

# 4 Major Reasons to Consider **Ultroid™**

## 1. Effective Treatment

- Evaluated in thousands of patients.
- Proven efficacy on all four grades of symptomatic bleeding or prolapsed internal and mixed hemorrhoids and hemorrhoid associated chronic anal fissures.
- Average patient follow-up at 10-14 days shows most treated hemorrhoids become completely asymptomatic.
- Leaves no visible ulceration/scarring.

## 2. Patient Comfort

- Well tolerated procedure.
- Non-invasive procedure eliminates fear of surgery.
- Patient resumes daily routine immediately after treatment.

## 3. Approvals

- FDA recognized
- Medicare approved
- Recognized by most major insurance carriers
- Non-surgical procedure. (ie. no affect on malpractice premiums).

## 4. Easy to Use

- No special patient preparation.
- No sedation or anesthetic required.
- Comfortable handle shows vital information & permits fingertip operation.
- Compact, portable unit can be used in any clinical setting.



### References

1. Zinberg, S.S., D.H. Stern, D.S. Furman, J.M. Wittles. 1989. A personal experience in comparing three nonoperative techniques for treating internal hemorrhoids. *Am. J. Gastroenterology* 84:488-92.
2. Norman, D.A., R. Newton, G.V. Nicholas. 1989. Direct current electrotherapy of internal hemorrhoids: an effective, safe and painless outpatient approach. *Am. J Gastroenterology* 84:482-7.
3. 1960076. Schrock, T.R. 1998, "Examination and diseases of the anorectum." In: *Gastrointestinal and Liver Disease*, Sleisinger, M.H., J.S. Fordtran. (6th Ed.) W.B. Saunders, Philadelphia



# Today's Physician

**Ultroid™**  
**Bringing Profits  
Back to Your  
Practice**

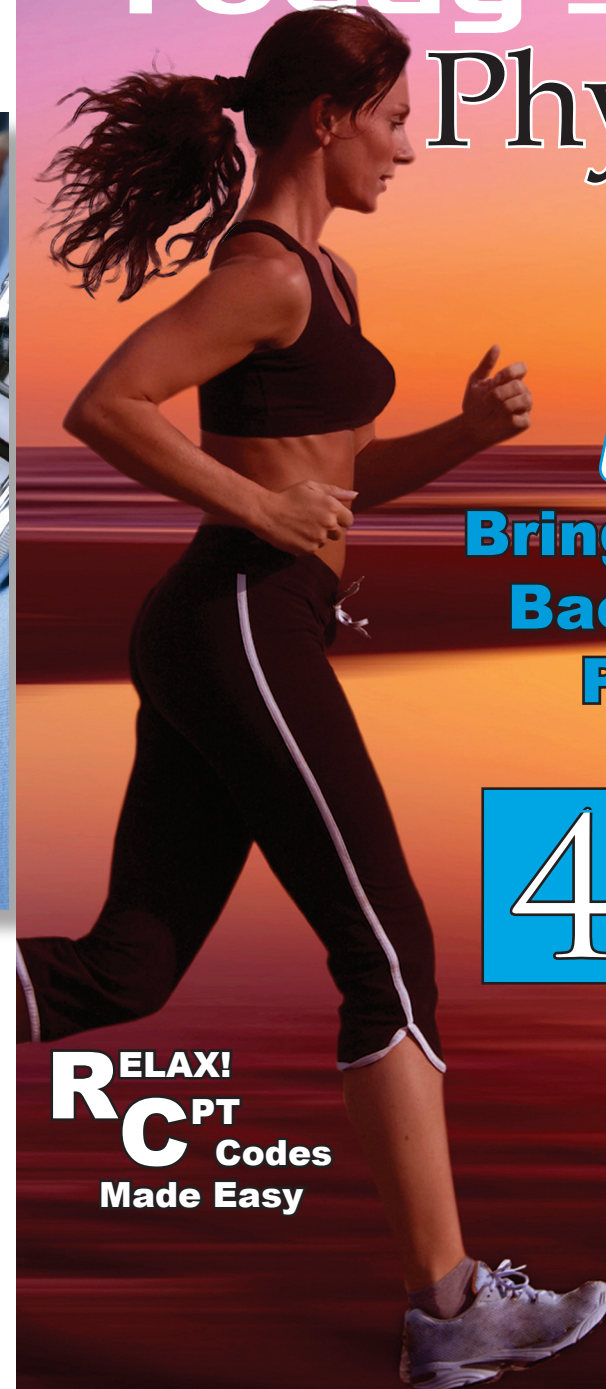
4

Major  
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**Ultroid™**

**RELAX!**  
**RCPT**  
Codes  
Made Easy

Learn More at [www.ultroid.com](http://www.ultroid.com)



# Ultroid™ Safely and Effectively Treats Hemorrhoids without Surgery



Ultroid™ is a technology that ensures safe and effective hemorrhoid treatment. It has been clinically proved to be greater than 85 percent effective in treating Grade I-III and some Grade IV internal and mixed symptomatic bleeding or prolapsed hemorrhoids. <sup>1,2</sup>



The procedure is simple to use and requires no special patient preparation. It is well tolerated and requires no sedation or anesthetic.

The **Ultroid™** package is a complete business system with everything as physician needs to start doing business immediately following a simple training.

# Ultroid™ Significantly Enhances Your Practice Profits

- Insurance reimbursement for Ultroid™ treatment
- Medicare reimbursement using CPT code 46934 with the average of \$290- \$437, depending on state.
- Cost of the disposable probe is added using code 99070 in addition to the procedure code.
- Check your Medicare reimbursement at [www.pcc.com/pub/pm/form.html](http://www.pcc.com/pub/pm/form.html).



## Bringing Profits Back to Your Practice



3	46	138	\$42,780.00	\$109,296.00
New patients per week	Number of weeks per year	Total new patient procedures per year, one time.	Gross receivables.	Follow-up average 3 procedures per patient per year total gross

## Reasons to Consider Adding an Additional Service to Your Practice

Considering adding a new service to your existing practice?

It may simply be to increase profits, which may be a valid reason in itself.

But there are other benefits to your practice, such as:

- Improving convenience for patients in your market area;
- Improving turnaround time for the ordered service;
- Making your practice more attractive to health plans and referrers;
- Helping lower health care costs by providing the service for less;
- Preventing losing patients to another practice offering the service.



## CPT Codes

- 46934 - Destruction of hemorrhoids, any method. internal.
- 46934-58 - (modifier) Staged procedure by same doctor during post-op period. (-58 is best for Medicare, approximately \$10 more).
- 46934-79 -
- 46936 - Destruction of hemorrhoids, any method internal and external.
- 46936-58 - (modifier) Staged procedures by same doctor during post-op period (-58 is best for Medicare. Approximately \$10 more).
- 46936-79 -
- 46600 - Anoscopy procedure, visualization of colorectal area using an anoscope.