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Breakthrough Treatments for Prostate Cancer Patients

Free Presentation Explains New Technologies That Target Tumors, Spare Lifestyle

Columbus, OH – January 23, 2013 – If prostate cancer patients could have one wish, they would ask for a way to destroy cancer without sexual or urinary side effects. On Thursday, February 28, prostate cancer experts Drs. Herb Riemenschneider, John Jurige and Vikram Krishnasetty will speak about new diagnostic and treatment approaches that now may approach what some men call “The Trifecta”—success in the clinic, the bedroom and the bathroom.

Recent imaging advances, especially more powerful and sophisticated Magnetic Resonance Imaging (3T MRI) improve visual diagnosis and reduce the number of unnecessary biopsies. This minimizes today’s biopsy risks of infection, false negatives, and collateral damage to nearby tissues and nerves. More importantly, when patients are accurately diagnosed, they may be candidates for focused treatments that immediately destroy prostate tumors without surgery or radiation. Targeted tumor destruction works by applying extreme temperatures (heat or cold) to just the cancer. These outpatient procedures are minimally or non-invasive, depending on the method. Recovery is very rapid, with very little risk of urinary or sexual side effects. Special attention will be given to HIFU, or High Intensity Focused Ultrasound.

Dr. Herb Riemenschneider states, “The field of men’s health is finally responding to the search for treatments that destroy cancer without destroying a man’s dignity and sexuality. There is no question we’re at a tipping point in technology. It’s time to spread the word about successful, cost-effective breakthroughs so men know they have these options. Their partners should also attend our presentation because this disease affects both people due to fear, and the impact of side effects.”

This important seminar is open to the public free of charge. It will be held on Thursday, February 28 from 6:30-8:00 pm at the University Plaza Hotel and Conference Center, 3110 Olentangy River Rd., Columbus, Ohio 43202. Information on MRI diagnosis and treatments involving thermal tumor destruction will be discussed. Light refreshments will be served. Reservations are encouraged. Call 614-442-3000.

About The Presenters

Dr. Herb Riemenschneider received his MD at Ohio State U Medical School (OSUMS). He completed his urologic training at Indiana U, Dept of Urology. He served as Clinical Instructor of Surgery in Urology at OSUMS (1972-81), and Clinical Assistant Professor of Surgery (1981-2006).

Dr. Jurige Jr. is a board-certified urologist with First Urology (Louisville, KY). He completed his Urology residency at the University of Louisville where he is Assistant Professor of Surgery. He has performed HIFU procedures since 2008 and is certified to proctor physicians learning this treatment.

Dr. Krishnasetty completed his Radiology residency and fellowship at the Massachusetts General Hospital/ Harvard Medical School in Boston, MA. He has been with Columbus Radiology since 2008 and currently serves as section head of Body Imaging.

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