



# HIFU for Prostate Cancer?

**Learn why men are selecting this new treatment**

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**I**n October, 2015 the Food & Drug Administration (FDA) approved High Intensity Focused Ultrasound (HIFU) for the treatment of localized prostate cancer. For many men diagnosed with prostate cancer, HIFU is a new treatment that they haven't heard about nor are they aware of its benefits, including avoiding permanent urine leakage and erectile dysfunction (ED) that surgery or radiation can cause. "Being able to offer my patients a treatment to cure their prostate cancer and maintain their quality of life was very important to me," says Dr. Robert Pugach, Medical Director of Western States HIFU and Pacific Coast Urology Medical Center.

HIFU has been used in more than 40 countries. Because the FDA was slow to act to approve HIFU, Dr. Pugach travelled outside the U.S. to learn this remarkable, non-surgical, radiation free treatment for his patients' prostate cancers. After treating patients for 10 years with this non-invasive procedure, Dr. Pugach is now one of the top 10 HIFU practitioners in the world and one of 8 doctors certified to teach other urologists how to perform HIFU.

Andy, diagnosed with prostate cancer at the age of 49, is typical of many men diagnosed with prostate cancer. "After the initial shock wore off, I began doing intensive research and scheduled appointments with leading urologists and radiologists," he says. Andy was about to proceed with proton beam radiation when he heard about HIFU and scheduled a consultation with Dr. Pugach. "I had a fantastic meeting with Dr. Pugach and decided HIFU was the way to go. Today, I am cancer free and my quality of life is excellent."

Whether you are undiagnosed, newly diagnosed or have been previously treated for prostate cancer, Dr. Pugach encourages you to get the facts. Learn more about HIFU and listen to Andy's and other patient's testimonials at [www.pacificcoasturology.com](http://www.pacificcoasturology.com) and [www.hifuprostateservices.com](http://www.hifuprostateservices.com).

Remember early detection saves lives. Schedule your annual prostate cancer screening exam!

**Pacific Coast Urology Medical Center is one of the leading medical practices in the US specializing in the minimally invasive treatment of urological conditions. If you would like to learn more about HIFU, call, 844-HIFUDOC or visit: [www.pacificcoasturology.com](http://www.pacificcoasturology.com)**

