



Dr. Jack Cassell

Quality *for life*

HIFU is a successful, non-invasive option for treating prostate cancer.

PAID PROMOTIONAL FEATURE

One in nine men will be diagnosed with prostate cancer in their lifetime, and about 200,000 new cases will be diagnosed each year. Men facing the fear of radical surgery or radiation for prostate cancer now have a new option for treatment that matches the success rates of traditional treatments thanks to a medical breakthrough called HIFU.

Dr. Jack Cassell, owner of Urology of Mount Dora, offers HIFU, which stands for high intensity focused ultrasound

to treat men with localized prostate cancer. HIFU is a non-invasive procedure that destroys the cancer permanently and preserves a higher quality of life for patients by largely eliminating side effects such as incontinence and impotence.

“If a patient has cancer limited to a certain area in the prostate, that area can be selectively treated,” Dr. Cassell says. “There is such incredible surgical precision involved that any small portion or the entire gland can be eliminated without any harm to surrounding structures.”

The procedure, which was approved by the Food and Drug Administration in 2015, offers the equivalent five-year survival rate achieved with traditional prostate surgery or radiation, according to a study of 625 prostate cancer patients conducted in the United Kingdom.

According to Dr. Cassell, HIFU is less invasive than a prostate biopsy. During the outpatient HIFU procedure, he obtains real-time, three-dimensional ultrasound images of the prostate and surrounding areas. From these images, he sends high-frequency ultrasound waves through the walls of the rectum



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with pinpoint accuracy, generating enough thermal energy to destroy cancerous cells. All of this is done during a one-time treatment lasting one to four hours and without any incisions, invasive needles, radiation, or blood loss.

The prostate, which is roughly the size of a walnut and sits between the bladder and penis, remains intact. Because of its precision, the procedure does not damage muscles that control urinary function or nerves that control erections.

“With each burst of an ultrasound wave, we destroy tissue that is roughly the size of a grain of rice without damaging surrounding tissue and cells,” Dr. Cassell says. “The ultrasound waves are atraumatic to anything other than the specifically targeted prostate tissue. Also, we can get within a millimeter of the little

nerves that allow men to have an erection without damaging the nerves.”

The 10-year survival rate for men with prostate cancer is 98 percent, according to the American Cancer Society. But selecting a treatment is influenced just as much by quality of life. While traditional surgery and radiation are effective, treating the entire prostate can lead to risks of incontinence and erectile dysfunction. In fact, the Prostate Cancer Foundation found that 25 percent of men experience frequent leakage or no bladder control at six months after a prostatectomy. Some patients end up having to wear adult diapers, while others suffer mentally and physically from a loss of sexual ability.

“If the prostate cancer is less than aggressive, a lot of people opt to just

watch it and monitor it with blood tests and additional biopsies,” Dr. Cassell says. “HIFU provides these patients with a way to get their disease treated and behind them without the risk of impotence or incontinence.

“You only have one body,” he continued. “Your lifestyle should be the most important thing to you. If having an erection and having the ability to hold your urine is important to you, then there’s no better investment that you could make than choosing a treatment that minimizes the risk for the disastrous side effects of traditional prostate cancer treatment.”

HIFU patients also enjoy minimal downtime of a day or two.

For example, Cuthbert Terro Nelson, of Eustis, had a three-hour procedure done

one morning in June. The next day he was able to drive to the grocery store and get around fine. He chose the procedure because it’s non-invasive with less severe side effects than other options.

“It was painless,” says Nelson, 60. “Dr. Cassell made me feel comfortable, he told me everything about it and what to expect. I put my trust in him and it went very successful.

“I’m telling everyone about it, and my experience has been amazing,” he adds. “HIFU is magical and a miracle at the same time.”

When Charles Tackett, 76, found out he had prostate cancer, Dr. Cassell offered three options. Tackett didn’t want to endure radiation, so he chose the HIFU procedure in June 2018. He went in at 7 a.m. and was back home relaxing on the couch by 1 p.m.

“As far as recovery time, things improved day after day. I had no bad experience of anything,” says Tackett,

also of Eustis. “I’d highly recommend it to anybody.”

Bill Pelick, a Mount Dora resident and musician, desperately wanted to dodge diapers and erectile dysfunction. After being diagnosed with a localized but aggressive form of prostate cancer in 2016, he opted for HIFU. Dr. Cassell performed the procedure on a Tuesday. The following Sunday, Bill was back onstage playing guitar and bass.

Since undergoing HIFU, Pelick remains cancer-free and his parts are working fine.

“The great thing about HIFU 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 feeling like a total man.”

That’s a far better outcome than the one experienced by a close friend who underwent traditional prostate surgery.

“He went through misery,” Bill says. “In fact, I had to drive him to the hospital

because he could not pee. He had to get catheterized. I’ve had other friends who underwent surgery to have their prostates removed or underwent radiation. They see how well I did and tell me they should’ve had HIFU done on them, too.”

Dr. Cassell has performed HIFU for nearly a decade. Before FDA clearance, he would accompany patients to the Bahamas, Mexico, and Dominican Republic and complete the procedure at local hospitals.

In November 2017, Dr. Cassell began performing the procedure at Florida Hospital Waterman (now AdventHealth Waterman) in Tavares. He also does the procedure at Surgery Center of Mount Dora, 3710 Lake Center Drive. He serves as a proctor for North Carolina-based HIFU Prostate Services, the leading provider of HIFU technology to physician practices in the United States.

“It’s a real game-changer,” Dr. Cassell says.



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