**Subject Line: [PRACTICE] Treats First Patient with Innovative Rezūm™ Water Vapor Therapy — Patient Interview Available**

Dear \_\_\_\_\_:

Benign prostatic hyperplasia (BPH) is a common health condition affecting about 50% of men by age 60, and up to 90% of men by age 85.1 These are men like [LOCAL PATIENT FIRST NAME/AGE] of [HOMETOWN], who experience 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 due to the prostate enlarging and squeezing the urethra.

For years, the primary options for treating BPH were through behavior modifications, medications that may have undesirable side effects, or invasive surgery. Fortunately for [PATIENT FIRST NAME] and other men in the [CITY/TOWN] area suffering from BPH symptoms, [PRACTICE] now offers an innovative, minimally invasive technology called Rezūm™ Water Vapor Therapy, which 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.2

**INSERT PATIENT STORY, SUCH AS:**

[PATIENT FIRST NAME] recently received Rezūm Therapy and was back to getting a full night’s sleep with energy to do activities he loves within a couple days. He is now one of more than 55,000 patients around the world who have been successfully treated with Rezūm Therapy.3

In clinical studies, Rezūm Therapy has been shown to treat enlarged tissue in the central zone and lateral and median lobes of the prostate, eliminating the need for BPH medications while also preserving sexual function.4

**INSERT NEXT STEPS/CALL TO ACTION, SUCH AS:**

Below is a press release providing more detailed information about Rezūm Therapy. 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 What is BPH? Urology Care Foundation website. <https://www.urologyhealth.org/urologic-conditions/benign-prostatic-hyperplasia-(bph)>.

2 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.

3 Date on file with Boston Scientific.

4 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.

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

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