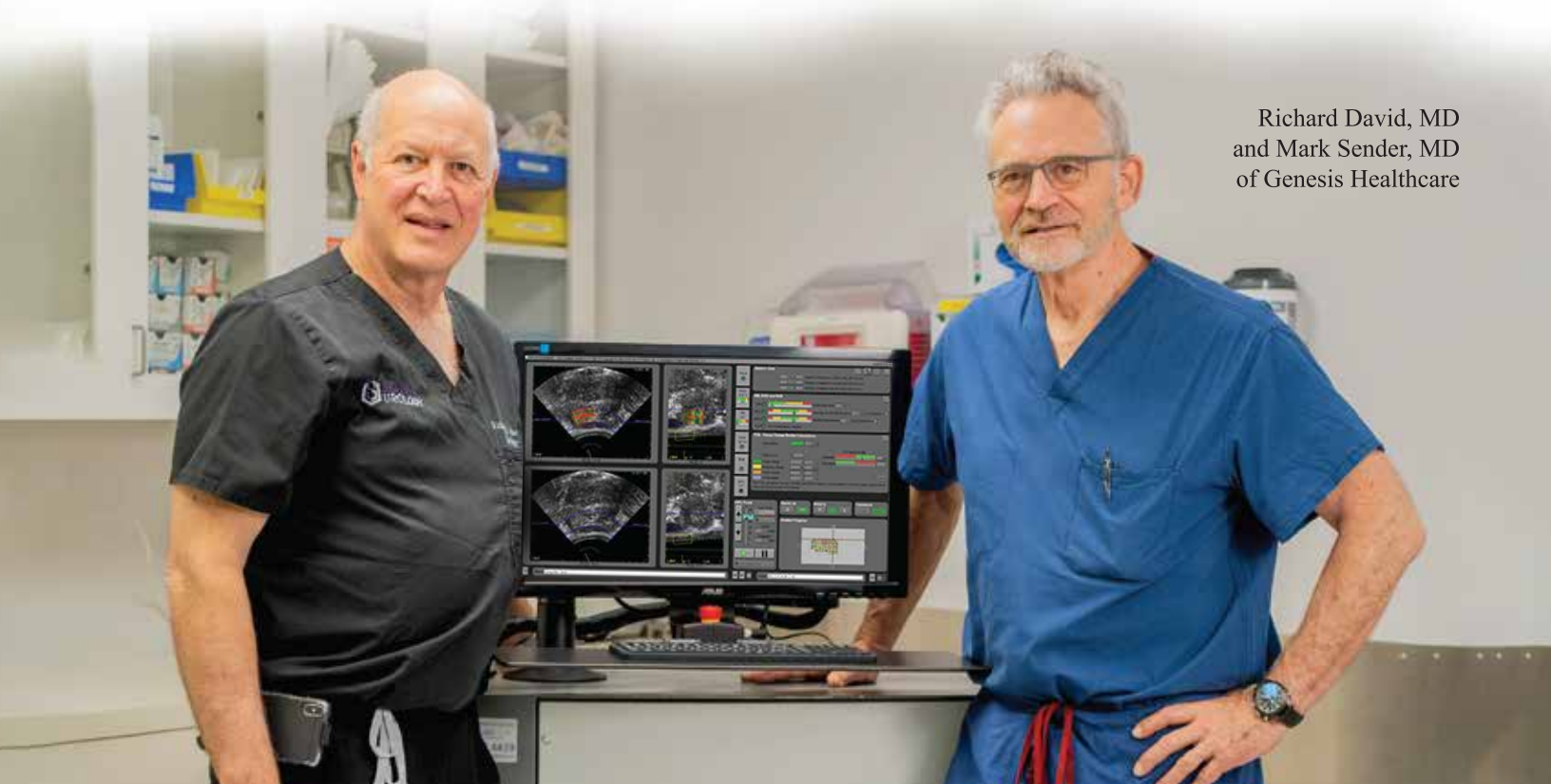


HIFU FOR PROSTATE CANCER

A cutting-edge, non-invasive treatment with low risk of side effects



Richard David, MD
and Mark Sender, MD
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Outpatient Prostate Cancer Treatment using High Intensity Focused Ultrasound (HIFU)

Prostate Cancer and A New Non-Invasive Treatment Option

Prostate cancer is very prevalent in the U.S. and approximately 1 in 8 men will be diagnosed with prostate cancer in their lifetime. The U.S. prostate cancer cases are expected to surpass the incidence of breast cancer in 2022. It is the most common, non-skin cancer, found in men and the American Cancer Society estimates 268,490 cases will be diagnosed in the U.S. this year alone. Furthermore, African American men are nearly twice as likely to be diagnosed and die from prostate cancer compared to Caucasian men. Prostate cancer is highly curable when caught in the early stages before it has spread to other organs.

Prostate cancer is being diagnosed at much earlier stages due to a simple blood test called the PSA which is provided annually by a primary care physician or urologist. The key to successful treatment is early detection. When caught early, there are many treatment options for prostate cancer with high cure rates, but most of them, such as surgery and radiation, have high rates of erectile dysfunction and urinary incontinence. An FDA approved technique called High Intensity Focused Ultrasound

or HIFU, offers men the same cure rate as surgery and radiation with far fewer complications such as erectile dysfunction and urinary incontinence.

As one of the most advanced treatments for prostate cancer, HIFU is currently being offered by five experienced physicians located in Encino and surrounding San Fernando Valley communities. These physicians include Richard David MD, Ganeshalingam Devendra MD, Daniel Niku MD, Sashi Reddy MD and Mark Sender MD and they perform the procedure at Avani Outpatient Surgical Center in Encino, California. HIFU was approved for use in the U.S. in late 2015 by the FDA, but several of the Encino physicians started treating their patients over 10 years ago outside of the U.S. Fortunately, they have been providing this exceptional treatment in several locations in the southern California market since 2016. "Unlike surgery and radiation that have high rates or erectile dysfunction and incontinence, HIFU provides an effective prostate cancer treatment with similar cure rates, but without these detrimental side effects that can be permanent" commented Dr. David.

The outpatient HIFU treatment is bloodless and uses focused ultrasound to heat the prostate, similar to light being focused through a magnifying glass. The 2 to 3 hour HIFU treatment is very appealing to many men as it allows them to return to their normal lifestyles within a couple days. "Due to the proximity of the prostate to important structures that control sexual function and bladder control, HIFU is the first prostate cancer treatment that allows me to identify these areas and avoid harming them during treatment. HIFU is much more precise than surgery and radiation and provides my patients a high likelihood of preserved erectile function and prevention of urinary incontinence" commented Dr. Devendra. "In addition to not impacting quality of life, patients are back to work and enjoying their active lifestyles within a couple days – it's truly a remarkable treatment that should be considered by all patients deemed candidates for HIFU" continued Dr. Devendra.



*Dr. Devendra of San Fernando Valley
Urology Associates*

What is HIFU for Prostate Cancer?

HIFU is a one-time, non-invasive, outpatient procedure that uses ultrasound energy to heat and destroy cancerous tissue in the prostate. It is radiation-free and bloodless, 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. "HIFU underwent an extensive 10-year FDA study, was cleared by the FDA in late 2015, and is approved in over 50 countries," remarked Dr. Niku.

HIFU is delivered using a medical device called the Sonablate. The Sonablate probe contains transducers which emit ultrasound energy that provides an image of the prostate; it can also be focused to a central point, where the temperature is raised rapidly, causing cell destruction. This works in the same way that sunlight can be focused to burn a hole in a leaf. The procedure is performed under general anesthesia, so this does not cause discomfort to the patient.

The Sonablate system allows doctors to obtain a real-time image of the prostate and plan exactly where they want to deliver the HIFU energy, thus destroying the targeted tissue. The physician also receives immediate feedback to confirm the targeted prostatic tissue has been eliminated. The precision of the HIFU system allows the physician to see the nerve bundles that control sexual function and to avoid harming these critical structures. Unlike surgery, which requires the physician to remove the entire prostate, HIFU enables the patient to receive whole gland treatment, hemi-ablation, or a focal treatment. If there is only cancer on one side of the prostate the physician and patient

can determine if only the cancerous portion of the prostate is treated. As breast cancer moved from mastectomy to lumpectomy, the same is occurring in prostate cancer as we have more advanced MRI imaging and diagnostic tools to evaluate the stage of the prostate cancer. HIFU is often referred to as the "lumpectomy for men". "The urology community has been waiting a long time for something other than surgery and radiation which can have a detrimental impact to a patient's quality of life. HIFU is a true game changer when it comes to treating prostate cancer and I expect it to become the treatment of choice for patients diagnosed with early-stage prostate cancer due to its low impact and high cure rates," commented Dr. Reddy.

Recovery After HIFU

HIFU is an outpatient procedure that typically lasts 2 to 3 hours, depending on the size of the prostate. After a brief recovery from general anesthesia at the surgery center, patients return home to recover more comfortably and often return to their normal lifestyle after a few days. Patients are routinely back to work in a couple days. "I am not aware of any other prostate cancer treatment that has such a quick recovery for the patient. After the treatment, my patients are resting at home within an hour or two of their treatment and back to work or enjoying retirement within a couple of days. There is very little to no discomfort following HIFU and patients don't require any pain medication," Dr. Sender explained.

Additionally, unlike with radiation and surgery, if for some reason there is a recurrence of prostate cancer, HIFU does not exclude patients from having any other treatments. This also means that, while not common, HIFU may be repeated if necessary. If a man chooses to have HIFU, he is not limiting himself to pursuing other treatment options down the road.

Who Qualifies for HIFU?

While only a physician can determine whether you qualify for HIFU, typically men with a prostate gland of less than 40 grams with localized prostate cancer (meaning the tumor has not spread outside of the prostate gland) may be candidates for HIFU. The other information that physicians usually look at to determine if you qualify for HIFU is a PSA of 20 or less and a Gleason score of 7 or less.

Anyone interested in HIFU for localized prostate cancer should speak with a doctor about his specific diagnosis and whether it would be a good treatment option in his case.

Contact the HIFU Physicians

HIFU Prostate Services works with each of the physicians mentioned in this article to provide the HIFU system and technician for the prostate cancer treatment. Contact the physicians directly at their urology practices, or for more information contact:

HIFU Prostate Services
877-884-HIFU(4438)
www.HIFUProstateServices.com

