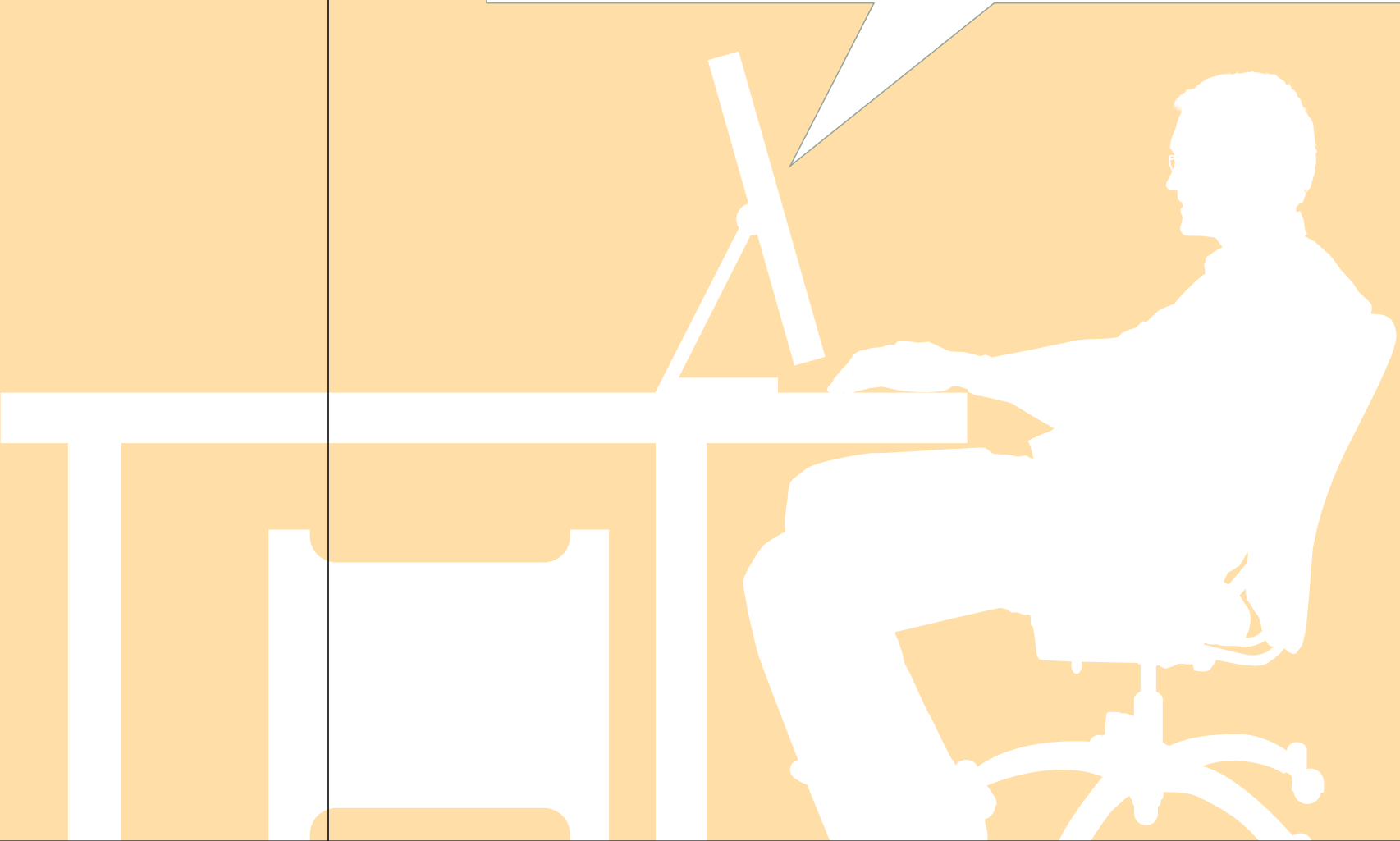
## Content For Your Own Website

Posting information about our procedure on your practice website is another great way to educate your current patients and draw prospective patients in who are looking for more information on their condition through search engines. CRH has put together a few paragraphs about our procedure solely for this purpose which can be found in the Practice Support area of our physician website. If your patients would like more information, just link back to our patient site (www.crhsystem.com).



## Web Marketing

Our patient based website (www.crhsystem.com) offers a wealth of information for prospective patients including information about the procedure, what to expect, treatment comparisons, and patient testimonials.



# Patient Video

CRH has created a video about hemorrhoids and the CRH O'Regan System® for you to host on your website. This short but succinct 2 minute movie provides patients with the information they need to know before scheduling an appointment at your practice. Either download the video, or embed a YouTube version of this video from the Patient Education section of our Marketing Materials page at [www.crhmedicalproducts.com](http://www.crhmedicalproducts.com). Available in English and Spanish.

## What Else Does CRH Offer Your Practice?

### Front Office Training Sessions

Having an informed staff is a critical part of incorporating a new procedure seamlessly into your practice, as well as securing new patient visits. CRH wants to ensure that all of your staff are comfortable with the condition and the procedure, so in addition to the in-person training we provide physicians, we also offer training for the front office staff.

This session is done over the phone, usually lasts about 15 minutes, and covers hemorrhoids, symptoms, contraindications and treatment with the O'Regan System®. We'll even help with any billing/coding questions you have.

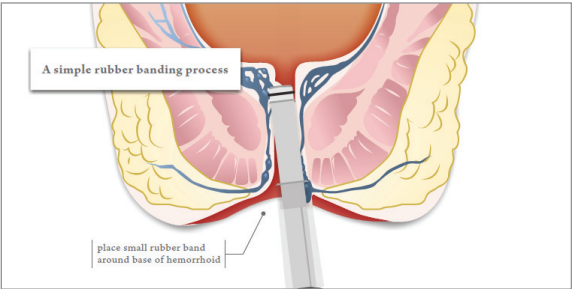
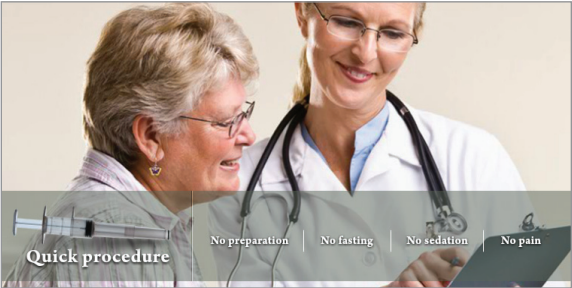
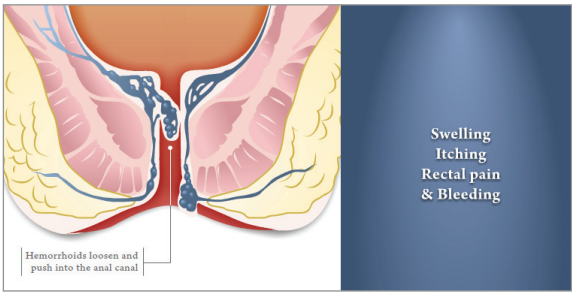
If you've already had a front office training, but have since added new staff or if questions have arisen, we're more than happy to repeat it – just ask!

### Clinical Forms

In order to support your hemorrhoid banding practice, we have created a number of clinical forms for you to download on our website. These documents range from chart notes, to super bills, to clinical pearls of information. Just visit the Practice Support area of our website to download.

### Front Office Training Sessions

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### Patient Video

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## Billing Information

The staff at CRH are always glad to help with any billing questions you have, just give us a call at 800.660.2153 ext 1029.

Some of the most frequently used CPT codes when billing for the procedure include:

**46221:**  
Ligation of Hemorrhoids

**46600:**  
Diagnostic Anoscopy (requires modifier 59 when billed with CPT 46221)

**45300:**  
Proctoscopy  
(requires modifier 59 when billed with CPT 46221)

**99201-99205, 99211-99215, 99241-99245:**  
Office Visit E&M/Consultation codes (requires modifier 25 when billed with CPT 46221)

## Need To Contact Us?

Have questions or want to discuss something you've read here? Give us a call or send us an email. We're always happy to address your questions and provide suggestions.

Phone: 800.660.2153  
Email: [practicesupport@crhmedcorp.com](mailto:practicesupport@crhmedcorp.com)

For more information, you can also visit our websites:

**Patient website:**  
[www.crhsystem.com](http://www.crhsystem.com)

**Physician/clinical staff website:**  
[www.crhmedicalproducts.com](http://www.crhmedicalproducts.com)

## Ordering & Downloading

### Ordering

If you'd like to order any of the marketing materials listed here, just place your order online or by fax. Online ordering can be done through our website at [www.crhorders.com](http://www.crhorders.com). If you don't have a login for your online account, please contact us and we'll get you set up.

You can also place your order by fax by downloading an order form off our website, [www.crhmedicalproducts.com](http://www.crhmedicalproducts.com) and faxing it through to 866.477.5386.

### Downloading

Most of the material we offer can be previewed on our website and downloaded to your computer - just click on the Practice Support tab on our homepage: [www.crhmedicalproducts.com](http://www.crhmedicalproducts.com)

We're confident that your practice and your patients will benefit from our procedure and we look forward to working with you further to help build your banding practice.



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