

GI Practice Solves Unmet Patient Need and Adds New Revenue with Hemorrhoid Banding



OVER
3,300
PATIENTS TREATED

95%
SUCCESS RATE

THE PRACTICE

With more than 40 years of service in the Bucks and Montgomery, Pennsylvania area, The Center for GI Health is committed to providing the highest level of gastrointestinal care and expertise. Its staff of six gastroenterologists and four advanced practitioners are skilled at treating all aspects of digestive health. The practice offers four office locations and two colonoscopy centers, and delivers high quality care, convenience, and accessibility for its patients.

BACKGROUND

Over 10.4 million people are diagnosed with hemorrhoids each year and according to a recent study published in The American Journal of Gastroenterology, many go untreated. In fact, the study found that diagnosis without treatment accounts for a whopping 60% of the cost attributed to hemorrhoid-related claims. This lack of treatment contributes to a \$2.5 billion economic burden on the healthcare industry, as well as a significant reduction in patient quality of life.¹

CHALLENGES

Dr. Ronald Markos recognized the negative impact a lack of hemorrhoid treatment options had on his patients and the greater healthcare system, but did not have the tools necessary to address it.

Dr. Markos was in search of an effective, accessible solution that would allow him and his practice to serve an increasingly unmet need within his local market, improve quality of life for his patients, and expand his existing business. Offering a procedure to address this need, such as hemorrhoid banding, would ideally have the added benefits of making his practice more competitive along with introducing an ancillary revenue stream, which has become increasingly important in the face of the changing landscape of gastroenterology.

"For years I diagnosed hemorrhoids with colonoscopy and never really knew what to do with them when they were found. My only treatment option was topical medication, which merely temporized mild symptoms and did not solve the underlying problem. I considered the alternative treatment of hemorrhoid surgery, but often heard it resulted in difficult recovery for patients. For these reasons, I ended up not addressing the issue and therefore not helping my patients with hemorrhoids."

-Ronald P. Markos, MD

SOLUTION

Dr. Markos engaged with CRH Medical to implement the company's O'Regan System – a single-use, disposable hemorrhoid banding technology – enabling him to definitively treat his patients' hemorrhoids. The CRH team provided turnkey service, which allowed him to introduce this new procedure in a matter of weeks – all without disruption to his ongoing priorities.

This onboarding process included onsite physician-to-physician training that covered the device and associated treatment protocols, 24/7 clinical support, patient education tools, and marketing collateral to help promote the treatment option to patients.

"Rubber band ligation has been the answer I needed for my patients who are suffering from hemorrhoids. I'm finally able to educate them about treatment options available, including a definitive option. By offering this procedure I've also acquired new patients whom I treat initially for hemorrhoid symptoms, but often require additional procedures such as colonoscopies – enabling our practice to grow even further."

– Ronald P. Markos, MD



IMPACT

CLINICAL

Have demonstrated a 95% success rate in eliminating hemorrhoids for over 3,300 patients since 2009, improving their quality of life and the need for recurring visits

REVENUE

Introduced an ancillary revenue stream that now generates over \$365,000 per year – with a time commitment of less than seven hours per week

PATIENT CARE

Filled a growing and neglected need for hemorrhoid treatment that has increased satisfaction amongst existing patients while attracting new patients for both banding and other GI procedures

Ronald P. Markos, MD

Dr. Markos has been part of the The Center for GI Health since 1992. He completed his medical degree, residency and fellowship at Hahnemann University Hospital in Philadelphia, PA

"My goal is to always improve myself for the sake of my patients who rely on me. I strive to apply these skills with compassion and understanding with the hope that my patients will feel this difference and best benefit from these priorities."

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