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You deserve both.

YOUR GUIDE TO THE TREATMENT OF BPH



OLYMPUS[®]

Your Vision, Our Future



BPH IS A COMMON
CONDITION AFFECTING
60% OF MEN OVER AGE 60.*

The more you know, the better you'll feel.

You've likely had a discussion with your doctor about BPH! What follows are some simple facts about this common condition, helping you feel more confident with the procedure and the technology that is designed to bring you relief—and get you back to a normal routine.

1 Benign Prostatic Hyperplasia (BPH)

Enlargement of the prostate not caused by cancer.

The prostate² and its function

The prostate gland is a part of the male reproductive system that produces most of the seminal fluid. Normally, a prostate weighs about 20 grams and is the size of a walnut.

The prostate is situated below the bladder and surrounds part of the urethra, a thin tube that transports urine from the body.

2 Prostate

A walnut-shaped gland in men that surrounds the urethra at the neck of the bladder and supplies the fluid for semen.

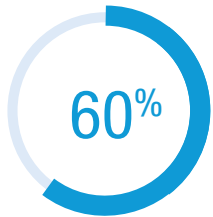


Do a lot of men have this condition?

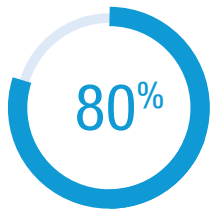
Yes, they do.**



Men over age 50



Men over age 60



Of all men will develop BPH

What is BPH?

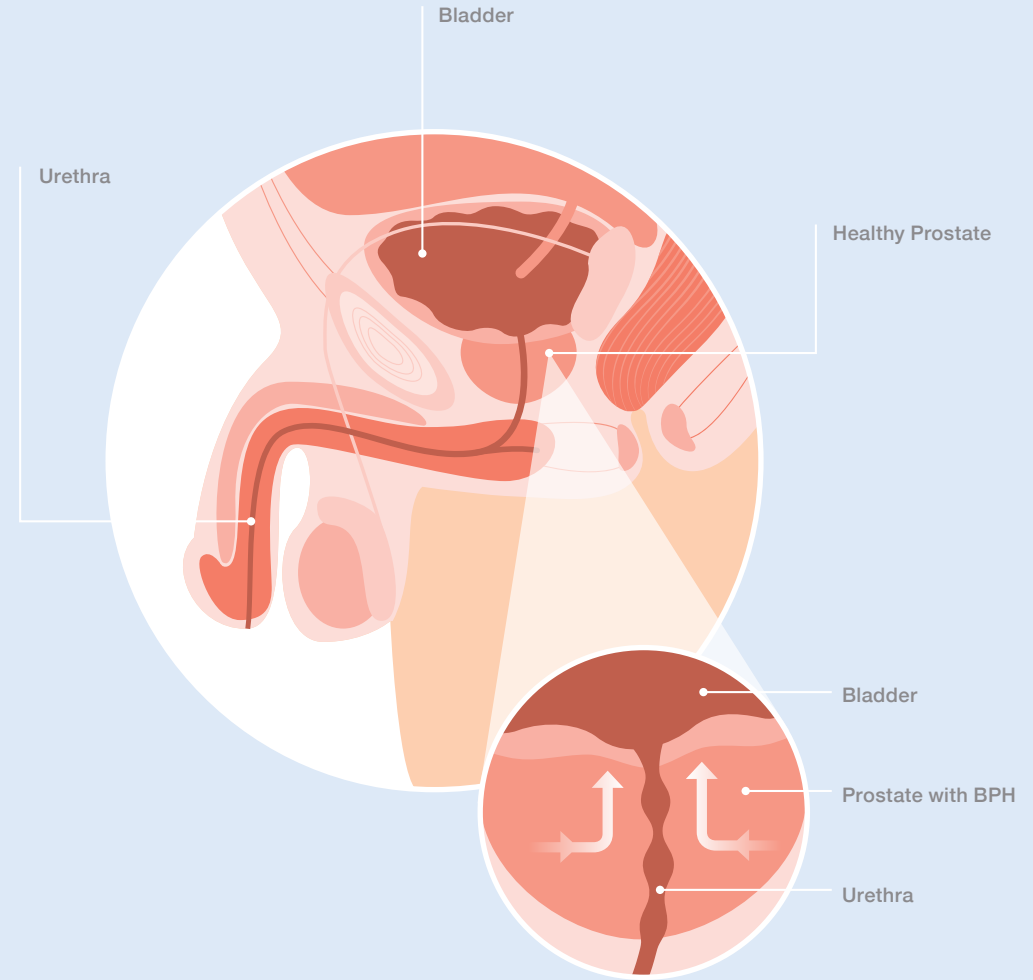
BPH stands for Benign Prostatic Hyperplasia, a non-cancerous condition.

Your prostate naturally enlarges as you get older—and that's very common. In some men, as the prostate enlarges, it also puts pressure on the urethra³ and causes it to narrow, which can, in some cases, lead to a condition called BPH. This may cause some of the symptoms* you're experiencing now, such as:

- A sudden, frequent need to urinate
- Painful or difficulty urinating
- Reoccurring urinary tract infections
- Interruption of regular routines
- Interrupted sleep
- Inability to completely empty the bladder
- Lifestyle changes

3 Urethra

The canal that transports urine from the body.



Top: Anatomy of the male reproductive system.

Bottom: Anatomy of an enlarged prostate gland. Arrows represent pressure on the urethra.

What is a typical treatment?

To remove the enlarged tissue from the prostate, doctors can choose from a variety of procedures.

Treatment options include**:

- Watchful Waiting
- Medications
- Heat-Based therapies
- Laser therapies
- TURP⁴ (transurethral resection⁵ of the prostate)

Most notably, a TURP procedure has been commonly used to treat BPH. A TURP procedure has been performed in the most cases to date. TURP procedures are safe, have long-lasting results, and are proven to be one of the most effective procedures to treat BPH.

4 TURP (Transurethral Resection of the Prostate)

A resectoscope is inserted up the urethra and a loop is used to remove the section of the prostate that is blocking urine flow.

5 Resection

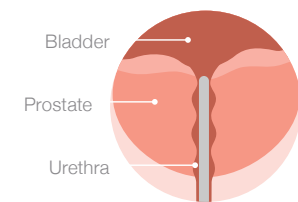
Removal of a portion or all of an organ or other structure.

What happens during a TURP procedure?

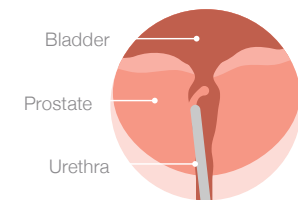
During the procedure, your surgeon will reach the prostate by inserting a thin, tube-like instrument (resectoscope) through the urethra. A small camera with an illuminating light attached to the resectoscope allows the surgeon to see a magnified view of the prostate.

A loop at the tip of the resectoscope is passed along the enlarged prostatic tissue, removing obstructing tissue. The prostate is virtually “shelled out”, gaining space for normal urination and reducing symptoms.

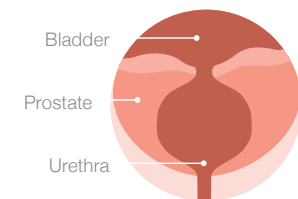
TURP procedure step by step




Resectoscope inserted



Loop removes tissue



*Gained space
(urinary channel re-opened)*



PLASMA THERAPY
HELPS YOU QUICKLY
RETURN TO NORMAL
ACTIVITY, WITHOUT
THE NEED FOR
CONTINUED BPH
MEDICATIONS.***

How can Plasma⁶ Vaporization⁷ Therapy affect my recovery?

Unlike other standard treatments that use high temperature, the low temperature energy of Plasma therapy may help reduce side effects of the procedure. This can result in less bleeding, short procedure time, along with short catheterization⁸ time. You can look forward to discontinuation of BPH medications, a quick return to normal activities, and long-lasting results. Some patients may experience minimal postoperative discomfort.***

6 Plasma

An electrically conductive cloud or gas that's created when radio frequency energy contacts the tissue.

7 Vaporization

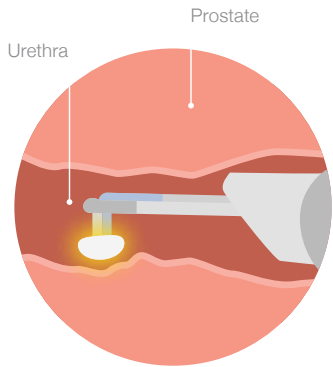
The transition of a solid (tissue) directly into a gas.

8 Catheterization

A thin, flexible tube (catheter) is passed into the bladder to allow urine to drain.

New and more gentle Plasma-OvalButton Vaporization Therapy

The Plasma-OvalButton represents the forefront of innovation of the surgical treatment options available for BPH.



The Plasma-OvalButton glides over the tissue, vaporizing it without cutting.

What are the benefits of Plasma Vaporization Therapy?

With Plasma therapy, a device known as the Plasma-OvalButton gently vaporizes the enlarged prostate tissue. The surgeon uses a unique hovering technique, that way there is virtually no direct contact between the device and the prostate tissue. Plasma energy also coagulates⁹ the healthy tissue, and leaves behind a smooth surface.

With the innovation of Plasma technology, your physician now has a superior level of precision and control to make your procedure as effective and as safe as possible.

What side effects may I notice?

Every medical treatment may have side effects. The same is true for Plasma therapy.

The potential side effects are:

- Blood in the urine
- Cramping in the bladder or an urgent need to urinate
- Frequent urination or burning sensation

Contact your doctor immediately if:

- You see large amounts of blood in your urine
- You have a temperature in excess of 101° F
- You experience chills or shaking

The risk for serious complications depends on your medical condition and age, as well as the experience of the surgeon. Ask your doctor what you should expect after surgery, as well as the potential risks that may occur with surgery.

9 Coagulate

When fluid changes to a more solid state.

FAQs

Does my insurance cover the procedure?

Plasma therapy is covered by Medicare and most private insurers. Please contact your health insurance provider for additional information.

When can I resume my normal routine or activities?

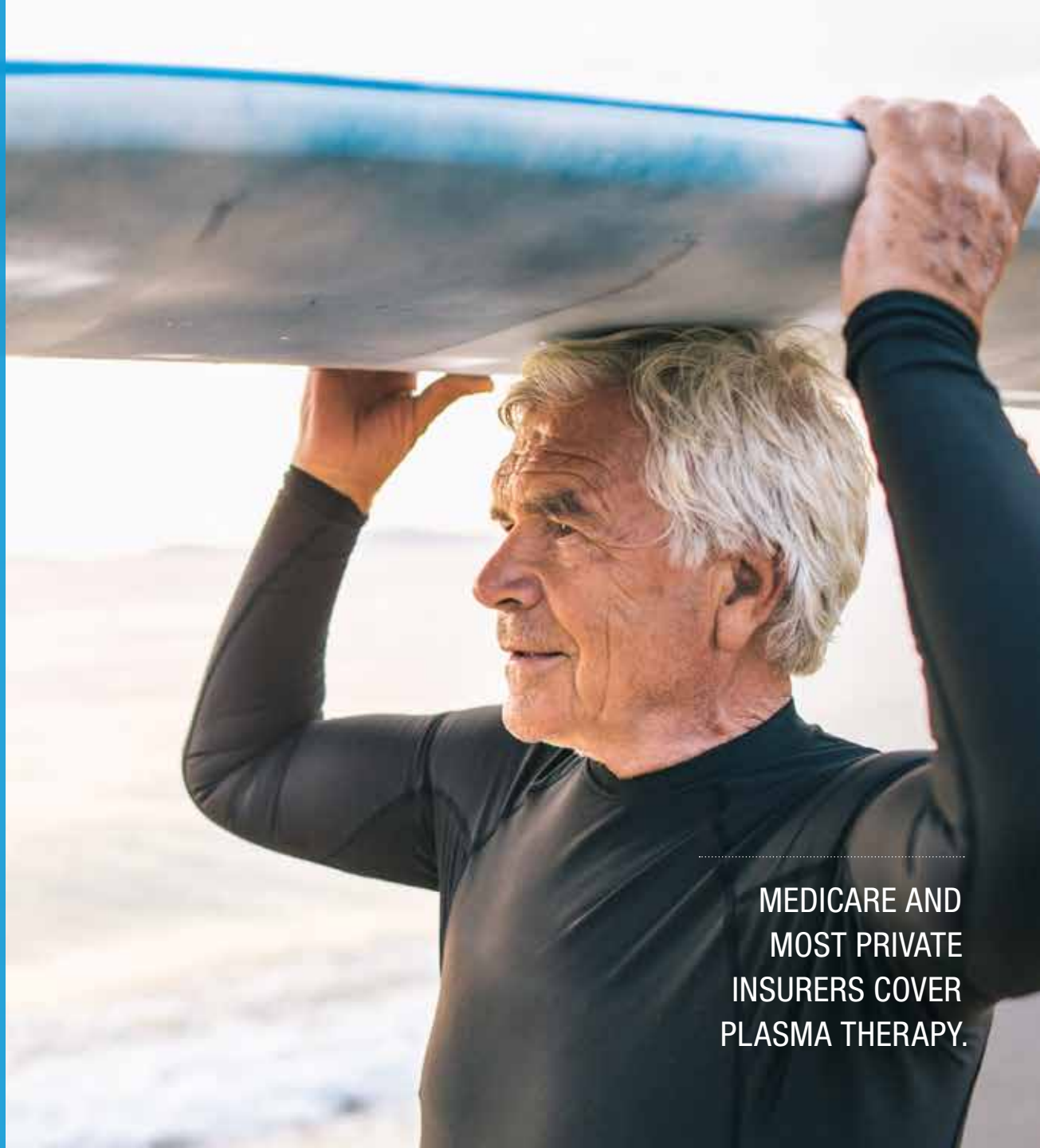
A Plasma therapy procedure typically allows you to return to your normal schedule quickly. Your doctor will be able to advise when you can resume your regular activities.

Do I have to stay in the hospital after a procedure?

Studies have shown that most surgeons have the ability to discharge 81.7% of patients on the same day of surgery.****

Do I stop taking my blood thinners prior to the procedure?

Use of Plasma therapy has been demonstrated on patients undergoing anticoagulant therapy, however this will be addressed by your doctor prior to the procedure.



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MOST PRIVATE
INSURERS COVER
PLASMA THERAPY.

Learn more about BPH and Plasma therapy

Your doctor is always happy to offer all the guidance you need so that you feel completely informed and comfortable about your procedure.

To learn more on your own about Plasma therapy, and to check your IPSS (international prostate symptom score), you can visit **plasmabutton.com**

* A. Roehrborn CG, McConnell JD, et al. AUA Guideline on the Management of Benign Prostatic Hyperplasia (BPH). Available at: <http://www.auanet.org/content/guidelines-and-quality-care/clinical-guidelines.cfm?sub=bph>

** American Urological Association, Benign Prostatic Hyperplasia. Available at: <https://www.auanet.org/education/benign-prostatic-hypertrophy.cfm>

*** These statements refer to clinical results based on the Olympus Button Vaporization Electrode used with the Olympus UES-40 Electrosurgical Generator.

**** Pham BS, Parke MD, and Kernen MD, How I do it: Same day discharge for transurethral resection of prostate using Olympus PlasmaButton and PlasmaLoop. Available at: http://www.canjurol.com/html/free-articles/JUV23_I5_16_FREE_DrKernenSECURE.pdf