

The Prostate Cancer Treatment that Doctors Choose – *for themselves.*

HIFU for prostate cancer is **as effective** as surgery or radiation in eliminating cancer with **a lower risk of side effects** such as impotence and incontinence. *Maybe that is why doctors themselves are choosing HIFU when they face prostate cancer.*

There may be no larger endorsement for a cancer treatment than a doctor saying that is the treatment he would choose himself.

When Jerry was diagnosed with prostate cancer, he listened to his urologist explain all the treatment options and then he asked, "Doc, if you had prostate cancer, which treatment would you choose?"

His doctor replied, "I would choose HIFU."

HIFU, which is short for, High Intensity Focused Ultrasound is a non-invasive treatment for prostate cancer that can eliminate cancer while maintaining continence and sexual function.

Jerry trusted his doctor and believed that if the treatment was good enough for his doctor, then it was good enough for him too. Two weeks

after Jerry was diagnosed with prostate cancer, he underwent HIFU as an outpatient procedure.

HIFU uses ultrasound energy, or sound waves, to heat and destroy targeted areas of tissue. HIFU is a one-time, non-invasive, outpatient treatment that takes 1-4 hours (depending on the size of the prostate gland) with no radiation or blood loss.

Jerry says that when giving advice to other men, he tells them, "to study all the treatment options and to find a doctor that they trust and ask them what they would do."

Jerry's doctor hasn't been diagnosed with prostate cancer and been faced with having to make that specific decision. **For him, it was hypothetical. For others, the decision is more real.**

Two doctors, both urologists who treat prostate cancer regularly with all types of treatments – from surgery to cryotherapy and radiation to HIFU – were diagnosed with prostate cancer and they chose HIFU.

What happens when the tables are turned and the doctor becomes the patient?

Every man is at risk for prostate cancer – even your urologist.

Robert Pugach, M.D. of Los Angeles, CA, was diagnosed with prostate cancer in late 2016. His annual exam included a PSA blood test that was abnormal so a biopsy was done which showed an early prostate cancer.

Dr. Pugach faced the same dilemma that many of his patients face: *What to do about a small, moderately aggressive prostate cancer?*

"Some would do nothing. I am a candidate for 'surveillance.' Some patients have cancers that never progress to the point where they pose a danger. My concern with that approach is that no one really knows what we are waiting for. There is no PSA level and no imaging study that says when we must treat prostate cancer," continued Dr. Pugach. "MRI exams of the prostate do not show many prostate cancers. In fact, I've had 3 MRIs and none show my cancer."

Surveillance can allow small cancers to become larger so that the potential for a cure is reduced. "I am not a gambler, especially when it comes to my health. I plan to live a long, active, healthy life and enjoy time with my family and friends."

Dr. Pugach will have his prostate cancer treated with a urethral sparing HIFU procedure by fellow HIFU expert Dr. Michael Lazar.

"I won't have radical surgery due to the potential of permanent urinary incontinence and erectile dysfunction. I won't have radiation due to the possibility of a future recurrence," said Dr. Pugach. "I look forward to having the same cancer free, normal, uninterrupted quality of life my patients typically have after HIFU."



Whole Gland Therapy isn't for everyone. That is why I chose HIFU.

Herb Riemenschneider, M.D., a urologist in Columbus, OH was diagnosed with low grade prostate cancer late in 2013. As a physician, he has spent years learning and training how to provide patients with the best possible patient care.

He understands better than anyone what the potential side effects of all the treatments are and what the recovery looks like. As a urologist, prostate cancer specialist, and HIFU provider, he is on the front line and knows exactly what is at stake with a prostate cancer diagnosis. With all that knowledge and experience, he chose to have HIFU.

Dr. Riemenschneider called a colleague of his, Dr. John Jurige to create a plan for how to treat his prostate cancer. In February of 2015, Dr. Riemenschneider had a focal HIFU procedure by Dr. Jurige.

"For early to intermediate risk cancer, I have come to believe that HIFU therapy is equal to radical surgery in terms of cancer control. And it offers a much more favorable side effect profile," said Dr. Jurige.

After his HIFU procedure, Dr. Riemenschneider experienced little side effects and was able to return to his active lifestyle within a few days.

"Just like anyone else, I had to evaluate all the treatment options and decide what was going to be best for me personally," said Dr. Riemenschneider. "Yes, I am a doctor. But I am also a husband, father, grandfather and friend."



Non-Invasive Cancer Treatment

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In addition to being HIFU physicians, Dr. Pugach and Dr. Riemenschneider are experienced HIFU physicians who have treated hundreds of men.

Robert Pugach, MD | www.WesternStatesHIFU.com
Herb Riemenschneider, MD | www.HIFUOH.com