

## HIFU

HIFU Hotline

516.627.1749

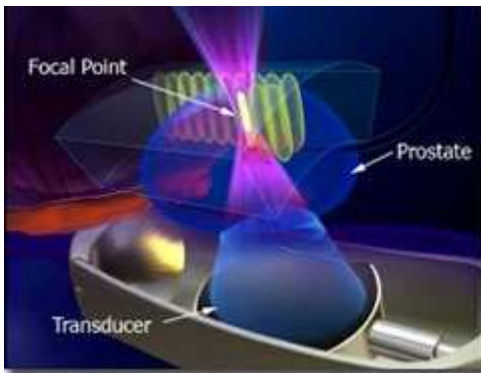
Dr. Keith Bloom and Dr. Christopher Johnson now offer HIFU to patients through USHIFU.

### What is HIFU?

Urology Associates, PC is very excited to announce the addition of HIFU to their urological practice. HIFU, which is short for High Intensity Focused Ultrasound, is a state-of-the-art acoustic ablation technique that utilizes the power of ultrasound to destroy deep-seated tissue with pinpoint accuracy for the treatment of prostate cancer. HIFU focuses sound waves in a targeted area which rapidly increases the temperature in the focal zone causing tissue destruction. The precision unique to HIFU allows surgeons to direct treatment to prostate tissue while sparing nervovascular bundles and the urinary sphincter, thus preserving urinary control and sexual function in the vast majority of patients.

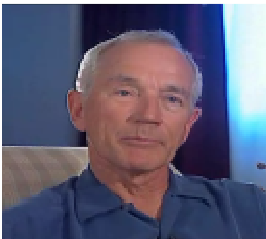
In most cases, HIFU is a 1-4 hour, one-time procedure performed on an out-patient basis under anesthesia. Unlike radiation, HIFU is non-ionizing; this means that HIFU may also be used as a salvage technique if other prostate cancer treatments fail. With HIFU, there is no blood loss and minimal recovery time.

### Non Invasive Prostate Cancer Therapy



High Intensity Focused Ultrasound, or HIFU, is a therapy that destroys tissue with rapid heat elevation, which essentially "cooks" the tissue. Ultrasound energy, or sound waves, is focused at a specific location and at that "focal point" the temperature rises to 90 degrees Celsius in a matter of seconds. One of the most important aspects of HIFU, is that being treated with it does not preclude patients from being treated with surgery, radiation, or cryoablation, should they require further treatment.

Over 6000 men, in nearly 100 HIFU centers worldwide, have already chosen HIFU with the Sonablate® 500, because it is the most advanced HIFU therapy available. This website explores the experience using [HIFU](#) for **prostate cancer treatment** outside of the United States. Explore the site to learn more about International HIFU Centers, where HIFU is available, and to see if you qualify. If you are a patient in the Long Island, New York, or Connecticut area, and you are interested in discussing HIFU with a trained HIFU surgeon, please contact our HIFU Hotline (516) 627-1749 for more information. Our practice is conveniently located to most patients in the tri-state area.



**Dr. Don Erikson: Treated April 2004** - "The side effects were a main concern, I guess more then thinking of the possibility of not being cured. I felt quite comfortable in a cure. I was uncomfortable with the reported side effects of most standard procedures. Therefore I

was very interested in the ultrasound procedure that was both noninvasive and seemed to have lower risk of the adverse side effects. In fact, I would say that within two weeks of the procedure I was biking twenty miles a day...HIFU is going to revolutionize the treatment of Prostate cancer. It certainly is really non-invasive."

*Click the photo to watch video.*



**Chuck Panozzo: Treated April 2004** - "This is an amazing procedure that can cut the down time, cut the pain time, and cut the recovery time to such a minimal amount. It was really almost miraculous."

*Click the photo to watch video.*

**Disclaimer:**

The Sonablate® 500 is being studied in clinical trials for use in the treatment of prostate cancer in the United States and is not approved for use by the U.S. Food and Drug Administration. HIFU with the Sonablate® 500 is authorized for use for the treatment of prostate cancer in Canada, Argentina and the Dominican Republic. It is also available in the Bahamas and Mexico.