



Contact: Tim Sansbury
timsansbury@cinci.rr.com
513-488-9420

FOR IMMEDIATE RELEASE

THE UROLOGY GROUP'S DR. PAURUSH BABBAR RECOGNIZED AS NATIONAL LEADER IN MEN'S SEXUAL HEALTH TREATMENT

Cincinnati urologist hailed for his achievements in helping men overcome erectile dysfunction (ED)

CINCINNATI (March 25, 2024) — The Urology Group announced today that a leading national medical technology company has recognized Dr. Paurush Babbar for his exceptional work in the field of penile prostheses that enable men to conquer ED and resume spontaneous sexual intimacy.

The recognition comes in the form of a designation of Dr. Babbar by Boston Scientific as a Center of Excellence for its AMS 700 Inflatable Penile Prosthesis – a long-term treatment option for ED patients. The designation is bestowed on physicians based on their high degree of experience with implanting the penile prosthesis, along with a commitment to educating ED patients about treatment options.

Dr. Babbar performed over 140 prosthetic urology cases in 2023 and represents one of the highest volume implanters in the United States. He is the first urologist to receive Boston Scientific's Center of Excellence designation in Ohio. Dr. Babbar is also on the Strategic Advisory Board for Boston Scientific and is intimately involved in shaping the future landscape of ED treatment in the United States and worldwide.

"Dr. Babbar truly is a leader in this area of urology and certainly is deserving of this designation. His cutting-edge work with ED patients exemplifies the quality of care that our doctors provide," said Dr. Gary Kirsh, president of The Urology Group.

Dr. Babbar noted that ED is a common condition that affects the more than half of men over age 50 to some degree. "ED can be a warning signal for heart disease, diabetes and other serious health issues," Dr. Babbar said. "Guys may not want to discuss it, but ED can impact their quality of life. And ED is very treatable. So, it's important for men to see an expert physician," he said.

"It is an honor to be recognized as the first Center of Excellence for the AMS 700 Inflatable Penile Prosthesis in Ohio. The aim is to spread awareness about ED and increase access to cutting edge treatments such as the penile prosthesis so we can treat more patients afflicted with this condition," Dr. Babbar noted.

ED can be brought on by a number of physical or psychological causes, which result in the inability to get and keep an erection firm enough for sex. This can limit intimacy, affect self-esteem and impact relationships. Boston Scientific's inflatable penile prosthesis allows men to be spontaneous again in the bedroom with no medication side effects.

About The Urology Group

The Urology Group is one of the most influential single specialty groups of urologists in the United States, with 39 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.