



Drs. David Konstandt, Stewart Polsky and Samuel Peretsman (pictured here with the Sonablate probe and SonaSource) offer HIFU for localized prostate cancer.

“HIFU is a noninvasive treatment that destroys tissue in the prostate by rapidly heating it. It is an ideal treatment for men with early stage prostate cancer that is confined to the prostate gland.”

— DR. DAVID KONSTANDT

HOW DOES HIFU WORK?

HIFU is delivered using a medical device called the Sonablate, which is made up of a computer console (SonaSource), a transrectal probe, and chilling unit (SonaChill). The probe contains transducers that emit ultrasound energy that provides an image of the prostate, but can also be focused to a central point where the temperature is raised rapidly and causes cell destruction. This works the same way that sunlight can be focused to burn a hole in a leaf.

During HIFU, the Sonablate software allows doctors to get a real-time image of the prostate and plan exactly where they want to deliver HIFU energy, thus destroying the targeted tissue. The doctor also receives immediate feedback to confirm the targeted prostatic tissue has been eliminated.

“The Sonablate technology allows us to customize and personalize the treatment for each man, taking into account the size and shape of his prostate along with the location of the cancer in the prostate,” Dr. Konstandt said. “It also allows for real-time monitoring of how effectively the treatment is destroying the tissue. Tissue outside the prostate is left unharmed, which leads to less damage to surrounding areas. HIFU with Sonablate gives us the ability to cure prostate cancer in men with lower rates of impotence and without any significant risk of incontinence.”

WHO IS HPS?

HIFU Prostate Services (HPS) was 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. HPS’ 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.

HPS was founded in 2015 and has a seasoned management team with over 70 years of HIFU experience. HPS is the first, largest, and most experienced HIFU team in the U.S. and has been involved in over 4,000 HIFU procedures. It was the first company to reach the 1,000 treatment threshold inside the U.S.

The HPS network currently has over 400 physicians across the U.S., and its physician proctors have experience with over 3,000 HIFU procedures. The company is headquartered in Charlotte and has established partnerships with physicians and urology practices throughout the country.

Anyone interested in learning more about HIFU or speaking with a physician should contact HPS at 1-877-884-HIFU (4438). For additional information, visit HIFUProstateServices.com.

HIFU Prostate Services

Nonsurgical, Radiation-Free Treatment for Prostate Cancer

HIFU Prostate Services

1-877-884-HIFU (4438)

HIFUProstateServices.com

WHAT IS HIFU FOR PROSTATE CANCER?

While prostate cancer is a fairly common disease among men in the U.S., with about one in nine being diagnosed in his lifetime, it is also one that is usually very treatable, especially if diagnosed early.

Urologists who specialize in noninvasive treatments for prostate cancer have partnered with a local company, HIFU Prostate Services, to offer patients a cutting-edge, noninvasive treatment called HIFU (high intensity focused ultrasound).

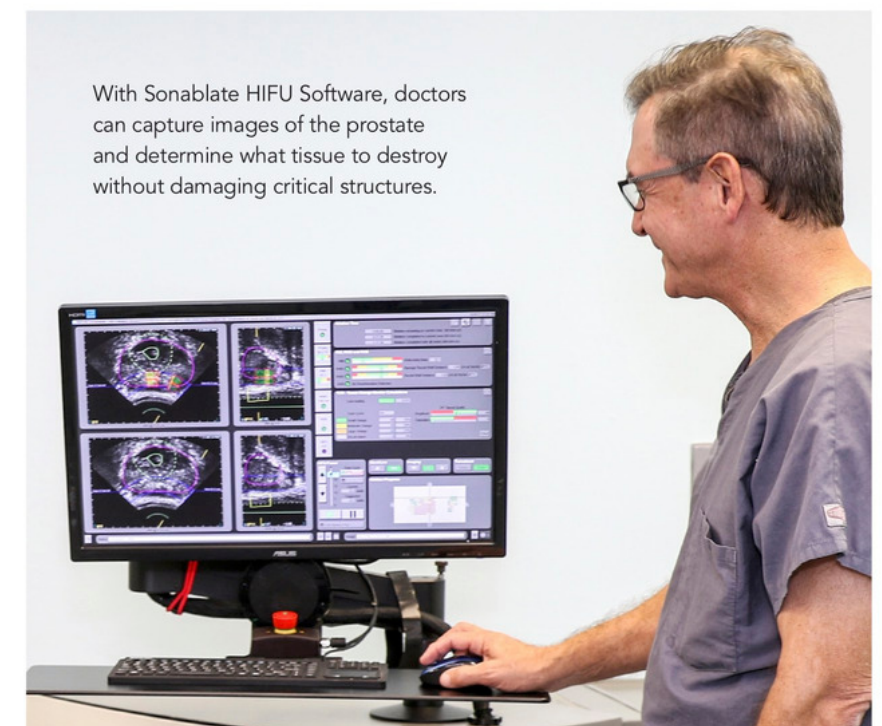
HIFU is a one-time, outpatient procedure that uses ultrasound energy to heat and destroy tissue in the prostate. It is radiation-free, and studies show that the risk of side effects such as erectile dysfunction and urinary incontinence are significantly lower with HIFU than with surgery (radical prostatectomy) or radiation.

Carolina Urology Partners and Urology Specialists of the Carolinas, the two largest urology practices serving the greater Charlotte area, are offering HIFU to their patients with localized prostate cancer. The physicians within these practices who are performing the procedure include Roberto Ferraro, M.D.; David Konstandt, M.D.; Samuel Peretsman, M.D.; and Stewart Polsky, M.D. While HIFU was approved for prostate tissue ablation in the U.S. in October 2015, many of these physicians have been working with HIFU patients outside the U.S. for more than 10 years. HIFU is currently available at several different locations in the greater Charlotte area, including Charlotte Surgery Center and Carolina Urology Partners Outpatient Facility.

“I have been working with HIFU patients since 2008 and have been very impressed by the outcomes and experiences of my patients,” Dr. Peretsman said.

“As I see it, there are two major advantages to the HIFU treatment for prostate cancer. First, there is minimal change to a man’s quality of life since there are minimal side effects such as impotence and incontinence. Secondly, it leaves all options on the table if the cancer ever were to come back.”

— DR. SAMUEL PERETSMAN



With Sonablate HIFU Software, doctors can capture images of the prostate and determine what tissue to destroy without damaging critical structures.