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The Change Issue

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Prostate Cancer Treatment Using HIFU Tissue Ablation

MINIMIZES SIDE-EFFECT RISKS,
PRESERVES QUALITY OF LIFE

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HIFU Prostate Services

Minimally Invasive, Nonsurgical, Radiation-Free Prostate Cancer Treatment

KNOW YOUR PROSTATE CANCER TREATMENT OPTIONS

One in nine men will be diagnosed with prostate cancer during his lifetime. That's a shocking statistic many people are unaware of. Equally concerning are the devastating side effects often associated with prostate cancer treatment, such as urinary incontinence and erectile dysfunction.

If you or a loved one is diagnosed with prostate cancer, knowing all your available treatment options is paramount. Although the same treatments aren't right for everyone, options typically include surgery (prostatectomy, including robotic-assisted prostate removal), radiation therapy (including CyberKnife), cryotherapy (which freezes the tumor to destroy it), and hormone therapy.

Along with these, there's a minimally invasive, radiation-free, nonsurgical option called HIFU—high intensity focused ultrasound—that offers an ideal solution for many men. HIFU, a one-time outpatient nonsurgical procedure which focuses ultrasound energy to heat and destroy prostatic tissue, may also reduce the risk of those terrible, life-changing treatment side effects.

The trouble is, you may not have heard about HIFU yet. Until HIFU was cleared by the FDA for prostate tissue ablation in October of 2015, this treatment for localized prostate cancer was only available outside of the United States. At the time, patients traveled internationally to have the procedure done, often with their U.S.-based physician traveling with them to perform the treatment.

CONTACT

1-877-884-HIFU (4438)
HIFUProstateServices.com

Today, HIFU is available right here in Houston, but if your doctor doesn't offer it yet, the prostate cancer treatment options presented to you may not be complete.

BRINGING HIFU TO HOUSTON, EDUCATING THE PUBLIC

HIFU Prostate Services (HPS), the industry's leading HIFU services provider with the first, largest, and most experienced HIFU team in the country, is out to change this. They've brought physicians together in collaboration to better meet the needs of men with prostate cancer. And they are educating the public about HIFU, so you can make an informed de-

“I’ve been treating men with HIFU for more than 10 years, traveling with my patients out of the country to do so until the technology was FDA cleared for prostate tissue ablation. It’s the only treatment that can appropriately contour the gland as well as detect and avoid the neurovascular bundles. This gives my patients a greater chance of preserved erectile function and prevention of urinary incontinence.” – Dr. Cordell Nwokeji

cision when weighing treatment options. If your doctor doesn’t offer HIFU, you owe it to yourself to get a second opinion from HPS.

And the best news for men living in the Greater Houston area? HPS has a team of top physicians right here in Houston bringing HIFU prostate cancer treatment to the community. Drs. Cordell Nwokeji, Don Berardinucci, and Robert Light serve The Woodlands and Greater Houston.

Dr. Nwokeji (pronounced “Wo-Kage”), the Houston HPS medical director, was the first physician in Texas to be credentialed in the HIFU procedure. Having trained in 2007 and having performed scores of HIFU procedures outside of the United States, he was also one of three urologists who gave a testimonial to the FDA panel about his experience with Sonablate HIFU prior to approval. Dr. Nwokeji has been involved with more than 200 HIFU patients and is currently one of a few urologists, in addition to Dr. Light and Dr. Berardinucci, who are trained to offer the procedure in Texas.

Dr. Nwokeji explains that since HIFU has been used in other parts of the world for close to two decades, it has a long, proven track record of successful treatment outcomes. In fact, an international study published by Toyaki Uchida, MD (Japan), reported that 94 percent of patients (low risk) were disease-free after four

years. Additionally, 92 percent of men treated with HIFU had a PSA of .2ng/ML or lower three months after HIFU, as reported in a study by Dr. Mark Emberton of London.

DR. NWOKEJI'S HPS COLLEAGUES IN HOUSTON THAT PERFORM HIFU COMMENTED.

“Before HIFU was available in the U.S., I would bring patients up to Toronto for treatment,” says Dr. Berardinucci. “Now we can treat men right here in the community, close to their home.”

“Men who may benefit from HIFU include those with small to medium sized prostates with localized prostate cancer. It’s ideal for patients on active surveillance but have decided that they don’t want to live with the potential for the cancer to grow and want to do something,” Dr. Light says. “Another great thing about the Sonablate HIFU technology is that it allows us to use the same MRI technology we are using to perform the patient’s biopsy. This is truly an advantage over other therapies.”

MORE ABOUT HIFU PROSTATE SERVICES (HPS)

HPS was founded in 2015 and has a seasoned management team with over 70 years of HIFU experience and has been involved in over 4,000 HIFU procedures. The HPS network currently has over 400 physicians across the U.S., and



their physician proctors have experience with over 3,000 HIFU procedures. The company is headquartered in Charlotte, North Carolina and has established partnerships with physicians and urology practices throughout the country. For additional information, visit HIFUProstate-Services.com.

If you or a loved has been diagnosed with localized prostate cancer, please make sure your doctor discusses all treatment options with you, including HIFU. If you’re unsure whether you’re a good candidate for HIFU or wish to get a second option, call HIFU Prostate Services and schedule an appointment with a Houston-based HPS-affiliated physician today.



“Our mission is to deliver the highest quality of care, support, and technology to the patient and to the urology community for the treatment of localized prostate cancer. We were founded to provide men access to a less invasive treatment option for prostate cancer that has the ability to eliminate cancer and preserve patient quality of life. And we continue to evaluate all HIFU technologies to ensure we are offering the safest and most effective HIFU technology on the market.”

- HIFU Prostate Services COO John McLean