

REVOLUTIONARY PROCEDURE HELPS CANCER PATIENTS

Several Central Ohio doctors are among few in the nation to provide life-changing treatment.

Prostate cancer can be a silent killer. It's the most common non-skin cancer among men—one in nine men will be diagnosed with prostate cancer in his lifetime—but the disease often displays no or negligible side effects, making diagnosis difficult without regular screenings.

Until recently, men with localized prostate cancer could only choose between radiation and surgery to treat the disease, which often lead to side effects like issues with urinary control and sexual dysfunction.

Today, those men have another option: High Intensity Focused Ultrasound, or HIFU. Approved by the FDA in 2015 for prostate ablation, HIFU has been used for more than a decade in other countries. The noninvasive, nonsurgical treatment is able to treat prostate cancer with lower risk of significant side effects.

WHAT IS HIFU?

HIFU is a one-time, outpatient procedure that uses highly focused ultrasound energy to heat and destroy cancerous cells in the prostate. It is delivered using a medical device called the Sonablate, which consists of a computer, a transrectal probe and a chilling unit. The probe contains transducers that emit ultrasound energy—this energy provides an image of the prostate, but also can be focused to a central point, resulting in a rapid temperature increase. Think of it as being similar to the way sunlight can be focused through a magnifying glass to burn a hole in a leaf.

During HIFU treatments, the Sonablate software allows doctors to see a real-time image of the prostate and plan exactly where to deliver the HIFU energy to destroy only the targeted tissue. Doctors also receive immediate feedback to confirm that the targeted tissue has been eliminated.

The Sonablate has special features that allow doctors to see the exact location of the nerves near the prostate that are responsible for helping maintain sexual function. This allows them to avoid hitting these nerves with the HIFU energy, resulting in a significantly lower risk of erectile dysfunction and other side effects when compared to surgery or radiation.

HIFU treatment is a one- to four-hour outpatient procedure (depending on the prostate size), and is administered with general anesthesia. Patients undergo a one- to two-hour recovery period at the treatment facility and are often able to resume their normal lifestyles within a few days. In most cases, HIFU is a one-time procedure.

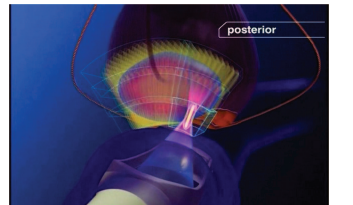
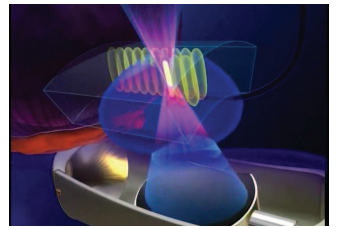
WHO OFFERS HIFU?

Nationwide, HIFU is available in 12 cities, including Columbus. Fewer than 40 doctors in the U.S. are qualified to perform HIFU; in Columbus, they include Dr. Rush Patel and Dr. William Bloch, of Central Ohio Urology Group. They offer HIFU to their patients at Central Ohio Urology Surgery Center in Gahanna.

"HIFU offers our patients a minimally invasive, nonsurgical, radiation-free treatment option for prostate cancer that effectively preserves quality of life with minimal side effects," says Dr. Patel, who serves as director of the HIFU program at Central Ohio Urology Group. "It is an ideal treatment for men



Sonablate HIFU device



Prostate Tissue Ablation

with prostate cancer that has been detected early and is likely to be confined to the prostate. Often, we can treat only the part of the prostate that is cancerous, sparing the rest of the prostatic tissue; this is called focal HIFU. In that case, there are even fewer side effects."

The ideal HIFU candidate has localized prostate cancer, PSA levels less than 20, a Gleason score of 7 or less and a prostate volume of less than 40 cc. Other patients may qualify; the best determination can be made by consulting a physician familiar with administering HIFU.

WHO IS HIFU PROSTATE SERVICES?

HIFU Prostate Services is a company based in Charlotte, North Carolina, that was founded to provide access to the less-invasive treatment option. Its mission is to deliver the highest quality care, support and technology to patients by partnering with leading urology practices and physicians around the country to offer HIFU with the Sonablate to treat localized prostate cancer.

In addition to providing the Sonablate HIFU medical device, HIFU Prostate Services also provides administrative, technical and marketing support for partner physicians and practices. This support includes scheduling, billing and payment collection services, financing options, coordination of medical records, patient educational material and nurse educators.

For more information, visit HIFUProstateServices.com.



Non-Invasive Cancer Treatment