[INSERT CENTER LOGO HERE]

**MEDIA CONTACT**

[First and last name]

[Direct phone number]

[Direct email address]

**[CENTER] Treats First Patient [IF APPLICABLE: IN CITY OR STATE] with Innovative Rezūm™ Water Vapor Therapy**

*Minimally Invasive Procedure Provides Lasting Relief from Benign Prostatic Hyperplasia (BPH), or Enlarged Prostate1*

**[CITY, STATE]—[DATE]—**[CENTER] today announced it successfully treated its first patient with Rezūm™ Water Vapor Therapy — a minimally invasive in-office procedure for men looking to treat their benign prostatic hyperplasia (BPH), not just the symptoms. [IF APPLICABLE: CENTER IS THE FIRST TREATMENT CENTER IN CITY OR STATE TO UTILIZE] Rezūm 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.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**“For years, the primary options for treating BPH were through behavior modifications, medications or invasive surgery,” said [DOCTOR, TITLE, CENTER]. “Medications to treat BPH may not work for everyone and may have undesirable side effects. By introducing Rezūm Therapy at [CENTER], we’re now able to provide relief of BPH for men who do not want to take medications or want to avoid invasive surgery and implants.”

Rezūm Therapy takes place during one short office visit and typically does not require general anesthesia.1 During the treatment, 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

[For **<NAME, AGE, HOMETOWN…>, [insert additional patient story details, as available, depending on timing of issuing release — i.e., if immediately after procedure, patient story/recovery may not be available]**

**PROPOSED PATIENT QUOTE; AMEND AS NEEDED TO REFLECT PATIENT STORY AND/OR REMOVE BASED ON TIMING OF ISSUING RELEASE**[“BPH was affecting my quality of life,” said [FIRST NAME of PATIENT]. “I was getting up four or five times a night to use the bathroom and had stopped doing activities I really loved, like hiking and golf. Undergoing Rezūm Therapy was one of the best decisions I’ve made for my health and well-being — not only did it relieve my BPH symptoms, but I was back to getting a full night’s rest after just a couple weeks.”]

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 [PRACTICE]**

[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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