

A Breakthrough in Painless Hemorrhoid Treatment

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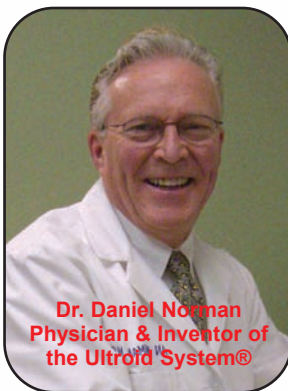


Serene Lake Tahoe—rimmed in white steeped peaks and ponderosa pines—seems an unlikely place for a medical breakthrough. But the breathtaking scene was the site of a collaboration between two doctors and an electrical engineer, nearly thirty years ago, who reinvented and perfected an almost forgotten 19th century medical procedure. Now their technique has been used to treat tens-of-thousands of patients suffering for a condition that causes embarrassment and extreme pain.

No one likes talking about it but for the millions of Americans that have ever suffered from hemorrhoid irritation, putting the problem out of their minds is easier said than done. Hemorrhoidal disease is one of the most frequent, disabling and painful conditions of mankind.

It's estimated that over three quarters of the U.S. population has some degree of hemorrhoidal disease, and more than half the people affected—over 50 percent—suffer from symptomatic hemorrhoids. Patients frequently delay examination due to concerns about pain, hospitalization, loss of work and climbing medical costs. Fortunately, there's a newly developed technology that answers those concerns.

"The technology is reasonably simple," says gastroenterologist Daniel A. Norman, M.D., the Lake Tahoe physician who helped perfect the hemorrhoid treatment. Dr. Norman practices gastroenterology and internal medicine at Barton Memorial Hospital in Lake Tahoe. According to Dr. Norman, the procedure uses a low level of electric current applied in the comfort of the physician's office.



Dr. Daniel Norman
Physician & Inventor of
the Ultroid System®

"In 1983, Dr. Glenn Nicholas brought me information about a procedure to effectively treat hemorrhoids," recalls Norman. "He also had some data on patients he had treated. I was impressed."

With the goal of establishing their technique as an alternative to invasive surgical treatments, they teamed up with local electrical engineer Ron Newton to research and design what is known today as the Ultroid® Hemorrhoid Management System.

According to Dr. Norman, the technology is simple. The body is 98% salt water. "When a minute electric current is applied to the hemorrhoid tissue, a biochemical reaction takes place in the salt water in the tissues changing the water to sodium hydroxide," he explains. Patients may experience tolerable dis-