

# Not your daddy's surgery

by Dr. David Gutman,  
*Advanced Hemorrhoid Specialists*

**H**emorrhoid surgery has gotten a bad rap. Let me be the first to tell you, that reputation is well-deserved.

Many of my patients tell me of their childhood memories watching a parent writhing in pain for weeks after hemorrhoid surgery. That experience is so traumatizing, they swear they would never get surgery themselves. It seemed better to live with the misery of hemorrhoids than to suffer the agony of getting them treated.

Thankfully, we no longer live in the stone ages of hemorrhoid treatment. If you are suffering from hemorrhoids, it's time you abandon these outdated notions and fears, and get with the times. Today, hemorrhoid treatment is fast, easy and inexpensive. My patients are often amazed at how simple these procedures are. The experience is not at all what they expected.

In fact, current medical guidelines recommend these non-surgical treatments as the first line of treatment, as they are highly effective and are very well-tolerated by patients.

Over the past 15 years, I have performed about 35,000 hemorrhoid procedures right



David Gutman,  
MD

here in Northeast Ohio. My practice is dedicated to bringing you the latest, state-of-the-art hemorrhoid treatment options and to providing care in the most ethical, respectful, and cost-effective manner possible. Here's how I can help.

I offer two, non-surgical methods to treat hemorrhoids. Both take just a few seconds to do, and they can be administered right in the comfort of my office without anesthesia.

There is virtually no pain, no prep needed, there are no major restrictions, and you don't have to take time off of work. Our procedures are covered by insurance and consultations are free of charge. If you've met your deductible for the year, now is a perfect time to find relief—once and for all.

*To reach Dr. David Gutman of Advanced Hemorrhoid Specialists, call 216-772-4653. He has two office locations: 25200 Chagrin Blvd, Suite 109, in Beachwood; and 2660 W. Market Street, Suite 250, in Fairlawn. To learn more, visit [SensitiveCare.com](http://SensitiveCare.com).*