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Contact: Juli Hale  
[jhale@northlich.com](mailto:jhale@northlich.com)  
513-937-2282

## **The Urology Group Adds New Treatment Option for Enlarged Prostate Sufferers**

CINCINNATI (July 21, 2016) – A new treatment being offered by The Urology Group provides an alternative option to the millions of men suffering from the effects of an enlarged prostate. UroLift, the first permanent implant to treat the symptoms caused by an enlarged prostate, is the latest technological advance in The Urology Group’s comprehensive lineup of treatment options.

Over 70% of men in their 60s have symptoms of Benign Prostatic Hyperplasia (BPH) which affects more than 500 million men worldwide. While BPH is a non-cancerous condition, it can cause loss of productivity and sleep, depression and decreased quality of life.

“Our physician group is committed to providing patients with the highest quality, most effective options to address their urology needs,” said Dr. Gary Kirsh, president of The Urology Group. “The UroLift System provides men suffering from an enlarged prostate a beneficial first-line treatment alternative to drug therapy or more invasive surgery. Importantly, the UroLift System provides fast and meaningful relief from BPH symptoms, improving overall quality of life for our patients.”

Treatment options for BPH range from medications to surgery, with minimally invasive options in between. The UroLift System permanent implants, delivered during a minimally-invasive procedure, act like window curtain tie-backs to hold the lobes of an enlarged prostate open. It is a simple procedure that does not require any cutting, heating or removal of prostate tissue. Patients recover from the procedure quickly, and return to their normal routines with minimal downtime.

Data from clinical trials showed that patients receiving UroLift implants reported rapid symptomatic improvement, improved urinary flow rates, and sustained sexual function. Patients also experienced a significant improvement in quality of life. Most common adverse events reported include hematuria, dysuria, micturition urgency, pelvic pain, and urge incontinence. Most symptoms were mild to moderate in severity and resolved within two to four weeks after the procedure.

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### **About The Urology Group**

The Urology Group is one of the largest single specialty groups of urologists in the United States, with 38 physicians on staff. The Urology Group provides medical and surgical care for all diseases of the urinary tract in men and women and the genital tract of men. Headquartered in Cincinnati, Ohio, with a 55,000-square foot advanced care facility, the group includes offices extending from Northern Kentucky to Middletown, Ohio, and from Southeastern Indiana to Adams County, Ohio.