

Dear Patient,

We are sending you this letter because we think you may benefit from learning about therapies available for men with enlarged prostate or Benign Prostatic Hyperplasia (BPH). Many BPH patients are dissatisfied with their long-term, daily medication regimen, but aren't ready to undergo traditional surgery. That is why we are pleased to inform you that we offer in-office treatment for BPH, as well as other treatment alternatives. We invite you to attend a free seminar, at which we will educate you on the different therapies available to men with BPH.

In-office, non-surgical therapies are treatment options for BPH which are part of the American Urological Association (AUA) BPH treatment guidelines. These guidelines also recommend that BPH management be a shared decision process between patients and their urologists. As part of this process, there are multiple aspects of any procedure to consider, including:

- Is it done under local anesthesia in an office or under general anesthesia in a hospital?
- Is it safe and effective with long-lasting results?
- Will it allow me to get off my daily medications?
- Are the costs generally covered by Medicare or private insurance?

We have treated many BPH patients with a variety of therapies. Our experience is that for suitable patients, a one-time in-office procedure may provide an effective alternative to drug therapy and long-lasting relief from BPH symptoms, resulting in an improved quality of life.^{1,2}

We encourage you to attend this **FREE** seminar which will provide a comprehensive overview of BPH and the benefits and risks of potential treatment options including in-office BPH therapy.

TREATMENT OPTIONS FOR ENLARGED PROSTATE (BPH)

DAYOFWEEK, MONTH XX, 2014

Doors Open: X:XX p.m. = Seminar: X:XX p.m. – X:XX p.m.

Name of Venue

XXXXX Address of Venue

City, ST XXXXX

Speaker: FName LName, M.D.

PLEASE RSVP TO: X-XXX-XXX-XXXX

Sincerest regards,