

## **[Medical practice] Announces New Non-Surgical Hemorrhoid Treatment Option**

[Location] - [Medical practice] is pleased to announce it is now offering a new non-surgical treatment option to help patients quickly and comfortably treat hemorrhoids.

The Nexus® Hemorrhoid Ligator with EasyFire® technology, developed by St. Louis-based inx Medical, was approved in 2013 by the U.S. Food and Drug Administration for the treatment of hemorrhoids.

“We are excited to bring this important treatment to our patients,” said [name and title of doctor]. The Nexus Hemorrhoid Ligator allows us to offer a comfortable, convenient, and cost-effective treatment to people in [location] suffering from this painful condition.”

Much less invasive than traditional hemorrhoid surgery, hemorrhoid ligation, also known as hemorrhoid banding, is a simple office-based procedure that can be performed in just minutes. Patients experience little discomfort, and most are able to return to work the same day.

More than 10 million people suffer from hemorrhoids in the United States, with approximately 1 million new cases diagnosed each year, according to the National Institute of Diabetes and Digestive and Kidney Diseases. However, only one-third of that population seeks medical treatment, making hemorrhoids a dramatically undertreated condition. About 75 percent of people will experience hemorrhoids at some point.

### **About [practice]**

[Practice name] is a [type of practice] located in [city, state]. Founded by [physician name and title] in [year], the practice offers non-invasive hemorrhoid ligation in addition to [other types of services].