

comfort but seldom anything more.

"Patients hop-up and go on their way, with hemorrhoid resolution in 3 to 10 days," says Norman. Most patients have found no recurrences in hemorrhoids treated with the Ultroid System®, according to the doctor.

Norman and his partners found the technique effective on Grades I, II, III and even some of the most severe—Grade IV hemorrhoids, where the hemorrhoid extends outside the body and cannot be eased back in.

Until now, treatments—including rubber band ligation, laser surgery, hemorrhoidectomy—involved pain, risk, costly procedures, and higher insurance premiums.

The Ultroid® System is Medicare approved, accepted by most major insurers and continues to grow in popularity with doctors and patients worldwide.

"About four years ago," Dr. Norman explains, "I was approached by a group wanting to buy the patent and the instrument. They wanted to take it to those who would benefit most—patients suffering with hemorrhoids."

Now Ultroid® Technologies, a St. Petersburg, Florida company, continues to refine the technique and improve on the design and function.

Physicians using the Ultroid® System can expect to see significant financial boosts in their practice. An average of 5 new patients a week can gross a physician's practice \$500,000 or more per year. Because the procedure is non-invasive, requires no anesthesia, and is performed in eight to twelve minutes, there's an uncommonly low risk. The Ultroid® Hemorrhoid Management System creates a situation where everyone wins—patients, doctors, and insurers.

# Painless

**Ultroid® Technology**  
**Safe and Effective**  
**Hemorrhoid Treatment.**



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*Dr. Norman has been practicing in South Lake Tahoe since 1980. He is active in the local medical community as Clinical Assistant Professor of Medicine at the University of Nevada School of Medicine, Vice Chief of Staff, Chairman of the Treatment and Surveillance Committee and Director of Gastroenterology at Barton Memorial Hospital. Board certified in internal medicine and gastroenterology, Dr. Norman is a frequent contributor to professional journals authoring numerous scientific papers in his associated fields.*