

SpaceOAR™ Hydrogel Toolkit Overview

Boston Scientific created this toolkit as a resource to help your institution promote your work in the field of urology and/or oncology and the use of SpaceOAR™ Hydrogel to the media. The kit includes several documents with specific instructions on their use. You may print or repurpose these materials for your institution's website, social media or other communication channels. Please update all highlighted information and remove the highlight before distribution.

Media Outreach Guide: This guide can be used to help you to engage with reporters to increase awareness of SpaceOAR Hydrogel at your institution and when you are training spokespersons for media interviews.	3
<i>Audience: Marketing and communications managers</i>	
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Media Interview Guide: This guide outlines how to effectively communicate your message to engage with reporters and increase awareness of the availability of SpaceOAR Hydrogel at your institution.	5
<i>Audience: Spokespersons</i>	
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Talking Points and FAQ: These were developed to help you communicate about SpaceOAR Hydrogel and prepare your spokespersons for media interviews.	7
<i>Audience: Spokespersons</i>	
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Template Pitch Email: This template email can be customized and sent to reporters when you are reaching out to them to promote the availability of SpaceOAR Hydrogel at your institution. It is recommended that you use this pitch when you have a patient with a success story that he is willing to share, and send it in the body of the email along with the appropriate press release.	10
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Newsletter or Blog Copy: These articles can be adapted for your patient newsletter, blog and/or website.	15
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Social Media Content: This document includes template Twitter, Facebook and LinkedIn posts that can be used on your social media sites to promote SpaceOAR Hydrogel and/or a health awareness month at your institution.

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Audience: Consumers

Prostate Cancer and SpaceOAR Hydrogel Fact Sheets: These are quick facts about prostate cancer and SpaceOAR Hydrogel that can be shared with reporters as additional background for their pieces. They may also be shared on your website as appropriate. See separate files for printable PDF or ask your Boston Scientific sales rep for more information.

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Audience: Reporters and Consumers

SpaceOAR Hydrogel Infographic: This visual tool can be provided to reporters to further their understanding of prostate cancer and SpaceOAR Hydrogel and/or used on your website/social channels. See separate files for printable PDF or ask your Boston Scientific sales rep for more information.

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Audience: Reporters and Consumers

Patient Brochures: This print-ready brochure can be distributed to patients to provide more information about SpaceOAR Hydrogel. See separate files for printable PDF or ask your Boston Scientific sales rep for more information.

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Audience: Consumers

We hope you find this information useful. If you have any questions, please contact: media@bsci.com.

Please note, Boston Scientific is not responsible for any changes made to the language provided in this toolkit.

Media Outreach Guide

Media Outreach: Getting Started

Outreach to the local media can be more successful by following some tips and tricks of the trade. Below is an overview of some best practices in engaging with reporters to increase awareness of prostate cancer and the important role SpaceOAR™ Hydrogel plays in prostate cancer treatment.

When to Reach Out to Reporters

There are three primary opportunities for reaching out to the media

1. To announce news at your practice such as a new procedure or product you offer to patients.
 - Reporters are often most interested in a story when you can put them in contact with local patients who can make the story “come alive” by providing interesting or unique perspectives. *(Please consult with your legal counsel about obtaining signed patient consent before sharing the patient's name with a reporter and see the “Engaging Local Patients for Interviews” section of this toolkit.)*
2. To build upon or “piggy-back” on national news or other trends receiving media coverage.
 - If a story is popular in the national news, local reporters are often looking to cover how this news affects the local area.
3. To coincide with a health awareness month, such as Men’s Health Month in June, Prostate Cancer Awareness Month in September or Movember in November.

How to Contact Reporters

- Make a list of media contacts at your local newspaper, TV and radio stations and update it periodically.
 - Include information such as the reporter’s “beat” (i.e., topics he/she typically covers). Medical, health and science editors/reporters and feature editors/reporters are typically most interested in healthcare stories.
 - If you cannot reach the editor or reporter, call the general number and ask for the assignment editor who will direct you to the best contact for the story angle.
- The best way to identify local reporters is to follow the news. Watch local TV, listen to the radio and read the local newspaper to identify the reporters who cover the kind of medical stories most relevant to your practice and your patients.
- Do online research. Nearly all newspapers, television and radio stations have a website with general contact information.

Tools You Can Use to Contact Reporters

- Press Release
 - A press release is used to inform the media about a newsworthy topic, trend or interesting information.
 - The best way to distribute a press release is via email so you can reach the reporter as quickly as possible. It’s best to send a link to the release or copy it in the body of an email vs. as an attachment to the email.
- Pitch Email
 - A pitch email is targeted to a specific reporter and offers news or a story idea tailored to the reporter’s interests, media outlet and the outlet’s audience.

Interacting with Reporters

- Some outlets plan their editorial calendars months in advance. To increase your chances of securing coverage, plan to reach out to a reporter one month before a pertinent awareness month.
- Call the reporter within a day of sending the press release or pitch email to gauge their interest level.
- If you email information to a reporter, don't send an attachment unless the reporter has requested it.
- Be persistent, but polite. If a reporter declines your story, ask them what would be of interest to them, then ask if it's okay for you to stay in touch in case anything changes.
- Consider timing media outreach after a few cases; once your hospital has refined its processes and can accommodate increased patient flow.

Media Interview Guide

Media Outreach: Preparing for a Media Interview

Media interviews are quick and there is a short window in which to offer information. Below you will find helpful ideas to ensure your team gets your message across when speaking with the media.

Delivering Your Message

NOTE: A common misperception is that you can speak to a reporter “off the record” or on background. This is not true – NOTHING is off the record when speaking to a journalist.

Use Flags

- Phrases such as “What’s most important...” “The key thing is...” “There are three critical factors...” signal to the audience that you’re about to say something important.

Take Control

- Know what you want to accomplish in the interview and take control. Don’t wait for the reporter to guide you through your story. Deliver your messages early and often. Use bridges to get back to the points you want to make.

Build Bridges

- Building bridges is one of the most important interview techniques. Often a reporter will ask you a question that may not allow you to dive right into your message. Don’t just answer his or her question, find a way to bridge back to your message. See below for bridging techniques.

Turn Negatives into Positives

- If the reporter asks you a negative question, don’t be defensive and don’t repeat the negative question as part of your response. Deal with the negative – and then bridge to a message. Always end on a positive note.

Ways to Bridge – Remember the ABC rule:

- ADDRESS the Immediate Question with one of the following statements (without echoing the negative language/question)
 - “Not at all...”
 - “On the contrary...”
 - “I wouldn’t phrase it that way...”
 - “That hasn’t been my/our experience...”
- then BRIDGE to a Key Message
 - “...but what I can tell you is...”
 - “...the important issue here is...”
 - “...the point I want to get across is...”
 - “...the most important thing to note is...”
 - “...the answer to the question I think you’re asking is...”

- COMMUNICATE the Key Message
 - Bridging can also be used to provide additional information
 - “You’re absolutely right to say that, but there’s another aspect to this that people may not realize...”

Engaging Local Patients for Interviews

Often, a reporter will request to speak with a local patient who has been treated with SpaceOAR™ Hydrogel. When approaching patients about media opportunities – whether it’s an in-person or phone interview, or a photo or video shoot – refer to the following guidelines:

- If considering a patient to share their experiences, ensure that they are made aware you are considering them because they have successfully used SpaceOAR Hydrogel during their prostate cancer treatment.
- Think about whether your candidate would make an ideal spokesperson. For instance,
 - Will they be comfortable speaking on camera for a television interview?
 - Are they open to discussing their experience with prostate cancer with a reporter and seeing local coverage result from interviews?
 - Were their results typical of what the average patient could expect?
 - Do they represent the typical SpaceOAR Hydrogel patient in your area?
 - Do they have an interesting story to tell?
- Ensure the patient knows what to expect upfront before they commit to working with you in a media setting. Make it clear that they would be expected to share their story and possibly be available for photos or video in a studio, at home or within your practice.
- Once the patient has agreed to be involved with the media, we suggest that you provide them with a release form and explain that it means they are allowing their story and any other materials (including personal photos, if applicable, and any video footage or photos captured as part of the interviews) to be used universally. Ensure they sign it before you share any information about the patient with media.
- Ensure you follow any other Health Insurance Portability and Accountability Act (HIPAA) requirements that may apply.

Talking Points and FAQ

Key Messages

- Prostate cancer is the most common cancer in American men, with more than 183,000 new cases diagnosed each year.¹ More than 60,000 American men opt to treat their prostate cancer with radiation every year, while some may choose to have their prostate surgically removed or “watch and wait.”²
- Because of the proximity of the rectum to the prostate, prostate radiation therapy can cause unintended damage to the rectum, which can lead to fecal incontinence issues or other long- lasting side effects. These side effects can be a barrier for men who might otherwise seek radiation, but there are options available to help reduce some of these risks.
- SpaceOAR™ Hydrogel is an absorbable gel that creates a temporary space between the prostate and the rectum, designed to reduce radiation dose to the rectum. It is inserted via a minimally invasive procedure and is naturally absorbed by the body in about six months.³
- SpaceOAR Hydrogel has been evaluated in clinical studies and has been shown to be safe and effective in reducing potential side effects of radiation therapy to the rectal area. In a randomized clinical study, men who underwent radiation therapy without SpaceOAR Hydrogel were eight times more likely to experience a decline in bowel, urinary and sexual function when compared to men who underwent radiation therapy with SpaceOAR Hydrogel, at a median follow-up of three years.^{4,5}
- Worrying about the potential side effects of radiation shouldn't be a reason why men with a prostate cancer diagnosis delay treatment. For more information about SpaceOAR Hydrogel and how it can complement prostate cancer treatment while potentially reducing the risk of side effects, visit SpaceOAR.com.

Prostate Cancer Awareness Month SpaceOAR Talking Points

Note: Can also be edited for Men's Health Month and/or November

- September is Prostate Cancer Awareness Month and when it comes to men's health, prostate cancer screening should be a top priority. Prostate cancer can be managed with active surveillance or treated with surgery or radiation. Five-year survival rates are nearly 100 percent.⁶
- There are also options available to help reduce the risk of potential side effects from prostate cancer treatment. For example, for radiation treatment, there's now a spacer that can be placed to help protect the rectum from radiation exposure, which helps to maintain rectal function. For more information on this spacer, visit SpaceOAR.com.

Frequently Asked Questions

What is SpaceOAR™ Hydrogel?

SpaceOAR Hydrogel is an absorbable gel material that creates a temporary space between the prostate and the rectum, potentially reducing radiation dose to the rectum during prostate cancer radiation. It separates the prostate and rectum and is naturally absorbed by the body in about six months.³ More than 50,000 patients worldwide have been successfully treated with SpaceOAR Hydrogel.⁷

For what condition is SpaceOAR Hydrogel used?

SpaceOAR Hydrogel is an option for men preparing to undergo radiation treatment for prostate cancer. It is designed to reduce the radiation dose delivered to the rectum and help maintain rectal function.

How common is prostate cancer?

Prostate cancer is the most common cancer in American men. In the United States, more than 183,000 new cases of prostate cancer are diagnosed each year. More than 60,000 American men opt for radiation treatment every year to treat their prostate cancer.²

How is prostate cancer treated?

Prostate cancer is highly treatable and there are a number of treatment options available based on things like the stage of the disease, a person's age, how healthy they are and their personal preferences. Three common options include watchful waiting to see if the tumor grows or spreads, surgery to remove all or part of the prostate, or radiation to kill cancer cells and shrink the tumors.

What are the common side effects of prostate cancer treatment?

The side effects of prostate cancer treatment vary based on the treatment method chosen. Surgery and radiation have been shown to be the two most successful treatments for low and intermediate grade prostate cancer. The most common complications following surgery are related to the urinary system, such as incontinence and erectile dysfunction,⁸ while complications following radiation are often related to rectal radiation injury (bleeding, diarrhea).⁹

Why is SpaceOAR Hydrogel important for patients?

When treating prostate cancer patients with radiation therapy, the goal is to kill the cancer cells while avoiding damage to surrounding healthy tissue. The prostate is next to the rectum and naturally separated by a small space. Due to the proximity, prostate radiation therapy can unintentionally cause damage to the rectum, which can lead to issues with bowel function. SpaceOAR Hydrogel is a gel spacer that temporarily moves the rectal wall farther away from the prostate. By separating the prostate from the rectum, the radiation dose delivered to the rectum is reduced, which may lessen damage to the rectum.

Clinical data demonstrated the benefits of SpaceOAR Hydrogel, including a reduction of rectal injury resulting in maintained bowel function and a higher likelihood to maintain urinary and sexual function.¹⁰

What are the risks of SpaceOAR Hydrogel?

As with any medical treatment, there are some risks involved with the use of SpaceOAR Hydrogel. Potential complications include, but are not limited to: pain associated with SpaceOAR Hydrogel injection; pain or discomfort associated with SpaceOAR Hydrogel; needle penetration of the bladder, prostate, rectal wall, rectum or urethra; injection of SpaceOAR Hydrogel into the bladder, prostate, rectal wall, rectum or urethra; local inflammatory reactions; infection; injection of air, fluid or SpaceOAR Hydrogel intravascularly; urinary retention; rectal mucosal damage, ulcers, necrosis; bleeding; constipation; and rectal urgency.

What is the gel made of? Is it safe?

SpaceOAR Hydrogel is made up of two liquids that, when combined, form a soft gel material mostly made of water. Studies have shown that the material is biocompatible, can be used in the body without causing injury or a reaction and can be safely absorbed by the body. The material that the SpaceOAR Hydrogel is made from has been used in other implants such as surgical sealants used in the eye, brain and spine.

Where is the procedure done and how long does it take?

SpaceOAR Hydrogel can be implanted during a minimally invasive outpatient procedure in a hospital, surgery center, outpatient clinic or doctor's office prior to the start of radiation treatment. It is typically not a lengthy procedure – usually about 30 minutes.

How is SpaceOAR Hydrogel implanted? Is a patient awake during the procedure?

The SpaceOAR Hydrogel is injected as liquid through a needle placed between the rectum and the prostate. It can be implanted under general anesthesia that will put a patient to sleep during the procedure or a local anesthetic that will numb the injection area.

Do patients feel any discomfort or pain during or after the procedure?

Patients may feel a pinprick or pressure but should not feel any major discomfort. After the procedure, they may experience some temporary discomfort at the injection site, but most SpaceOAR Hydrogel patients report no prolonged discomfort and are usually able to resume their normal activities shortly after the gel is implanted.

In what type of radiation treatment can SpaceOAR Hydrogel be used?

SpaceOAR Hydrogel can be used in all types of radiation therapy for the prostate.

How soon after the procedure can patients return to their normal activities?

Patients are usually able to go back to normal activities shortly after SpaceOAR Hydrogel is implanted.

How long does the hydrogel remain in the body?

SpaceOAR Hydrogel stays in place for about three months. After about six months, the hydrogel is naturally absorbed into the body and removed through urine.

Has SpaceOAR Hydrogel been clinically tested?

SpaceOAR Hydrogel has been evaluated in clinical studies and has been shown to be safe and effective in reducing the side effects of radiation therapy to the rectal area. In a randomized clinical study, men who underwent radiation therapy without SpaceOAR Hydrogel were eight times more likely to experience a decline in bowel, urinary and sexual function when compared to men who underwent radiation therapy with SpaceOAR Hydrogel, at a median follow-up of three years.^{4,5}

Is SpaceOAR Hydrogel covered by insurance?

SpaceOAR Hydrogel is covered by many insurance plans and is reimbursed by Medicare on a case-by-case basis. Patients should verify their benefits with their insurance company in advance of the scheduled procedure.

How many patients have been treated with SpaceOAR Hydrogel?

To date, more than 50,000 patients around the world have been successfully treated with SpaceOAR Hydrogel.⁷

1. Leading Cancer Cases and Deaths, Male, 2015. Centers for Disease Control and Prevention. [Gis.cdc.gov/Cancer/USCS/DataViz.html](https://gis.cdc.gov/Cancer/USCS/DataViz.html). Accessed February 25, 2019.
2. Treatment for Prostate Cancer: External-Beam Radiation Therapy. Prostate Cancer Foundation. <https://www.pcf.org/c/treatment-for-prostate-cancer-external-beam-radiation-therapy/>. Accessed February 13, 2019.
3. Mariados N, Sylvester J, Shah D, et al. Hydrogel spacer prospective multicenter randomized controlled pivotal trial: Dosimetric and clinical effects of perirectal spacer application in men undergoing prostate image guided intensity modulated radiation therapy. *Int J Radiat Oncol Biol Phys*. 2015 Aug 1;92(5):971-7.
4. Hamstra DA, Mariados N, Sylvester J, et al. Continued benefit to rectal separation for prostate radiation therapy: Final results of a phase III trial. *Int J Radiat Oncol Biol Phys*. 2017 Apr 1;97(5):976-85.
5. Hamstra D, Shah D, Kurtzman S, et al. Evaluation of sexual function on a randomized trial of a prostate rectal spacer. *J Clin Oncol*. 2017 February 20;35(Suppl 6):69.
6. Survival Rates for Prostate Cancer. American Cancer Society. <https://www.cancer.org/cancer/prostate-cancer/detection-diagnosis-staging/survival-rates.html>. Accessed February 13, 2019.
7. Data on file with Boston Scientific.
8. Potential Side Effects of a Radical Prostatectomy. SpaceOAR Hydrogel. <https://www.spaceoar.com/patients/prostate-cancer-resources-and-articles/potential-side-effects-of-a-radical-prostatectomy/>. Accessed July 12, 2019.
9. Reviewing the Most Common Treatment Options. SpaceOAR Hydrogel. <https://www.spaceoar.com/patients/prostate-cancer-resources-and-articles/reviewing-the-most-common-treatment-options/>. Accessed July 12, 2019.
10. Hamstra DA, Mariados N, Sylvester J, et al. Sexual quality of life following prostate intensity modulated radiation therapy (IMRT) with a rectal/prostate spacer: Secondary analysis of a phase 3 trial. *Pract Radiat Oncol*. 2018 Jan - Feb;8(1):e7-e15.

Template Pitch Email

Subject Line: [CENTER/HOSPITAL] Offers First-of-its-Kind Technology to Help Reduce Prostate Cancer Treatment Side Effects – Patient Interview Available

Dear _____:

This year, more than 183,000 men will be diagnosed with prostate cancer in the United States.¹ Like [PATIENT FIRST NAME/AGE of HOMETOWN], many men – over 60,000 a year – choose to proceed with radiation to treat the cancer as it's less invasive than surgery.²

The goal of radiation is to kill the cancer cells while avoiding damage to surrounding healthy tissue. However, because of the prostate's close proximity to other organs, prostate radiation therapy can cause damage to other organs such as the rectum, which can lead to issues with bowel function.

Fortunately for [PATIENT FIRST NAME] and others undergoing radiation treatment, [CENTER/HOSPITAL] offers a technology called SpaceOAR™ Hydrogel to help reduce the risk of potential side effects from radiation. SpaceOAR Hydrogel is an absorbable gel that creates a temporary space between the prostate and the rectum, potentially reducing radiation dose to the rectum. It is inserted via a minimally invasive procedure and is naturally absorbed by the body in about six months.

INSERT PATIENT STORY, SUCH AS:

[PATIENT FIRST NAME] recently underwent radiation with SpaceOAR Hydrogel at [CENTER/ HOSPITAL] and is now back to his normal activities without any lasting side effects to his bowel function. He is now one of more than 50,000 patients around the world who have had SpaceOAR Hydrogel implanted before radiation therapy.³

In a randomized clinical study, men who underwent radiation without SpaceOAR Hydrogel were eight times more likely to experience a decline in bowel, urinary and sexual function when compared to men who underwent radiation therapy with SpaceOAR Hydrogel, at a median follow-up of three years.

INSERT NEXT STEPS/CALL TO ACTION, SUCH AS:

Below is a press release providing more detailed information about the SpaceOAR Hydrogel. I'm also happy to set up an interview with Dr. [PHYSICIAN NAME, TITLE] and [PATIENT FIRST NAME].

We look forward to being in touch soon.

Best regards,
[INSERT SIGNATURE]

1. Leading Cancer Cases and Deaths, Male, 2015. Centers for Disease Control and Prevention. [Gis.cdc.gov/Cancer/USCS/DataViz.html](https://gis.cdc.gov/Cancer/USCS/DataViz.html). Accessed February 25, 2019.
2. Treatment for Prostate Cancer: External-Beam Radiation Therapy. Prostate Cancer Foundation. <https://www.pcf.org/c/treatment-for-prostate-cancer-external-beam-radiation-therapy/>. Accessed February 13, 2019.
3. Data on file with Boston Scientific.

Template Press Release: First in City/State to Offer SpaceOAR™ Hydrogel

[INSERT CENTER LOGO HERE]

MEDIA CONTACT

[First and last name]
[Direct phone number]
[Direct email address]

[CENTER] First in [CITY or STATE] to Offer Innovative SpaceOAR™ Hydrogel for Prostate Cancer Patients Undergoing Radiation Treatment

SpaceOAR Hydrogel Provides Barrier to Help Reduce Risk of Side Effects During Prostate Cancer Treatment

[CITY, STATE]—[DATE]—[CENTER] announced today it is the first treatment center in [CITY or STATE] to utilize an innovative technology shown in a clinical study to help prostate cancer patients avoid some of the negative effects of radiation therapy. Today, the first patient at [CENTER] was treated with SpaceOAR™ Hydrogel, the only FDA-cleared spacer to help reduce the radiation dose delivered to the rectum in men undergoing radiation therapy for prostate cancer. In 2018, XX men were diagnosed with prostate cancer in [CITY or STATE]. [OR REPLACE WITH OTHER LOCAL STATISTIC].

SpaceOAR Hydrogel is an absorbable gel that creates a temporary space between the prostate and the rectum, designed to reduce the radiation dose to the rectum.

PROPOSED PHYSICIAN QUOTE

“The introduction of SpaceOAR Hydrogel as a pre-treatment option at [CENTER] demonstrates our commitment to providing the best possible care to our patients by offering the latest innovation in treatments,” said [DOCTOR, TITLE, CENTER]. “Men diagnosed with prostate cancer have some difficult decisions to make, but knowing that an option like SpaceOAR Hydrogel can potentially limit the risk of damage to other organs during radiation treatment will hopefully make a few of those decisions easier.”

Because of the proximity of the rectum and prostate, prostate radiation therapy can cause unintended damage to the rectum, which can lead to fecal incontinence issues or other long-lasting side effects. Placed through a needle, SpaceOAR Hydrogel is administered as a liquid between the prostate and the rectum, but quickly solidifies into a soft gel that expands the space and pushes the rectal wall away from the high-dose radiation area. The hydrogel stays in place for about three months. After about six months, the hydrogel is naturally absorbed into the body and removed through urine.¹

PROPOSED PATIENT QUOTE

“When I was first diagnosed with prostate cancer, my doctor and I talked about potential treatment options, including radiation,” said [FIRST NAME of PATIENT] of [HOMETOWN of PATIENT]. “I knew immediately that I wanted SpaceOAR Hydrogel to be part of my radiation therapy, as it made the risks of radiation seem less scary. I was reassured to know that my doctor is using the latest innovations available to help me avoid experiencing some of the side effects associated with radiation.”

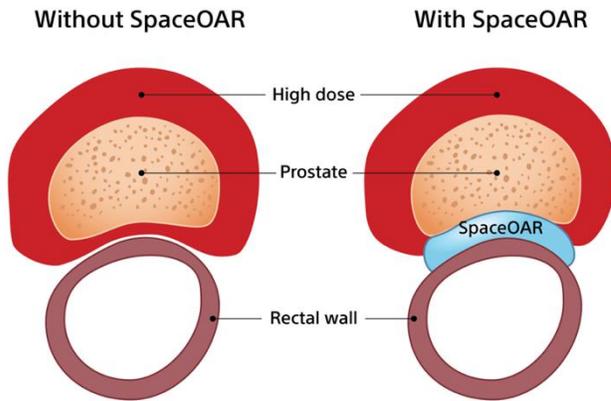
According to the [American Cancer Society](#), prostate cancer is the most common cancer in American men, with more than 183,000 new cases diagnosed each year.² More than 60,000 American men opt to treat their prostate cancer with radiation every year.³

FDA clearance was granted for SpaceOAR Hydrogel following completion of a prospective, multicenter, randomized clinical trial. SpaceOAR patients experienced a significant reduction in rectal radiation dose and severity of late rectal toxicity when compared to control patients who did not receive SpaceOAR Hydrogel. The full pivotal clinical trial results have been published in the peer-reviewed [Red Journal](#).¹

About [CENTER]

[INSERT CENTER BOILERPLATE]

SUGGESTED IMAGE



Suggested Caption:

SpaceOAR™ Hydrogel is now available for prostate cancer patients being treated at [INSERT CENTER NAME]. SpaceOAR Hydrogel is an absorbable, injectable gel that helps reduce the radiation dose delivered to the rectum in men undergoing radiation therapy for prostate cancer, decreasing the likelihood of side effects.

1. Mariados N, Sylvester J, Shah D, et al. Hydrogel spacer prospective multicenter randomized controlled pivotal trial: Dosimetric and clinical effects of perirectal spacer application in men undergoing prostate image guided intensity modulated radiation therapy. *Int J Radiat Oncol Biol Phys*. 2015 Aug 1;92(5):971-7.
 2. Key Statistics for Prostate Cancer. American Cancer Society. <https://www.cancer.org/cancer/prostate-cancer/about/key-statistics.html>. Accessed February 13, 2019.
 3. Treatment for Prostate Cancer: External-Beam Radiation Therapy. Prostate Cancer Foundation. <https://www.pcf.org/c/treatment-for-prostate-cancer-external-beam-radiation-therapy/>. Accessed February 13, 2019.

Template Press Release: Now Offering SpaceOAR™ Hydrogel

[INSERT CENTER or HOSPITAL LOGO HERE]

MEDIA CONTACT

[First and last name]
[Direct phone number]
[Direct email address]

[CENTER/HOSPITAL] Now Offers Innovative SpaceOAR™ Hydrogel to Benefit Patients Undergoing Treatment for Prostate Cancer

SpaceOAR Hydrogel is Clinically Shown to Help Reduce Risk of Side Effects After Radiation Treatment

[CITY, STATE]—[DATE]—[CENTER/HOSPITAL] today announced it has added a new pre-treatment option, SpaceOAR™ Hydrogel – the first and only FDA-cleared spacer to help reduce the radiation dose delivered to the rectum of men undergoing radiation treatment for prostate cancer. SpaceOAR is aimed at reducing rectal complications and helping patients to maintain their quality of life after radiation treatment.

Because of the proximity of the prostate to the rectum, prostate radiation therapy can cause unintended damage to the rectum, which can lead to fecal incontinence issues or other long-lasting side effects. SpaceOAR Hydrogel is an absorbable gel inserted via a minimally invasive procedure that creates a temporary space between the prostate and the rectum – allowing the doctor to complement the patient’s radiation treatment to better target their cancer while preserving healthy tissue. The hydrogel spacer remains in place for about three months. After about six months, the hydrogel is naturally absorbed and cleared from the body in the patient’s urine.

PROPOSED PHYSICIAN QUOTE

“SpaceOAR is an important advance that reduces radiation dose to the rectum during radiation treatments to help prevent unwanted side effects,” said [DOCTOR, TITLE, CENTER/HOSPITAL]. “We understand that men diagnosed with prostate cancer may have some difficult decisions to make, but knowing that an option like SpaceOAR Hydrogel can help limit the risk of damage to other organs during radiation treatment will hopefully make a few of those decisions easier.”

Prostate cancer is the most common cancer in American men, with more than 183,000 new cases diagnosed each year.¹ More than 60,000 American men opt to treat their prostate cancer with radiation every year.² In a randomized clinical study men who underwent radiation therapy without SpaceOAR Hydrogel were eight times more likely to experience a decline in bowel, urinary and sexual function when compared to men who underwent radiation therapy with SpaceOAR Hydrogel, at a median follow-up of three years.^{3,4}

[insert patient story details, if available]

PROPOSED PATIENT QUOTE

“Receiving a prostate cancer diagnosis was very scary, but I was comforted to know that I was receiving the best care possible at [CENTER/HOSPITAL],” said [FIRST NAME of PATIENT] of [HOMETOWN of PATIENT]. “It’s reassuring to know that my physician is using the latest innovations available with the SpaceOAR Hydrogel, to help keep me from experiencing lasting side effects.”

SpaceOAR Hydrogel is made up of two liquids that – when combined – form a soft gel material mostly made of water. Studies have shown that the material is biocompatible, that it can be used in the body without causing injury or a reaction, and it can also be safely absorbed by the body. The material that the SpaceOAR Hydrogel is made from has been used in other implants such as surgical sealants used in the eye, brain and spine.

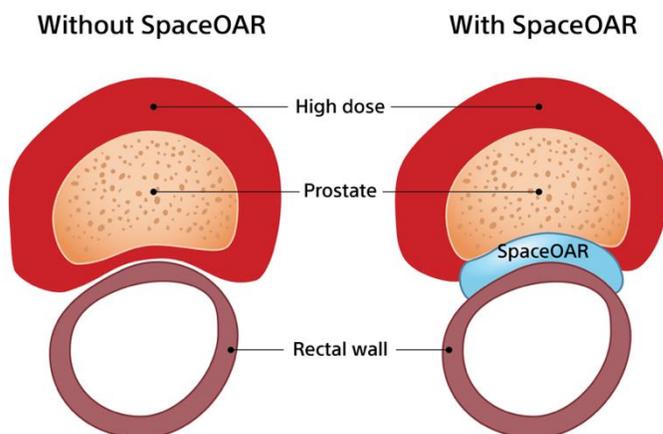
FDA clearance was granted for SpaceOAR Hydrogel following completion of a prospective, multicenter, randomized clinical trial. SpaceOAR patients experienced a significant reduction in rectal radiation dose and severity of late rectal toxicity when compared to control patients who did not receive SpaceOAR Hydrogel. The full pivotal clinical trial results have been published in the peer-reviewed [Red Journal](#).⁵

About [\[CENTER/HOSPITAL\]](#)

[\[INSERT CENTER/HOSPITAL BOILERPLATE\]](#)

For more information, visit [\[HOSPITAL WEBSITE\]](#) or SpaceOAR.com.

SUGGESTED IMAGE



Suggested Caption:

SpaceOAR™ Hydrogel is now available for prostate cancer patients being treated at [\[INSERT CENTER/HOSPITAL NAME\]](#). SpaceOAR Hydrogel is an absorbable, injectable gel that helps to reduce the radiation dose delivered to the rectum in men undergoing radiation therapy for prostate cancer, decreasing the likelihood of side effects.

1. Key Statistics for Prostate Cancer. American Cancer Society. <https://www.cancer.org/cancer/prostate-cancer/about/key-statistics.html>. Accessed February 13, 2019.
2. Treatment for Prostate Cancer: External-Beam Radiation Therapy. Prostate Cancer Foundation. <https://www.pcf.org/c/treatment-for-prostate-cancer-external-beam-radiation-therapy/>. Accessed February 13, 2019.
3. Hamstra DA, Mariados N, Sylvester J, et al. Continued benefit to rectal separation for prostate radiation therapy: Final results of a phase III trial. *Int J Radiat Oncol Biol Phys*. 2017 Apr 1;97(5):976-85.
4. Hamstra D, Shah D, Kurtzman S, et al. Evaluation of sexual function on a randomized trial of a prostate rectal spacer. *J Clin Oncol*. 2017 February 20;35(Suppl 6):69.
5. Mariados N, Sylvester J, Shah D, et al. Hydrogel spacer prospective multicenter randomized controlled pivotal trial: Dosimetric and clinical effects of perirectal spacer application in men undergoing prostate image guided intensity modulated radiation therapy. *Int J Radiat Oncol Biol Phys*. 2015 Aug 1;92(5):971-7.

General Newsletter or Blog Copy

Five things you may not know about prostate cancer

Receiving a cancer diagnosis is one of the most terrifying experiences someone can have and unfortunately, roughly one in nine men will be diagnosed with prostate cancer during their lifetime.¹ The good news is prostate cancer is highly treatable and there are several treatment options available based on the person's age, health and personal preference.

Almost everyone knows someone living with prostate cancer, and you may know that regular prostate exams can help diagnose cancer, but there's a lot more to know about the disease that can help patients make informed decisions about their care.

1. **Most men don't die from prostate cancer.** Although prostate cancer is a serious disease, and it does take lives, it is highly treatable and five-year survival rates are nearly 100 percent.² That doesn't mean it shouldn't be taken seriously though as some forms of the cancer are very aggressive. The bottom line? There is no one-size-fits-all approach to prostate cancer screening and treatment, and men should consult a medical professional for an assessment.
2. **Early prostate cancer usually causes no symptoms.** In fact, prostate cancer is one of the most asymptomatic cancers, which means that not all men experience symptoms. Common symptoms may include: a need to urinate frequently, difficulty starting or stopping urination, weak or interrupted flow of urination, painful or burning urination, difficulty having an erection, painful ejaculation, blood in the urine or semen, or frequent pain and stiffness in the lower back, hips or upper thighs. But these symptoms don't necessarily mean cancer – in fact, they're often an indication of other diseases such as prostatitis or benign prostatic hyperplasia (BPH), a non-cancerous growth of the prostate.³
3. **Some men may never require treatment.** While more than 60,000 American men opt to treat their prostate cancer with radiation every year, prostate tumors often grow very slowly, so some men choose an approach known as "active surveillance."⁴ This means there is no immediate treatment, but your doctor will want to keep an eye on the cancer so they can act if it gets worse. Active surveillance is sometimes suggested instead of treatment depending on the patient's age, other health conditions, risks and side effects of treatment, or the size of the tumor. While active surveillance is a valid and recommended approach, it's important to consider the pros and cons of all available treatment options before making your decision.
4. **"Active surveillance" does not mean "ignore and wait."** Unfortunately, many men who choose active surveillance fail to comply with follow-up testing – a critical component to long-term success. Since many men with prostate cancer are symptom-free, without ongoing testing there is no way to know if the cancer is growing or spreading. So while postponing treatment may be right for some men, it's not advised to turn your back completely; regular PSA tests and biopsies can alert you if further treatment, such as radiation, is needed.
5. **Potential radiation therapy side effects can be reduced.** Because of the proximity of the rectum and prostate, radiation therapy for prostate cancer can cause unintended damage to the rectum, which can lead to fecal incontinence issues or other lasting side effects. As this could be a barrier for men seeking treatment, it's important to know there are options available to help reduce these risks. SpaceOAR™ Hydrogel is an absorbable gel inserted via a minimally invasive procedure that creates a temporary space between the prostate and the rectum, helping to reduce the radiation exposure to the rectum. It has been evaluated in clinical studies and shown to be safe and effective in reducing the side effects of radiation therapy to the rectal area. To date, more than 50,000 patients worldwide have been successfully treated with SpaceOAR Hydrogel.⁵

For more information about SpaceOAR Hydrogel, visit www.spaceoar.com.

1. Key Statistics for Prostate Cancer. American Cancer Society. <https://www.cancer.org/cancer/prostate-cancer/about/key-statistics.html>. Accessed February 13, 2019.
2. Survival Rates for Prostate Cancer. American Cancer Society. <https://www.cancer.org/cancer/prostate-cancer/detection-diagnosis-staging/survival-rates.html>. Accessed February 13, 2019.
3. Signs and Symptoms of Prostate Cancer. American Cancer Society. <https://www.cancer.org/cancer/prostate-cancer/detection-diagnosis-staging/signs-symptoms.html>. Accessed February 13, 2019.
4. Treatment for Prostate Cancer: External-Beam Radiation Therapy. Prostate Cancer Foundation. <https://www.pcf.org/c/treatment-for-prostate-cancer-external-beam-radiation-therapy/>. Accessed February 13, 2019.
5. Data on file with Boston Scientific.

Awareness Month Article

Note: Can also be edited for Men's Health Month or November

[Center or Hospital] Raises Awareness about Important Option for Men Undergoing Prostate Cancer Radiation During Prostate Cancer Awareness Month

SpaceOAR™ Hydrogel is Clinically Shown to Reduce Risk of Side Effects After Radiation Treatment

September is Prostate Cancer Awareness Month, and [CENTER/HOSPITAL] is urging men to take charge of their prostate health this month and throughout the year. Prostate cancer is the most common cancer in American men, with more than 183,000 new cases diagnosed each year.¹ When it comes to men's health, prostate cancer screening should be a top priority. Prostate cancer is managed with active surveillance and/or treated with surgery or radiation, and five-year survival rates are nearly 100 percent.²

More than 60,000 American men opt to treat their prostate cancer with radiation every year.³ Because of the proximity of the rectum and prostate, prostate radiation therapy can cause unintended damage to the rectum, which can lead to fecal incontinence issues or other long-lasting side effects. Now, there are options available to help reduce the risk of potential side effects from prostate cancer treatment.

For example, for radiation treatment, there's now a spacer that can be placed to reduce the rectum's exposure to radiation, which helps to maintain rectal function. [CENTER/ HOSPITAL] offers this pre-treatment option, called SpaceOAR™ Hydrogel. SpaceOAR is the first and only FDA-cleared spacer to help reduce the radiation dose delivered to the rectum in men choosing to undergo radiation therapy for prostate cancer, potentially reducing rectal complications and helping to maintain quality of life.

SpaceOAR Hydrogel is an absorbable gel inserted via a minimally invasive procedure that creates a temporary space between the prostate and the rectum – helping to reduce the radiation dose to the rectum during prostate cancer treatment. With SpaceOAR Hydrogel in place, a doctor can complement the patient's radiation treatment to better target their cancer while preserving healthy tissue to help maintain rectal function. The hydrogel spacer remains in place for about three months. After about six months, the hydrogel is naturally absorbed and cleared from the body in the patient's urine. To date, more than 50,000 patients worldwide have been successfully treated with SpaceOAR Hydrogel.⁴

PROPOSED PHYSICIAN QUOTE: "Prostate Cancer Awareness Month is a great opportunity to raise awareness about important advancements in prostate health," said [DOCTOR, TITLE, CENTER/HOSPITAL]. "We strive to offer the best prostate cancer treatments available, and products like SpaceOAR Hydrogel allow us to do just that. This safe and effective option helps to reduce the likelihood of side effects if our patients choose to undergo radiation therapy for prostate cancer."

While September is a great time to think about prostate health, men should be aware of this disease and understand how to prevent and/or treat it effectively all year. This includes getting screened, learning about resources and therapies available to treat the disease, choosing the best treatment option and finding support. [Insert information on services provided by CENTER/HOSPITAL].

For more information on SpaceOAR Hydrogel, visit [HOSPITAL WEBSITE] or [SpaceOAR.com](https://www.spaceoar.com).

1. Leading Cancer Cases and Deaths, Male, 2015. Centers for Disease Control and Prevention. [Gis.cdc.gov/Cancer/USCS/DataViz.html](https://gis.cdc.gov/Cancer/USCS/DataViz.html). Accessed February 25, 2019.
2. Survival Rates for Prostate Cancer. American Cancer Society. <https://www.cancer.org/cancer/prostate-cancer/detection-diagnosis-staging/survival-rates.html>. Accessed February 13, 2019.
3. Treatment for Prostate Cancer: External-Beam Radiation Therapy. Prostate Cancer Foundation. <https://www.pcf.org/c/treatment-for-prostate-cancer-external-beam-radiation-therapy/>. Accessed February 13, 2019.
4. Data on file with Boston Scientific.

Social Media Content

Social media is an important informational tool for educating patients and their families. It can also be used to communicate with fellow doctors and other healthcare professionals. To increase awareness and education of your center's SpaceOAR™ Hydrogel offering, Boston Scientific has developed recommendations for social media content to help with this type of communication.

It's important to encourage ongoing conversation about prostate cancer treatment and SpaceOAR Hydrogel with posts and content that will help generate awareness and education. There are many scenarios where using social media to communicate news makes sense, here are a few examples and following are draft posts for each type of communication:

- Initial SpaceOAR Hydrogel announcement: Share with your audience that you are now offering SpaceOAR Hydrogel for patients undergoing prostate cancer radiation treatment.
- Patient stories: A quote from a patient, followed by the link to SpaceOAR.com or your center's website. Videos typically work best, if possible. **Please confer with your attorney** to ensure you are following all Health Information Portability and Accountability Act (HIPAA) requirements that may apply.
- Infographic: Share the provided infographic with your audience as a visual tool to further their understanding about prostate cancer treatment and SpaceOAR Hydrogel.
- Doctor experiences: A quote or multimedia including photos or videos from one of your physicians followed by the link to SpaceOAR.com or your center's website.
- Media coverage: A link to a news article or TV report about your center and SpaceOAR Hydrogel.
- Fundraising events: If a charity event focused on prostate cancer or cancer in general is occurring in your area, express your support of the event or share the event's details. If you have employees participating, encourage them to take photos or video that can be shared via social media.
- Awareness months: Contribute to the conversation using #MensHealthMonth, #ProstateCancerAwarenessMonth or #Movember to share education and awareness about men's health issues and solutions.

Please feel free to adapt the following template posts to your unique needs. We hope you find this content helpful.

Suggested Social Media Posts

Recent prostate cancer diagnosis

- *Facebook:* A #prostatecancer diagnosis can be scary, but there are a number of treatment options available, including active surveillance, radiation and surgery. It's important to discuss these options with your doctor so you can make a decision that best fits your needs.
- *Twitter:* Recently diagnosed with #prostatecancer? There are a number of ways to treat it, such as active surveillance, radiation and surgery. Discuss your options with your doctor to make the best decision for you.

Hospital/Cancer Center/Physician Office is now offering SpaceOAR Hydrogel

- *Facebook:* Our goal is to provide the most advanced treatment options for our patients, which is why we are excited to now offer @SpaceOAR Hydrogel for those undergoing radiation for prostate cancer. Learn more about SpaceOAR and its innovative technology here: <https://www.spaceoar.com/patients>
- *Facebook:* About 1 in 9 men will be diagnosed with #prostatecancer during his lifetime. When confronted with treatment options, most are unsure or confused about how different therapies will affect their life. We're proud to

announce we now offer @SpaceOAR Hydrogel, an innovative device aimed at helping to maintain quality of life and minimize side effects of radiation treatment. Learn more about SpaceOAR Hydrogel here:

<https://www.spaceoar.com/patients/minimizing-side-effects-radiation-therapy-prostate-cancer/>

- *Twitter:* Maintaining quality of life for our patients after #prostatecancer radiation treatment is a priority for us. See how @SpaceOAR Hydrogel can be used with treatment of prostate cancer here: <https://www.spaceoar.com/what-is-spaceoar-hydrogel/>
- *Twitter:* We're using @SpaceOAR Hydrogel to complement #prostatecancer radiation treatment. It can help minimize side effects during treatment. Learn more here: <https://www.spaceoar.com/patients/minimizing-side-effects-radiation-therapy-prostate-cancer/>
- *LinkedIn:* @SpaceOAR Hydrogel is helping to improve patient quality of life after prostate cancer radiation at [Center name]. To learn more about this innovation, click here: <https://www.spaceoar.com/patients>

They have been added to the Find a Doctor tool on SpaceOAR.com

- *Facebook:* Excited to announce our very own Dr. [Name] at [Center Name] is now providing @SpaceOAR Hydrogel for his/her #prostatecancer patients, which is used to help minimize side effects after radiation for prostate cancer. <https://www.spaceoar.com/find-a-doctor/doctors/doctor-name>
- *Facebook:* Dr. [Name], a [radiation oncologist]/[urologist] trained in applying @SpaceOAR Hydrogel for prostate cancer radiation, is now listed on the SpaceOAR Find a Doctor tool. Learn why he/she is providing SpaceOAR for his/her patients: <https://www.spaceoar.com/find-a-doctor/doctors/doctor-name>
- *Twitter:* @SpaceOAR Hydrogel has made it easy to find all of <hospital name>'s physicians who provide it in one place. <https://www.spaceoar.com/find-a-doctor/locations/location-name>
- *Twitter:* Dr. [Name] is using @SpaceOAR Hydrogel to help maintain patient quality of life after prostate cancer radiation. <https://www.spaceoar.com/find-a-doctor/doctors/doctor-name>
- *Doctor's Personal Twitter:* Excited to be part of an elite group of physicians using @SpaceOAR Hydrogel for prostate cancer to help reduce radiation toxicity to the rectum. Tap to find a doctor near you: <https://www.spaceoar.com/find-a-doctor/>
- *LinkedIn:* Our own Dr. [Name] of the [Department name] has been added to the @SpaceOAR Find a Doctor tool. SpaceOAR Hydrogel is a rectal spacer that can be used in patients receiving radiation for prostate cancer to help minimize unwanted side effects. Read more about Dr. [Name] here: <https://www.spaceoar.com/find-a-doctor/doctors/doctor-name>

News story

- *Facebook:* Dr. [Name] of [Center name] recently talked to [outlet name] about @SpaceOAR Hydrogel, an innovative technology used in men being treated with radiation for prostate cancer. Learn why Dr. [Name] chooses to use SpaceOAR Hydrogel to help minimize side effects of radiation treatment: >>insert link<<
- *Facebook:* @SpaceOAR Hydrogel is giving patients undergoing #radiation for #prostatecancer a little space during treatment. Our own Dr. [Name] talks about how the hydrogel spacer is helping maintain his/her patients' quality of life. >>insert link<<
- *Twitter:* Dr. [Name] discusses @SpaceOAR Hydrogel, a new technology that can help minimize some of the negative side effects of prostate cancer radiation treatment. [Outlet name] >>insert link<<
- *LinkedIn:* Dr. [Name] joined [Outlet name] to discuss #prostatecancer treatment and the implementation of @SpaceOAR Hydrogel. As one of the only centers in the region to offer SpaceOAR, we are dedicated to minimizing side effects so they don't slow down our patients' everyday lives. >>insert link<<

Interesting post or article

- *Facebook:* Considering radiation for your #prostatecancer treatment? @SpaceOAR Hydrogel can help minimize the side effects of radiation treatment, helping to maintain your quality of life. Learn more about SpaceOAR Hydrogel and what it could mean for your future, here: >>insert link<<
- *Facebook:* When #prostatecancer is detected early enough, survival rates are nearly 100%. Unfortunately, side effects can also occur during treatment. Thanks to advances in technology like @SpaceOAR Hydrogel, side effects of radiation treatment can be reduced. >>insert link<<
- *Twitter:* Minimally invasive procedure can help reduce rectum radiation dose in #prostatecancer radiation. Know someone who has been diagnosed? Consider this: >>insert link<<
- *LinkedIn:* Prostate cancer radiation therapy can sometimes result in the injury of nearby healthy tissue, causing unwanted side effects such as bowel dysfunction @SpaceOAR Hydrogel is fighting back by protecting organs at risk during treatment to help improve the lives of those receiving radiation for prostate cancer. >>insert link<<

Patient testimony

- *Facebook:* Making a treatment decision after a cancer diagnosis can be confusing and scary. Watch/read [Name] explain why radiation therapy for his prostate cancer was the best option for him, and what @SpaceOAR Hydrogel meant to him. >>insert link<<
- *Facebook:* When you've been diagnosed with #prostatecancer and are presented with treatment options, choosing the right one can be difficult. Prostate cancer survivor [Name] explains why he chose radiation therapy with @SpaceOAR Hydrogel. >>insert link<<
- *Twitter:* Choosing the right #prostatecancer treatment is difficult. Learn why [Name] picked #radiation with @SpaceOAR Hydrogel. >>insert link<<
- *LinkedIn:* Prostate cancer radiation has been shown to be a successful treatment for prostate cancer, but at times patients are confused about what side effects could be present. Listen to [Name] explain how @SpaceOAR Hydrogel impacted his decision. >>insert link<<

SpaceOAR stories: <https://www.spaceoar.com/patients/patient-stories/>

Physician testimony

- *Facebook:* Dr. [Name] shares why he/she recommends a hydrogel spacer used with radiation therapy called @SpaceOAR to #prostatecancer patients. >>insert link<<
- *Twitter:* Dr. [Name] of the [radiology oncology dept] / [urology dept] supports the use of @SpaceOAR Hydrogel, which helps maintain patient quality of life after radiation therapy. >>insert link<<
- *Physician's Personal Twitter:* With @SpaceOAR Hydrogel patients who chose prostate cancer radiation may experience fewer side effects. Significant step forward in #radonc. <http://spaceoar.com>
- *Physician's Personal Twitter:* If you've been diagnosed with #prostatecancer and are considering #radiation, I urge you to consider @SpaceOAR technology, which can help minimize your treatment side effects. >>insert link<<
- *LinkedIn:* Dr. [Name] talks about reducing #prostatecancer side effects and the quality of life benefits with @SpaceOAR Hydrogel, a rectal spacer that can be used in patients receiving radiation treatment. >>insert link<<

Note: The following posts can also be edited for men's health month or november

Prostate Cancer Awareness Month

- *Facebook:* September is #ProstateCancerAwarenessMonth. We know being told you have #prostatecancer can be scary and stressful. It might help to know there are options available to help reduce the risk of potential side

effects from radiation treatment. We offer @SpaceOAR Hydrogel, an innovative device shown in a clinical study to help maintain bowel quality of life. See how SpaceOAR Hydrogel can help in the treatment of prostate cancer here: <https://www.spaceoar.com/what-is-spaceoar-hydrogel/>

- *Facebook:* September 1 kicks off #ProstateCancerAwarenessMonth. In the U.S., about 1 in 9 men will be diagnosed with #prostatecancer in their lifetime. Now, there are options available to help reduce the risk of potential side effects from prostate cancer radiation treatment. For example, a spacer can be placed to help reduce the radiation dose delivered to the rectum and help to maintain rectal function. For more information on this spacer or to find a doctor, visit SpaceOAR.com.
- *Twitter:* September is #ProstateCancerAwarenessMonth. We are using @SpaceOAR Hydrogel to help minimize side effects after radiation treatment for #prostate cancer. Learn more at www.spaceOAR.com.
- *Twitter:* In celebration of #ProstateCancerAwarenessMonth, be sure to put prostate cancer screening at the top of your list. #Prostatecancer can be treated if detected early, and options usually include active surveillance, surgery or radiation.

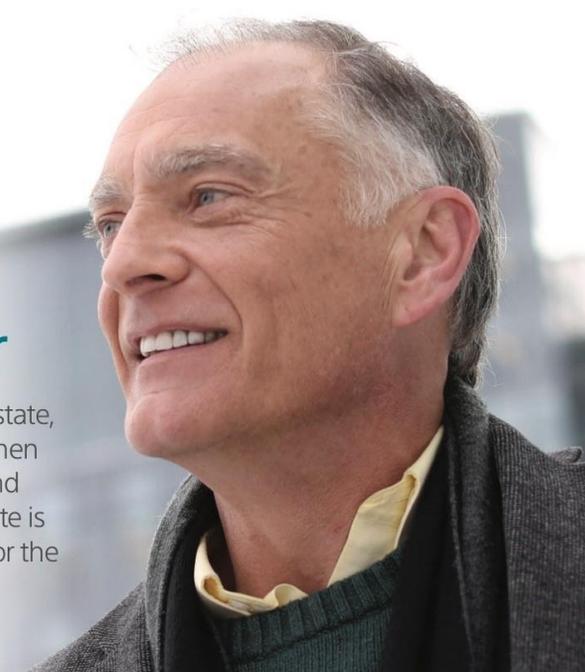
Prostate Cancer Awareness Month Media Coverage

- *Facebook:* @SpaceOAR Hydrogel is giving patients undergoing #radiation for prostate cancer a little space during treatment. For # ProstateCancerAwarenessMonth, our own Dr. [Name] talks about how the hydrogel spacer is helping maintain his/her patients' quality of life. >>insert link<<
- *Twitter:* For #ProstateCancerAwarenessMonth, Dr. [Name] discusses @SpaceOAR Hydrogel, a new technology that can help minimize some of the side effects of #prostatecancer radiation treatment. [Outlet name] >>insert link<<
- *LinkedIn:* September is Prostate Cancer Awareness Month. Did you know that #prostatecancer is the most common cancer in American men, with more than 183,000 new cases diagnosed each year? With more than 60,000 American men opting to treat their prostate cancer with radiation every year, it's important to learn about @SpaceOAR Hydrogel – a technology that helps protect organs at risk during treatment. >>insert link<<

Prostate Cancer Fact Sheet

Prostate Cancer

Prostate cancer occurs in the prostate, a small walnut-shaped gland in men located just below the bladder and in front of the rectum. The prostate is the male sex gland responsible for the production of semen.¹



Prostate cancer is the most common cancer in American men, with **more than 183,000 new cases diagnosed each year.**²



About **one man in nine will be diagnosed with prostate cancer** during his lifetime.³



Today, there are **3.1 million prostate cancer survivors in the US.**⁴



Prostate cancer develops mainly in older men and in African-American men. **About six in 10 cases are diagnosed in men aged 65 or older,** and it is rare before age 40. The average age at the time of diagnosis is about 66.³

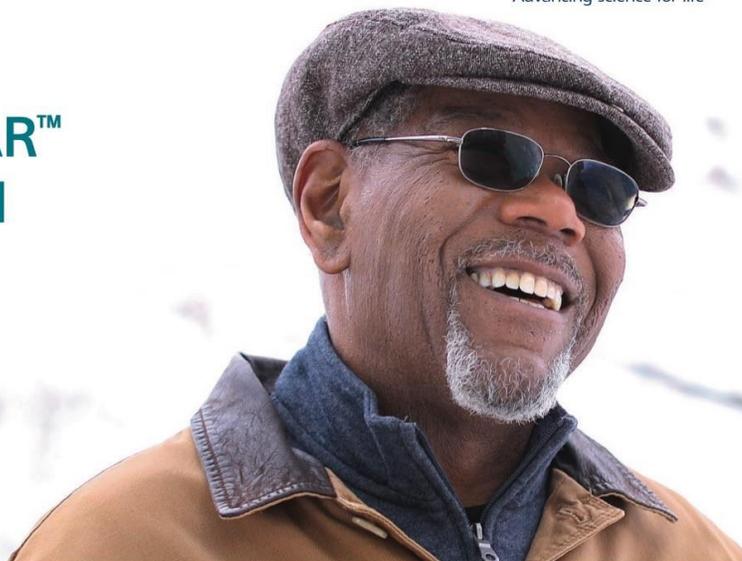


Prostate cancer is the **second leading cause of cancer death in American men,** behind lung cancer. About one man in 41 will die of prostate cancer.³

SpaceOAR™ Hydrogel Fact Sheet



SpaceOAR™ Hydrogel



What is SpaceOAR Hydrogel?

SpaceOAR Hydrogel is an absorbable gel that is designed to create a temporary space between the prostate and the rectum, reducing the radiation dose delivered to the rectum during prostate cancer radiation treatments.¹

When treating prostate cancer patients with radiation therapy, the goal is to kill the cancer cells while avoiding damage to surrounding healthy tissue. The prostate is next to the rectum and naturally separated by a small space. Due to the proximity, prostate radiation therapy can unintentionally cause damage to the rectum, which can lead to issues with bowel function.

SpaceOAR Hydrogel is inserted during a minimally invasive procedure and remains in place until radiation therapy is complete, then is naturally absorbed and cleared from the body in the patient's urine.

Why is it important for patients?

By pushing the prostate further from the rectum, the radiation dose delivered to the rectum is reduced, which may lessen damage to the rectum. With SpaceOAR Hydrogel in place, a doctor can complement the patient's radiation treatment to better target their cancer while preserving healthy tissue to help maintain quality of life.^{1,3}

How many patients have received the SpaceOAR Hydrogel?

More than 50,000 patients worldwide have been treated with SpaceOAR Hydrogel.

What research has been done?

A clinical study demonstrated the benefits of SpaceOAR Hydrogel, including a reduction of radiation dose to the rectum resulting in maintained bowel function.¹

In the study, men who underwent radiation therapy without SpaceOAR Hydrogel were eight times more likely to experience a decline in bowel, urinary and sexual function when compared to men who underwent radiation therapy with SpaceOAR Hydrogel at a median follow-up of three years.²

SpaceOAR™ Hydrogel

SpaceOAR™ Hydrogel Infographic

The Road to Managing Your Prostate Cancer Diagnosis

Receive diagnosis



1-in-9 men
will be diagnosed
with prostate cancer¹

Discuss treatment options

Some treatments may
cause unexpected
side effects



Select treatment

Prostate cancer treatment
options include

Active surveillance	Surgery	Radiation
LEFT LANE ↓	RIGHT LANE ↓	EXIT →

It's important to discuss treatment options
with your doctor so you can make a decision
that best fits your needs. Some important
things to consider:

- Stage and grade of cancer
- Age
- Other serious health conditions
- Possible side effects from each treatment

60,000+
Americans treat their
prostate cancer
with radiation
every year²



Post-treatment follow-up

Follow-up testing
is critical to
long-term success



The rectum and prostate are in close proximity, which means radiation may cause unintended damage to the rectum, leading to issues with bowel function or other side effects. SpaceOAR™ Hydrogel, which is designed to create a temporary space between the prostate and the rectum, can help to maintain rectal function.³ For more information, visit SpaceOAR.com

5-year survival rates are nearly 100%¹



Receiving a prostate cancer diagnosis is scary, and so are some of the side effects that may come along with treating it. While there are several options available, there's no one-size-fits-all approach to prostate cancer treatment, and men should consult a medical professional to assess what's best for them.



To learn more and find a doctor offering SpaceOAR Hydrogel, visit SpaceOAR.com

1. Key Statistics for Prostate Cancer. American Cancer Society. <https://www.cancer.org/cancer/prostate-cancer/about/key-statistics.html>. Accessed February 13, 2019.
2. Treatment for Prostate Cancer: External-Beam Radiation Therapy. Prostate Cancer Foundation. <https://www.pcf.org/treatment-for-prostate-cancer-external-beam-radiation-therapy/>. Accessed February 13, 2019.
3. Maniadas N, Sylvester J, Shah D, et al. Hydrogel spacer prospective multicenter randomized controlled pivotal trial: Dosimetric and clinical effects of perirectal spacer application in men undergoing prostate imageguided intensity modulated radiation therapy. *Int J Radiat Oncol Phys*. 2015 Aug;132(3):1017-23.
As with any medical treatment, there are some risks involved with the use of SpaceOAR Hydrogel. Potential complications associated with SpaceOAR Hydrogel include, but are not limited to: pain associated with SpaceOAR Hydrogel injection; pain or discomfort associated with SpaceOAR Hydrogel; needle penetration of the bladder, prostate, rectal wall, rectum, or urethra; injection of SpaceOAR Hydrogel into the bladder, prostate, rectal wall, rectum, or urethra; local inflammatory reactions; infection; injection of air, fluid or SpaceOAR Hydrogel intravascularly; urinary retention; rectal mucosal damage, ulcers, necrosis, bleeding; constipation; and rectal urgency.
Content of this brochure is for information purposes only and does not constitute medical advice. BSC strongly recommends that you consult with your physician on all matters pertaining to your health or to address any questions.
Caution: U.S. Federal law restricts this device to sale by or on the order of a physician.
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Patient Brochure

**Boston
Scientific**
Advancing science for life™

SpaceOAR™ Hydrogel



PATIENT INFORMATION ABOUT

**Minimizing potential
side effects of
prostate cancer
radiation therapy**

As with any medical treatment, there are some risks involved with the use of SpaceOAR Hydrogel. Potential complications associated with SpaceOAR Hydrogel include, but are not limited to: pain associated with SpaceOAR Hydrogel injection; pain or discomfort associated with SpaceOAR Hydrogel; needle penetration of the bladder, prostate, rectal wall, rectum or urethra; injection of SpaceOAR Hydrogel into the bladder, prostate, rectal wall, rectum or urethra; local inflammatory reactions; infection; injection of air, fluid or SpaceOAR Hydrogel intravascularly; urinary retention; rectal mucosal damage, ulcers, necrosis; bleeding; constipation; and rectal urgency.

Caution: U.S. Federal law restricts this device to sale by or on the order of a physician. Refer to package insert provided with this product for complete Indications for Use, Contraindications, Warnings, Precautions, Adverse Events, and Instructions prior to using this product.

UROPH-631803-AA NOV 2019