[INSERT CENTER LOGO HERE]

**MEDIA CONTACT**

[First and last name]

[Direct phone number]

[Direct email address]

**[CENTER] Performs [MILESTONE, EXAMPLE “50th”] Rezūm™ Water Vapor Therapy Treatment for Benign Prostatic Hyperplasia (BPH), or Enlarged Prostate**

*Minimally Invasive Procedure Provides Lasting Relief Without Surgery or Medication1*

**[CITY, STATE]—[DATE]—**[CENTER] today announced it has performed its [MILESTONE] Rezūm™ Water Vapor Therapy treatment — a minimally invasive in-office procedure for men looking to treat their benign prostatic hyperplasia (BPH), not just the symptoms. Rezūm Therapy, which was first offered at [CENTER] in [MONTH/YEAR], uses natural water vapor to reduce the size of the prostate and provide lasting symptom relief from BPH without invasive surgery or the potential side effects of prescription drugs.1

BPH is a condition in which a man’s prostate enlarges and squeezes the urethra, causing frustrating symptoms such as frequent or urgent urination, a weak or interrupted urine stream, and the need to get up several times a night to urinate. It affects about 50% of men by age 60, and up to 90% of men by age 85.2

**PROPOSED Physician QUOTE**“Treating [MILESTONE] patients with Rezūm Therapy is an important milestone for us, as we strive to offer the latest, most innovative procedures to improve the health and quality of life of patients in the [CITY/TOWN] area,” said [DOCTOR, TITLE, CENTER].“For years, the primary options for treating BPH were through behavior modifications, medications or invasive surgery. Medications may not work for everyone and may have undesirable side effects. With Rezūm Therapy, we’re able to provide relief of BPH for men who do not want to take medication or want to avoid invasive surgery and implants.”

During Rezūm Therapy, which takes place during one short office visit, natural water vapor is released throughout the targeted prostate tissue. When the steam contacts the tissue and turns back into water, it releases energy, killing the excess prostate cells that squeeze the urethra. Over time, the body’s natural healing response absorbs the dead cells and shrinks the prostate. With the extra tissue removed, the urethra opens, relieving BPH symptoms while preserving sexual function.1 The procedure does not require general anesthesia and is performed under oral sedation or local anesthesia.1

**PROPOSED PATIENT QUOTE**  
“I was so thankful when my physician told me that [CENTER] began offering Rezūm Therapy,” said [PATIENT NAME, AGE, HOMETOWN], who received Rezūm Therapy in [MONTH YEAR]. “After years of waking up multiple times a night to use the bathroom and not being happy with the results of my medications, it was truly life-changing to have an effective, minimally invasive therapy available to me that didn’t require hospitalization. The best part is I was back to doing the activities I love just a few days after the procedure.”

Rezūm Therapy has undergone extensive clinical trials to evaluate the safety and efficacy of the treatment.1 It is now included in the American Urological Association's BPH treatment guidelines and has four-year follow-up data showing its ability to treat prostates with hyperplasia of the central zone, lateral lobe and/or median lobe.3

Rezūm Therapy is currently being used in many leading urology practices throughout the United States and around the world. To date, more than 55,000 patients have been successfully treated with Rezūm Therapy.4

**About [CENTER]**

[INSERT PRACTICE BOILERPLATE]

For more information, visit [PRACTICE WEBSITE] or [Rezum.com](https://www.rezum.com).

**SUGGESTED IMAGE**



1 McVary KT, Rogers T, Roehrborn CG. Rezūm water vapor thermal therapy for lower urinary tract symptoms associated with benign prostatic hyperplasia: 4-year results from randomized controlled study. *Urology*. 2019 Apr;126:171-9.

2 What is BPH? Urology Care Foundation website. <https://www.urologyhealth.org/urologic-conditions/benign-prostatic-hyperplasia-(bph)>.

3 McVary KT, Gange SN, Gittleman MC et al. Minimally invasive prostate convective water vapor energy (WAVE) ablation: A multicenter, randomized, controlled study for treatment of lower urinary tract symptoms secondary to benign prostatic hyperplasia. *J Urol.* 2016 May;195(5):1529-38.

4 Date on file with Boston Scientific.

Results from case studies are not necessarily predictive of results in other cases. Results in other cases may vary.

IMPORTANT INFORMATION: These materials are intended to describe common clinical considerations and procedural steps for the use of referenced technologies but may not be appropriate for every patient or case. Decisions surrounding patient care depend on the physician’s professional judgment in consideration of all available information for the individual case.

Boston Scientific (BSC) does not promote or encourage the use of its devices outside their approved labeling. Case studies are not necessarily representative of clinical outcomes in all cases as individual results may vary.

Rezum.com is a website sponsored by Boston Scientific.

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