



# Harrison Independent Harrison, NY August 24, 2006

## Lenox Hill Hospital First In New York City To Offer Patient New Tool In Treatment

Lenox Hill Hospital announced it is the first in New York City to offer patients a new tool to treat Barrett's esophagus, which is a precancerous condition of the esophagus caused by chronic GERD (reflux disease). Due to our "super size" culture and unhealthy eating habits, 50% of U.S. adults experience GERD monthly.

Barrett's esophagus occurs when GERD causes the cells lining the esophagus to undergo genetic changes that can set the stage for cancer development. Barrett's affects approximately 3.3 million in the U.S. and left untreated, it can lead to a dangerous type of cancer called esophageal adenocarcinoma (currently the most rapidly rising cancer in the U.S., rising faster than breast cancer, prostate cancer, or melanoma). Approximately 15,000 Americans will be diagnosed with esophageal cancer in 2006, and more than 95% of them will die of the disease.

Manhattan resident John Sitarski, 57, suffered from acid reflux for more than a decade but like many Americans, was not aware of the risks associated with chronic GERD. It took his brother's death from esophageal adenocarcinoma at the age of 56 for John to realize the benefits of endoscopic screenings. When John learned he had Barrett's esophagus, he vowed he would take any precautionary measures to avoid the risk of developing cancer. So when his physician, Dr. Greg Haber, recommended he consider treatment of his Barrett's esophagus with the HALO360 System, John immediately decided to give it a try.

The HALO360 System treats Barrett's esophagus by removing the diseased esophageal tissue. Normal cells replace the diseased cells in three to four weeks for most patients. John feels confident that he is doing all he can to ensure he does not follow in his brother's footsteps and is taking control of his health.

Please let me know if you're interested in learning more about this condition, this treatment and/or speaking with John and Dr. Greg Haber. I appreciate your feedback. Tania 781-684-6241