**[HOSPITAL OR PRACTICE LOGO]**

***For Immediate Release***

**CONTACT:** [NAME AND CONTACT DETAIL]

**[HOSPITAL OR PRACTICE NAME] NOW OFFERS AN INNOVATIVE LASER TREATMENT FOR MEN SUFFERING FROM BPH**

**[CITY], [STATE] [DATE] –**  [HOSPITAL OR PRACTICE NAME] now offers GreenLight™ Laser Therapy for patients diagnosed with benign prostatic hyperplasia (BPH).

GreenLight Laser Therapy is a minimally invasive, outpatient procedure that can help provide immediate relief from enlarged prostate symptoms such as frequent urination – especially at night, weak urine flow, urgency and incomplete bladder emptying. In addition, GreenLight Laser Therapy requires no incisions and typically has no overall deleterious impact on sexual function.1

About 50 percent of men will have an enlarged prostate by age 602 - a condition in which the prostate swells and narrows, blocking the urethra (the tube that carries urine from the bladder) - and it becomes even more common as men get older. In addition to GreenLight Laser Therapy, [HOSPITAL OR PRACTICE NAME] also offers the traditional surgery option known as TURP and medication treatment.

“We are very pleased to offer GreenLight Laser Therapy at [HOSPITAL OR PRACTICE NAME]. Having another BPH treatment option in addition to medication treatment is needed as compliance with on-going BPH medication can be an issue with some patients,” said [NAME]. “In our experience, the GreenLight procedure provides an effective form of BPH treatment.”

For more information about GreenLight Laser Therapy or the other treatment options available at [HOSPITAL OR PRACTICE NAME], go to [WEBSITE].

All surgical procedures have inherent and associated risks. The most common risks associated with GreenLight Laser Therapy are: hematuria, short term dysuria and urinary tract infections. You should talk with your doctor about benefits and risks before moving forward with any treatment option.

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1. Lukacs B, Loeffler J, Bruyere F, et al for the REVAPRO study group. Photoselective Vaporization of the Prostate with GreenLight 120-W Laser Compared with MonopolarTransurethral Resection of the Prostate: A Multicenter Randomized Controlled Trial. Eur Urol 2012 June; 61 (6); 1165-73.
2. Berry SJ, Coffey DS, Walsh PC, Ewing LL. The development of human benign prostatic hyperplasia with age. J Urol. 1984 Sep;132(3):474-9.

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