



SECTION 1: COMPANY

1. General Information

Contact Information	
Company Name	Haemoband Surgical Ltd
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Category	
Product or Service Sector	Hemorrhoid Multi-Band Ligator for the treatment of Hemorrhoids
Brief Description of Product or Service (Please limit to <u>1-2 sentences</u>)	Haemoband-PLUS is a multi-band ligator. It is the most clinically efficient, easy to use, and cost-effective device for treating internal haemorrhoids. It delivers excellent performance using patented technology without compromise on patient comfort or surgeon handling. Rubber band ligation using the Haemoband-PLUS device with its four pre-loaded bands, is the most efficient treatment for symptomatic 1st, 2nd & 3rd degree haemorrhoids. The procedure can be performed as an ambulatory procedure (same-day surgery) in less than 5 minutes, without anaesthetic.

2. Product & Value Proposition

Product

Haemoband Plus Multi-band ligator is a class IIa, latex-free, single use, disposable instrument (medical device) used for the band ligation of internal 1st, 2nd, and 3rd degree hemorrhoids. Band Ligation was introduced in the early 1960's and has since proven to be the most successful, non-operative method of treating 1st, 2nd, and 3rd degree hemorrhoids. The Haemoband PLUS family devices must only be used by the trained professionals.

The Haemoband PLUS is an automated multi-ligator applicator device, comprising a one-piece plastic gun with four main components

- an insertion barrel or probe
- a protector firing nozzle, pre-loaded with four bands; and
- an innovative dual grip and firing mechanism
- universal suction connector

The device is to be attached to a standard suction supply via the universal connector on the handle. The trigger is then partially depressed to induce suction, then depressed fully to release the band onto the hemorrhoidal tissue secured. Grip from the trigger is then released with the next band automatically reloaded, ready for next band application.

Value Proposition

The **Haemoband-PLUS** is the multi-band ligator designed to be the most clinically efficient, easy to use, and cost-effective device for treating hemorrhoids. It delivers excellent performance using patented technology without compromise on patient comfort or surgeon handling.

Rubber band ligation using the **Haemoband-PLUS** device with its four pre-loaded bands, is the most efficient treatment for symptomatic 1st, 2nd & 3rd degree haemorrhoids. The procedure can be performed as an outpatient procedure (same-day surgery) in less than 5 minutes, without anaesthetic.

Ready To Use

No Preparation is needed. The product is presented ready to use in an individual heat-sealed medical grade clean pack.

Simple & Fast

Pre-loaded with 4 bands on see through nozzle. The procedure is reduced from 20 minutes to 2-4 mins.

Clinically Efficient

One clinician can do it all. The multi-action handle requires only one hand to control suction, release and reload bands. With our dual-action handle the clinician simply presses to the marked line on the trigger, which induces suction and secures the haemorrhoid. The clinician then fully compresses the trigger to release the band. Our bands have a smooth, rounded finish, enabling them to easily roll off the Haemoband nozzle and onto the hemorrhoids.

Superior Banding

The individually moulded bands roll off very easily, eliminating twisting and ensuring a reliable release and secure fit onto tissue.

Clear & Transparent Procedure

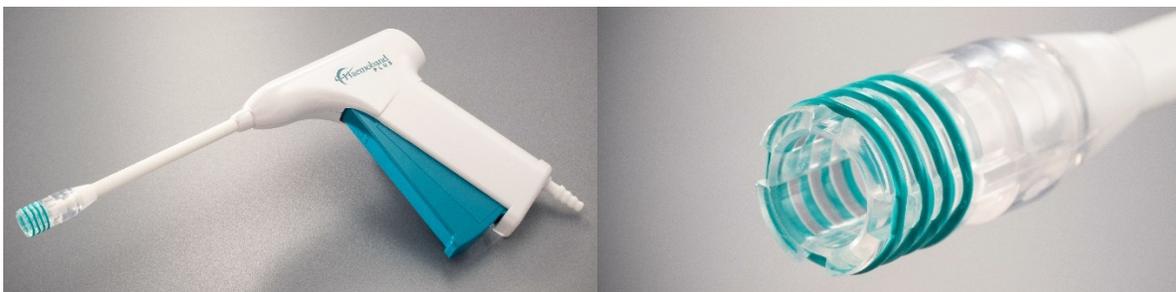
A transparent nozzle end gives maximum vision throughout the procedure, enabling the user to both see and feel when a haemorrhoid has been adequately secured.

Automatic Reloading

As soon as one band has been released another is ready for the next application. Simply let go of the trigger and let the product do the work. Band application can be repeated immediately.

Cost Effective

The most cost-effective multi-band ligators available.



- Haemoband PLUS Overview – [Product video Overview \(Click Here\)](#)
- Haemoband PLUS How To Use – [Product video How To Use \(Click Here\)](#)
- Haemoband PLUS Testimonial – [A consultant's View \(Click Here\)](#)
- Haemoband PLUS Video Testimonial – [Dr. Jane Strang in New Zealand \(Click Here\)](#)

Haemoband PLUS Vs Competition

Cook ShortShot – The main differences between this device and the Haemoband-PLUS is as follows: The ShortShot requires a cumbersome double action. Firstly the clinician needs to place their finger over a suction port and be sure they have a sealed pressure to activate the suction. Then the clinician needs to manually rotate a spool with their thumb until they feel a tension to deploy the band. All of this movement in the hand of the clinician means the device moves around somewhat during the time when he/she will want the device to be steady and still as they grasp and ligate the hemorrhoid tissue.

The Haemoband-PLUS device is much more intuitive and easier to use. The clinician just needs to compress the trigger (like a gun) half way through and the suction is activated, then on full compression of the trigger the band is then deployed. Upon release of the trigger the next band is automatically reloaded for the next application. All important and necessary actions (Suction - Band Deployment – Reload) are completed in the one action of the trigger being compressed/pulled and released. This allows for a fast, steady, controlled procedure.

THD Bandy & Sapimed LEM - The main differences between these devices and the Haemoband-PLUS is as follows: They both require a cumbersome double action. Firstly the clinician needs to place their finger over a suction port and be sure they have a sealed pressure to activate the suction. Then the clinician needs to press a trigger. From this point it is similar to the Haemoband-PLUS but crucially, it does not reload bands and it does not have a band preloaded, so all band loading must be done by the clinician or assistant. The Haemoband-PLUS does not require band loading or assistance. *The Haemoband-PLUS device* has x4 preloaded bands on the device eliminating any requirement for the frustrating additional time need for manual reloading. A patient will only ever have a maximum of x3 hemorrhoids at any one time. The Haemoband-PLUS carries all bands required to band the maximum three hemorrhoids and an additional one band as a spare.

CRH O'Regan System & Adler Ligator– The main differences between this device and the Haemoband-PLUS is as follows: The CHR O'Regan & Adler system is a syringe style device that requires the clinician to use two hands. One to hold the syringe device in place and then another to pull back on the plunger to create the negative pressure suction. All of this movement in the hands of the clinician means the device moves around somewhat during the time when he/she will want the device to be steady and still as they grasp and ligate the hemorrhoid tissue. Secondly, the bands have to be manually placed onto the device by the clinician before each application. This procedure requires the clinician to hold a proctoscope to view the affected tissue where they will be using lubricant. Trying to place new bands onto a device when his/her rubber gloves have lubricant on them is not an easy task and adds much time and frustration to the procedure. *The Haemoband-PLUS device* is a one hand activated device, allowing the clinician to use their other hand to hold the Proctoscope/Anoscope to view the affected tissue. This is not possible when using the CHR O'Regan or Adler device, it will require a second person to assist. *Haemoband-PLUS device* has x4 preloaded bands on the device eliminating any requirement for the frustrating additional time need for manual reloading.
