

PRESS RELEASE



For Immediate Release

**Photo Attached
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HIFU for Prostate Cancer

MONTROSE, CO: Montrose Memorial Hospital is currently the only hospital in Colorado offering a new, advanced treatment option for select patients with prostate cancer. HIFU, or high-intensity focused ultrasound uses sound waves, instead of surgery or radiation, to image and destroy prostate cancers. It works in the same way as rays of sunlight that pass through a magnifying glass and are concentrated at a single point, causing a significant temperature rise around the focal point.

“Most men are looking for less invasive prostate cancer treatments options that will preserve their quality of life,” said Urologist Dr. Craig Peterson. “HIFU is one of the most revolutionary treatments available today.”

There are several benefits of using HIFU. This is a non-invasive procedure, which means that no incision is made, therefore leaving no scar. Since only the diseased cells are targeted, there is less impact to the essential nerves, blood vessels, and muscles surrounding the prostate which are critical for sexual function and urinary continence. In addition, the treatment times are shorter and patients report fewer side effects than with standard surgical or radiation therapies. An individual HIFU session typically lasts 2-3 hours and does not require an overnight stay at the hospital. Most patients only need one session with the goal being to reduce the need for more aggressive treatments, such as surgery or radiation.

Please contact Drs. Luskin and Peterson at San Juan Urology, 970.249.2291 for more information on HIFU treatments at Montrose Memorial Hospital.

About Montrose Memorial Hospital (www.MontroseHospital.com)

Montrose Memorial Hospital is a 501(c)3 nonprofit healthcare system serving Montrose, San Miguel, Ouray, Gunnison, Delta, Hinsdale and San Juan counties. The health system offers a 75-bed hospital and an extensive range of inpatient & outpatient health care services, including cardiology, oncology, minimally invasive surgery, laboratory, medical imaging/radiology, Mountain View Therapy, Level III Trauma Center, Acute Rehabilitation Unit and the family birthing center. The health system partners with regional providers on joint ventures to meet local healthcare needs, including CareFlight air ambulance service, San Juan Cancer Center and Black Canyon Surgical Center. Montrose Memorial is the second-largest employer in Montrose County, with more than 700 employees and 100 physicians who represent 23 medical specialties. The hospital has received patient satisfaction ratings exceeding 90% since 2010.

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Photo caption: Drs. Jordan Luskin and Craig Peterson, Urologists