

## **The Doctors at Los Angeles Colon and Rectal Surgical Associates Have Launched a New Website ([colon90210.com](http://colon90210.com)) Dedicated to Patient Education**

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The physicians at Los Angeles Colon and Rectal Surgical Associates have launched a new website, which can be found at [www.colon90210.com](http://www.colon90210.com). The new website was created to offer patients detailed and comprehensive information regarding three colorectal conditions: colorectal cancer, irritable bowel syndrome (IBS), and inflammatory bowel disease (IBD).

The new website provides additional resources and educational information for patients regarding the diagnosis, treatment, and other medical information pertaining to these conditions. However, the website does not intend to act as a substitute for the professional medical advice of a qualified health provider or a colorectal surgeon. The website is purely for information and educational purposes. Apart from basic information regarding [colon cancer](#), irritable bowel syndrome, and inflammatory bowel disease, [colon90210.com](http://colon90210.com) also will offer information on the latest and the most advanced treatment and diagnostic techniques. The changes in health law pertaining to each of these areas also will be presented in the form of easy-to-understand articles and posts.

Colon and rectal cancers are the third leading cause of cancer, and the second leading cause of cancer-related deaths in the United States. Estimates suggest that 51,690 people in the United States will die of colorectal cancer this year. Though colon cancer has been long considered a concern of older generations, research indicates that the prevalence of this disease has been steadily increasing among younger people.

[Irritable bowel syndrome](#) is thought to be caused by intestinal bacteria. Research indicates that certain foods can trigger or worsen symptoms such as diarrhea, constipation, or abdominal pain. Avoiding certain foods may lessen the frequency and intensity of symptomatic episodes.

Just as with colon cancer, [inflammatory bowel disease](#) seems to be gradually growing in prevalence. This painful gastrointestinal issue may have links to a past bacterial infection, an altered immune system or genetic abnormalities. However, a new study suggests that IBD may have roots in the Western diet. The two most common forms of IBD are ulcerative colitis and Crohn's disease. There are other forms of the disease, but these occur much less often.

The new website is meant to supplement the information listed on the website [lacoln.com](http://lacoln.com). Patients can use either or both websites to gather important information.

### **ABOUT LOS ANGELES COLON & RECTAL SURGICAL ASSOCIATES**

The physicians at Los Angeles Colon and Rectal Surgical Associates (LACRSA) have a guiding philosophy to provide patients with focused diagnostic efforts and compassionate care. The colon and rectal surgeons at LACRSA specialize in world-class treatment for hemorrhoids, anal fissures, colon cancer and other diseases affecting the colon, rectum and anus. Their comprehensive website, [lacoln.com](http://lacoln.com) features detailed information, FAQ's, and downloadable forms for patients. Two offices serve the Westside, including Culver City, Santa



Monica, West Hollywood, and all other parts of Southern California. The doctors at Los Angeles Colon and Rectal Surgeon Associates Inc. are:

[Gary H. Hoffman](#) M.D.

Attending Surgeon and instructor in the Division of Colorectal Surgery at Cedars Sinai Medical Center, and Attending Surgeon in the Division of General Surgery, and Associate Clinical Professor of Surgery at The David Geffen School of Medicine, University of California, Los Angeles.

Eiman Firoozmand, M.D.

Dr. Firoozmand is an attending surgeon in the Division of Colorectal Surgery at Cedars-Sinai Medical Center. He is also the past Clinical Chief of the Division of Colon and Rectal Surgery.

Liza M. Capiendo, M.D.

An Attending Physician at Cedars Sinai Medical Center. She is an active member of the teaching faculty in the Division of Colon and Rectal Surgery.

Stephen Yoo, M.D.

An Attending Surgeon at Cedars Sinai Medical Center. He is an active member of the teaching faculty in the Department of Colon and Rectal Surgery.



**Contact Information**

**Morgan Bondurant**

Superium Solutions

<http://SuperiumSolutions.com>

310-712-9303

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).