

**ROBERT PUGACH, MD, LEADS THE WAY IN OFFERING  
HIFU TREATMENT FOR PROSTATE CANCER**  
*Community Education Lecture – Learn More!*  
**April 5<sup>th</sup> 6 PM - Marriott Residence Inn - Cypress/Los Alamitos**

**Los Alamitos, C.A.** April 3, 2017. One in six men will be diagnosed with prostate cancer. Every year, 230,000 men are diagnosed with this cancer. For many, recommended treatment options leave men and their partners confused and anxious.

To help all patients understand their options, [Dr. Robert Pugach](#), *Medical Director of Pacific Coast Urology Medical Center and Western States HIFU*, is holding a [community education lecture](#) on “Prostate Cancer...What to Do Next.” **This important lecture will be held on Wednesday, April 5<sup>th</sup>, 6 PM at the Residence Inn Los Alamitos/Cypress, 4931 Katella Ave., Los Alamitos, CA 90720.**

Dr. Pugach will discuss today’s important issues about prostate cancer including when watchful/surveillance is appropriate and the pros and cons of the many prostate cancer treatment options. Men who are newly diagnosed, those who have elected active surveillance and men with failed radiation treatment are encouraged to attend this informative seminar.

Dr. Pugach will explain the various treatment options and discuss the most advanced procedure for treating prostate cancer, [High Intensity Focused Ultrasound \(HIFU\)](#). Men can learn about HIFU and its advantages when compared to surgery, chemotherapy and radiation. “The significant advantages are that HIFU has dramatically fewer side effects as compared to other treatments. It is completely non-invasive with no radiation, no chemotherapy and no surgery,” says Dr. Pugach.

As a Urologist treating thousands of prostate cancer patients, Dr. Pugach understands the fears and concerns most men feel when faced with a prostate cancer diagnosis. In fact, Dr. Pugach revealed that his prostate cancer was diagnosed late last year. Based on his test results he learned that the testing showed a miniscule focus of cancer.

Dr. Pugach found himself in the same dilemma as many of his patients... what to do next? He was a candidate for active surveillance or watchful waiting. “There are many patients whose cancers will never progress to the point where they pose a danger, but I am not a gambler when it comes to my health,” states Dr. Pugach. “My concern about that approach is that surveillance can allow small, curable cancers to become larger so that the potential for a cure is reduced,” continues Dr. Pugach.

Dr. Pugach has decided to have a urethral sparing [HIFU procedure](#) next month. “I look forward to having the same result as most of my [HIFU patients](#) have - being cancer free, without the side effects of radical surgery and having a normal, uninterrupted quality of life” said Dr. Pugach.

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**About Robert Pugach, MD**

Dr. Robert Pugach is the medical director of Western States HIFU and Pacific Coast Urology Medical Center, the first urology practice centered on minimally invasive treatments of urological conditions. It continues to be at the forefront of new, innovative technologies. Dr. Pugach is one of the most experienced HIFU practitioners in the U.S. and one of only a few certified HIFU teachers and proctors. He first trained with Sonablate® HIFU in 2006 and since then has treated or been involved with 500+ cases. <http://hifuprostatecancermd.com/>

**About HIFU Prostate Services, LLC**

HIFU Prostate Services (HPS) is the first, largest, and most experienced HIFU team in the U.S. and 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. <http://www.hifuprostateservices.com>.

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