DO YOU BELIEVE

Dr. Jack Cassell does thanks to a procedure that has revolutionized prosture cancer care

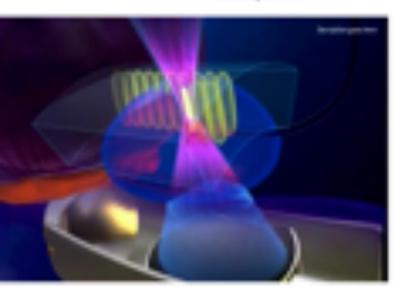
NO MONTON, TOTAL

MAGIC?



Technically, Ite Jack
Gassell isn't a magician,
but he dose utilize
a medical breakforough in
treating prostate cancer that
creates magical entrones.

His trick is to make localized prostate cancer permanently disappear without long-beiling, confidence-draining side affects like incontinuous and impotence.



In November 2017, St. Gassell, owner of Undage of Minusi Dury, largest offering high-intensity focused admissioned (HIPC) at Plantife. Hospital Waterman for monwith becalized prostate cancer. The procedure, which was approved by the Food and Drug Administration (FSA) in October 2015, office the equivalent five-year. purcisal rate achieved with traditional prostate surgery or radiation, according to a study conducted in the United Kingdom of 625 provisir cancer patients.

"This procedure truly is magical in the miraculous way the treatment can be transmitted through tissue without harming anything but the targeted tissue," he says. "Eldoctors would so told me 20 years ago that we'll be able to one produte cancer this way. I would not have believed them."

During the moniterative procedure. On Cannell obtains real-time, three-dimensional altrasound images of the proriate and nurrounding areas. From these images, he sends high-frequency altrasound warran through the walls of the recitans with pispoint securicy, presenting amough thermal energy to dissleep national energy to dissleep nations without a single incision or blood loss.

"With such bard of an allowant wave, we desired times that is roughly the size of a grain of rice without damaging surrounding times and cells," he mys. "The altrasound waves are streamatic to anything other than the openitooily integried prostate times. Also, we can get within a millimeter of the little nerves that allow men to have an exection without damaging the nerves."

As a result, the present, which is roughly the size of a realized and site between the blacker and penis, is large intact. That's algorificant because the life-year exercisal rate for mon with prostate cancer in 66 percent, according to the American Cancer Incinty. Therefore, selecting a treatment is so much about how the treatment affects quality of life as it is about survival.

While traditional medical procedures like surgery and radiation are affective, treating the entire prestate can lead to risks of incontinuous and exectile dyshauction, in fact, the Prostate Gancer Foundation found that 28 percent of menexperience frequent leakage or no bladder control at six months after a prostatectomy.

There is a trade-off. The cancer is gone, but so is a man's self-extense. Some end up having to wear adult dispers, while others suffer mentally from a loss of physical sexual ability.

"You only have one leady," Its Cassell sucs. "Your lifestyle obsseld by the most important thing to you. If having an exection and having the ability to hold your urine is important to you, then there's no better investment that you could make then choosing a treatment that avoids the disastrous side effects of traditional prostate cancer treatment."

Bill Polick, a Mount Data metident and musician, desperately seasted to dedge deigop diagram and executionly diagrams and execution dynamics. After being diagrams with a becalined but aggressive form of produce cancer in December 2018, he opted for HIPU. Dr. Cassell performed the procedure on a Tomolop. The following fundey Bill was back on stage playing guitar and bass.

Name undergoing HPU, Bill, 40, remains concerfree and his parts are working fine.

"The great thing about HEFU is that there's no cutting involved," he says. "I only had a little discomfort immediately after the



procedure. There's nothing that can take the place of heling like a total man."

That's a far better outcome than the one experienced by a close blond who underwoot traditional prostate empery.

"He want through minery," Bill says. "In fact, I had to drive him to the hospital because he could not pee. He had to get cathetestand. I've had other thinds who underseast surgery to have their protates reserved or underseast radiation. They see how well I did and tell me they should be had the HEFU done on them, too."

Ductor Gassell has performed HBFU for mostly a decade. Believe it became PSA approved, he would accompany patients to the Balannas. Mosion, and Dominican Republic and complete the procedure at level broughts.

"I would treat a man that morning and then go out to-disease with him that very night," Dr. Gassell says. Today, he serves as a practice for North Carolina based HIPU Prostate Services, the brailing provider of HIPU inclinately to physician practices in the U.S. Teaching the technique to other unologies throughout Florida in a point of pride because he hole HIPU will become the standard of care for cancer that is contined to the prostate and has not spread.

"We a real game-changer," he says. "And in addition to no incontinuous or excitle dushunction, patients enjoy little downtime and a faster return to normal activities. With surgery, my patients had to avoid vigorous exaction for four to six weeks and wear a catheter for 10 to 14 days."

Indeed, HIPU seems to work just like magic. He also performs the procedure at Surgery Counc of Nitoust Dorn, located at 1718 Lake Counce Drive. UROLOGY

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