**BOWEL CONTROL DISORDER AFFECTS UP TO ONE IN THREE WOMEN; AN EFFECTIVE NEW TREATMENT IS AVAILABLE AT [MEDICAL CENTER]**


Contact:      XXXX (name)
              XXXX  (hospital, clinic)
              (XXX) XXX-XXXX (phone)


**[City, STATE] – [Date]** – [Hospital/Group or Physician], today announced the availability of  Secca® Therapy, a minimally invasive method to treat patients with bowel incontinence or BCD (bowel control disorder). This rarely discussed condition affects up to one in three women who have delivered children.

In women, BCD is most commonly caused by damage to the pelvic floor sustained during childbirth, but appears in either gender due to side effects of anorectal surgery such as hemorrhoid repair, neurologic disease, chronic constipation, or age-related illness.  The Secca procedure involves precise delivery of radiofrequency energy to the anal canal to tighten and improve the barrier function.  Secca is done in the outpatient setting with the patient under conscious sedation or general anesthesia.  Patients typically go home approximately 1-2 hours after the procedure and resume normal activities within a few days. Clinical studies show that 84% of patients experience a significant improvement to symptoms with 5-year follow-up showing lasting results.

Current options for patients with bowel incontinence include taking fiber supplements, medical management, biofeedback, or invasive surgery.  The most conservative treatments have modest effectiveness, and while more invasive methods can be effective, they generally entail lengthy recovery periods and higher complication rates. "Secca fills the gap between these two treatment options. In contrast to surgical alternatives, Secca therapy is performed on an outpatient basis and requires relatively minimal interruption in the patient's daily life while allowing a significant chance for improvement." said Dr. [Name].

If you are interested in learning more about this treatment at [Medical Center], please contact [Medical Center or Physician] at [Number] or visit www.secca-therapy.com.


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