



On the Cutting Edge of Urologic Technology: Cincinnati's The Urology Group Offers Unmatched Treatment Services and Value for Patients

As men and women age, prostate and urinary health are an increasing concern. At least, we should be concerned - prostate cancer is the number two cause of cancer death in men, and men over the age of sixty are even more susceptible. If you're a male over the age of sixty, it's important to know that prostate cancer is the top cause of cancer death in your age group.

For Cincinnati's older men, living with a potentially serious prostate problem simply isn't a risk worth taking. Fortunately, Cincinnati area residents can rely on the fully integrated health services of The Urology Group to meet any need.

The Urology Group: Right Around the Corner

As the largest urology group and treatment center in the tri-state area, The Urology Group offers complete diagnostic, full treatment and even surgical ►



On their main campus, outpatient surgery options are available. The Urology Group actually does more outpatient surgery than any other independent urology facility in the United States – up to about 15,000 surgeries a year.

This is possible because unlike other facilities, The Urology Group is an independent, fully staffed care facility – though not a hospital – meaning cost savings for patients. Typically, Dr. Kirsh says The Urology Group is able to perform outpatient services at about 60% the cost of many hospitals.

options for patients. With sixteen locations, this group offers a one-stop solution with the latest state of the art treatments and outpatient services available.

The Urology Group's 38 doctors serve much of the adult urology needs for the Cincinnati metropolitan area, including northern Kentucky and eastern Indiana. This service area covers the health needs of approximately two million individuals. Set up against other urology clinics in the area, The Urology Group boasts strategic locations so people can readily access doctors no matter where they are in the metro area. Their 55,000 square foot central campus in Norwood is one of the largest independently operated outpatient urology facilities in the United States.

I spoke with Dr. Gary Kirsh, The Urology Group's president. The volume of services this group's numerous locations provide is unmatched in the area. Many Cincinnati residents don't know this breadth of treatment and care is available. The Urology Group stacks up against larger academic treatment centers in the country, saving Cincinnati patients money and time on treatment, travel and diagnosis.

As Dr. Kirsh says, "Because we have a large group ... we're able to bring very sophisticated, sub-specialized urologic services to our region."

Additionally, The Urology Group does more prostate biopsies than almost any facility in the country – currently about 2,500 a year. This quantity of treatment allows The Urology Group's pathologists to serve as national reference leaders for prostate biopsies. Doctors of The Urology Group are specialized enough and have the experience to become experts in various urologic conditions, which is not true of all urologic facilities.

Check Ups, Preventive Care Are Crucial

Let's face it- no one truly enjoys going to the doctor, particularly when the nature of the visit involves preventative or symptom care for urinary problems. For many people it makes sense to wait out a problem rather than deal with embarrassment or discomfort.

Unfortunately these problems don't typically go away without treatment. In many cases serious urinary health problems may not actually exhibit symptoms – which is why the right care is so important to seek at the earliest signs of a problem.

Preventative care is also critical to ensuring potential problems can be picked up and treated within a reasonable time frame. Dr. Kirsh says, "It's a hard thing for the public to get their head around

- on the one hand they hear (prostate cancer) is very prevalent, it's slow growing, it may not be that important, we may be able to watch it - all of that is sometimes true. On the other hand though, it's the #2 cause of cancer death in men.

"So we have a challenge in identifying patients with prostate cancer - and in trying to figure out who needs real, serious treatment."

The death rate from prostate cancer has declined almost 50% in the last 25 years as a result of screening via PSA testing and examination of the prostate. Prostate cancer often has no symptoms. Dr. Kirsh says, "So on that basis, we recommend men make an appointment with a urologist part of their preventive care plan."

Men should be checked every year or two, particularly if they have certain risk factors. One such risk factor is African American descent - African American men should be checked yearly starting at age 45.

The other risk factor is a family history. Prostate cancer can be very familial. For those with any risk factors, the proper screenings are crucial to catching a potential problem in time for treatment. Dr. Kirsh urges anyone with risk factors for prostate cancer to have a routine examination. Aging men with no risk factors should be checked every 1-2 years starting at age 50 to spot any potential problems and establish a baseline.

Getting the Right Treatment

The Urology Group is one of the only providers in the area to offer Cyberknife Radiation Therapy - an advanced radiation platform that cuts traditional cancer radiation therapy down from 40 treatments to one treatment a day for five days - saving down time for patients who require radiation therapy.

Prostate cancer is certainly not the only problem The Urology Group is qualified to diagnose and treat. They're the only facility in the region with the equipment and expertise to do advanced

DNA testing of bladder cells to predict recurrence of bladder cancer. Both men and women face incontinence and urinary tract problems as they age. Erectile and sexual dysfunctions are problems for aging men that may be addressed with the right urologic treatment. The Urology Group is the only local provider with an onsite lithotripsy machine to treat kidney stones, meaning that patients can be scheduled and treated more quickly to relieve their suffering.

There are several urinary symptoms that Dr. Kirsh urges men and women to watch out for as they age. These include incontinence - specifically for women. Bladder leakage during laughing, coughing, etc., could indicate an underlying problem. The Urology Group also addresses specific sexual problems for men - erectile dysfunction is a problem for many men as they age, and can point to an undiagnosed health issue.



To find out more about The Urology Group, visit UrologyGroup.com. The Urology Group periodically offers free prostate cancer screenings - check out the event calendar at freeprostatecincy.com to learn more about screenings in your area.