

M

EDCO FORUM®

PRESENTING INNOVATIVE PRODUCTS AND SERVICES TO HEALTHCARE PROFESSIONALS

VOLUME 18 NUMBER 54

NOVEMBER 2011

REPRINT

EZ2GO

*User Friendly Laxatives Providing a Great Taste, Split Dose,
Low Volume and a REVENUE OPPORTUNITY!*

EZ2GO (Valley Medical Products, LLC, Ponte Verde Beach, FL) are laxatives created to make the user's experience a tolerable event. By enhancing the taste, splitting the dose, and significantly reducing the volume of liquid that must be ingested has provided a user satisfaction rated as high as 99 percent.

Developed by Jose Rodriguez, a board certified gastroenterologist, **EZ2GO** laxatives are utilized to enhance user compliance by providing a great taste, a split dose regimen, and low volume consumption. "Compliance is always a problem with oral laxatives," according to Dr. Rodriguez. "Our feedback for these laxatives with their great taste has been universally positive." There are no phosphates or sulfates utilized in **EZ2go** products.

"We have also provided a revenue opportunity to physicians through the distribution of these OTC laxatives to their patients", states John DeBiase, President and COO of Valley Medical Products. "With the ever challenging reductions in reimbursement, we believe this to be a great opportunity for Gastroenterologists, Endoscopists, and Colon Rectal Surgeons to enhance their bottom line. Our unique programs allow the physician to start enhancing their business immediately by providing patient convenience."

EZ2GO laxatives are taken over a 24 hour time frame and require very little liquid volume to consume.

EZ2GO laxatives include polyethylene glycol (PEG 3350) and magnesium citrate, with the addition of a proprietary blend of flavor enhancers and non-absorbable disaccharides. A dose of simethicone is available in an effort to diminish gas.

Dr. Nolan Perez, a board certified gastroenterologist in Harlingen, TX, has experience with 80-90 patients per month who use **EZ2GO** laxatives upon his recommendation. "I like these laxatives because of their lower volume, very tolerable taste, and the split dosing," says Dr. Perez. "I see better patient compliance, which yields better results."

EZ2GO laxative's split dosing format is adaptable to a user's situation.

EZ2GO is prepared and packaged to exacting industry standards in the United States, then shipped nationally to independent physicians. ♦



For more information, contact Valley Medical Products, LLC at 800-403-9832 or info@ez2go.com.

M.D.s and Users Prefer EZ2GO laxatives

EZ2GO laxatives were developed as an alternative to phosphates or sulfates.

The laxatives:

- Are safe and effective
- Split dose regimen
- Taste great
- Minimize volume for ingestion
- Reduces gas
- Are competitively priced
- Are safe when used as directed