

## **Studies Confirm Long-Term Benefits of Minimally Invasive Treatment for Enlarged Prostate**

***TUNA® Therapy offers men with common condition an effective option that's safer than surgery***

### **Suggested anchor lead-in:**

A breakthrough procedure stands to help the millions of men who suffer from a painful and sometimes embarrassing condition called benign prostatic hyperplasia, commonly known as enlarged prostate.

Until recently, if medication didn't work, men with enlarged prostates often went through a surgery that, while effective, sometimes caused impotence and incontinence. But according to the results of two five-year studies being presented this week during the annual meeting of the American Urological Association (AUA), an outpatient procedure known by the name of a popular fish can effectively shrink enlarged prostates more safely than surgery — with long lasting benefits and very few side effects.

As Dave Lee shows us, transurethral needle ablation — TUNA for short — is providing relief from the condition with far less risk of surgical side effects.

<b>Video</b>	<b>Audio</b>
Video of David & Nancy with travel photos (pronounced: shak-NOF-ski)	<b>Narrator</b> David Schachnovsky and his wife Nancy always loved to travel. While his job sent them around the world, his retirement gave them even more freedom to go where they wanted. (:09)
David interview	<b>David</b> We just liked to travel — to see as much of the world as we could. (:04)
Video of David & Nancy with travel photos, CU some photos	<b>Narrator</b> But David soon lost that freedom. He began feeling the need to urinate frequently — which often forced him to restrict even the simplest travel plans. (:09)
S/David Schachnovsky TUNA Patient	<b>David</b> I had memorized every rest stop on 95 between Maryland and Sarasota, Florida. (:05)

<p>Animation of enlarging prostate</p>	<p><b>Narrator</b> David had Benign Prostatic Hyperplasia, or BPH, a common condition in which the prostate enlarges and constricts urine flow, causing frequent and sometimes painful urination. The frequency affected David night and day. (:12)</p>
<p>David interview</p>	<p><b>David</b> There's no question that with BPH you lose sleep because you're getting up so many times in the night. Sometimes I would walk my dog and I would have to come back and go to the bathroom before he did what he had to do.</p>
<p>Cover video / David walking dog</p>	<p><b>Narrator</b> After getting no relief from a clinical drug trial, David consulted Dr. Michael Naslund of the University of Maryland Medical Center. Dr. Naslund told David of a treatment, new from Medtronic, known as TUNA - Transurethral Needle Ablation. (:15)</p>
<p>Vid of David walking into Dr's office (pronounced: NAZ-lund)</p>	<p><b>Dr. Naslund</b> "The TUNA is a great procedure because it works better than medication for a lot of men and it doesn't carry the risk of surgery." (:08)</p>
<p>Vid of David visiting Dr. Naslund</p>	<p><b>Narrator</b> With TUNA, a catheter is guided down the urethra to deliver low-level radio frequency energy to eliminate some of the enlarged prostate tissue. That reduces pressure on the urethra and improves urine flow. (:13)</p>
<p>S/Michael Naslund, MD : University of Maryland Medical Center</p>	<p>TUNA is an alternative to a surgery called TURP. During the TURP surgery, the physician uses an instrument to scrape away prostate tissue – requiring at least an overnight hospital stay, prolonged catheterization, and possible side effects. (:15)</p>
<p>TUNA procedure animation</p>	<p><b>Dr. Naslund</b> The most significant advantage of the TUNA procedure for most men is the very</p>
<p>General surgery video</p>	<p></p>
<p>Doctor interview</p>	<p></p>

<p>Vid of David walking at home</p>	<p>low risk of sexual dysfunction such as impotence and retrograde ejaculation. (:08)</p> <p><b>Narrator</b> TUNA patients usually go home the day of the procedure and return to most normal activities within 24 hours. (:06)</p>
<p>Video/ David &amp; wife Nancy together</p>	<p><b>Dr. Naslund</b> He can resume normal activities the next day, and the risk of side effects or complications over the long term is extremely low.</p>
<p>David interview</p>	<p><b>David</b> I was able to have dinner with my wife at home. I slept in my own bed that night – which relieves the anxiety. I was able to walk my dog that evening. So life was almost back to normal the same day I was having the procedure. (:20)</p>
<p>Vid of David &amp; wife Nancy walking</p>	<p><b>David</b> Even after three years I walk by a bathroom and say, “Gee, do I have to use it?” The good feeling is, “No, I don’t!” (:07)</p>
<p>David interview</p>	<p><b>David</b> Even after three years I walk by a bathroom and say, “Gee, do I have to use it?” The good feeling is, “No, I don’t!” (:07)</p>
<p>Vid of David &amp; wife Nancy walking past stream</p>	<p><b>Narrator</b> This is Dave Lee reporting. (:03)</p>

**Suggested Anchor Tag**

According to the AUA, 50 percent over 50 and 80 percent of men over 80 experience symptoms of enlarged prostate. New from Medtronic, TUNA Therapy is covered by Medicare in all 50 states, and by many health insurance companies and managed care organizations.

**Natsound Version**

A version of this package follows with natural sound only.

## **Additional Soundbites**

### **Michael Naslund, MD/ University of Maryland**

If medication doesn't work, the next options to consider is to either heat the prostate from the inside to relieve the obstruction using a procedure such as the TUNA procedure or to proceed to surgery.

What I like about the TUNA procedure is, from the patient's perspective, it can be done in the office in most cases, the men can get the procedure done ad usually within 30-minutes to an hour, he's ready to go home afterwards. He can resume normal activities the next day. And the risk of side effects of complications over the long term is extremely low.

So we have a procedure here where most men are improved. It solves the man's problem as far as urination goes, and there's minimal downside to it. They don't have to subject themselves to the long-term and permanent risk of surgery.

And when I discuss these two procedures with patients, the main risk of surgery is incontinence, impotence, or retrograde ejaculation. And it's the sexual problems that concern men most. The advantage of the TUNA procedure is the risk of incontinence and impotence appears to be extremely low. And the risk of retrograde ejaculation is much less than it is with surgery.

### **David Schachnovsky TUNA patient**

BPH doesn't happen to you all at once. BPH starts to progress over a period of time. So you get up once in the night, then twice, then three times. I'm sure a lot of people don't realize they have BPH until it starts to effect their driving or at night because it's just a slow, progressive type thing and what happens is your prostate is getting larger and larger and putting more pressure on you having t go to the bathroom.

It encompasses your daily thoughts. If you go to a shopping mall or drive into the city, you've got to be concerned that on the drive I might get a feel of urgency or at the mall one of he first things you're going to look for, especially if it's a new mall; where the bathrooms are.

## **Additional B-roll**

- Animation of enlarging prostate
- Animation of TUNA procedure

## **Disclosure TUNA® Therapy**

Caution: Federal law (USA) restricts this device to sale by or on the order of a physician.

NOTE: For a listing of indications, contraindications, warnings and precautions, please refer to the appropriate technical manual.