

CRH Patient Identification Program: Hemorrhoid Banding

Your practice provides hemorrhoid diagnosis data

CRH processes the data to generate a list of patients who may benefit from hemorrhoid treatment



Eligible Patients:

Not contraindicated or previously treated for hemorrhoids

CRH's expert patient advisors call patients to screen for symptoms and educate on hemorrhoid banding as a treatment option

A stylized yellow telephone handset icon, representing the patient advisory call.

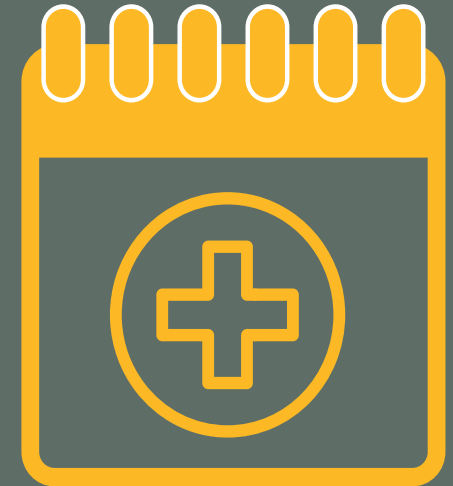
"Do you have symptoms?"

- Itching
- Bleeding
- Swelling
- Soiling
- Prolapse

"Hemorrhoid banding with the CRH O'Regan System is..."

"Would you like to schedule an appointment?"

Patients interested in booking an appointment are live transferred to your practice for scheduling



WHY?

Leverage data to identify patients in need of relief

Educate and treat patients who would otherwise be unaware that this definitive treatment option is available

Grow hemorrhoid banding at your practice without changing behaviour

Increase ancillary revenue stream