

Patient Education Seminar Program



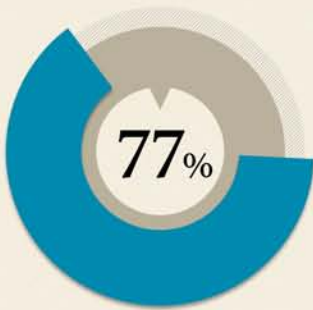
Think Outside The Pillbox

UROLOGIX[®]

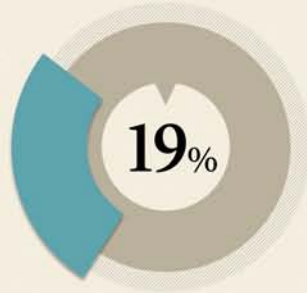
A Recent Survey Shows Not all BPH Patients Are Satisfied with Medication

- Only about **one in every two** patients are satisfied with the effectiveness of their medication.¹
- **77%** of patients are interested in having an in-office procedure to address their BPH symptoms.¹
- **61%** of BPH patients currently on medication would actually prefer an in-office procedure.¹
- Medication is not effective for all men, with a reported **48%** of patients not showing clinically significant symptom improvement.²
- BPH medications can have significant side effects such as fainting, dizziness, ejaculation problems, impotence, and a decrease in sex drive.³

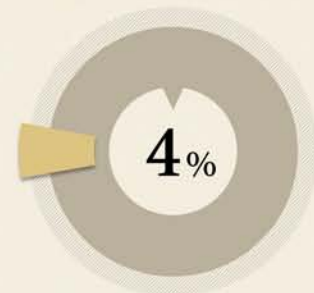
Level Of Interest : In-Office Procedure BPH Treatment Option¹



**77% : Interested,
Very Interested, and
Extremely Interested**



19% : Somewhat Interested



4% : Not Interested

“My patients are conscientiously counseled on all of the usual management options for BPH, including thermotherapy. Hence, it was frankly astounding how many of the men already in my practice wanted this therapy after attending the seminar.”

– Michael Lazar, MD

Seminars Are an Excellent Way to Educate Patients

- Urologix has collaborated with physicians to conduct more than **300** educational seminars since 2012.⁴
- These events have educated over **10,000** BPH patients across the country.⁴

Physicians are often surprised by the response within their own practices.

- Seminars are typically well attended, averaging around **30** attendees per session.⁴
- Many of these events have achieved audiences of over **100** attendees.⁴

Patients love seminars! They often express great appreciation after the event and seem to better understand their available BPH treatment options.

- In fact, on average **30%** of attendees will request an assessment from a urologist for alternative BPH treatment options.⁴



“Seminars have been very helpful to our previously diagnosed BPH patients to help educate them on alternative therapy for an enlarged prostate. A great percentage of patients who have attended the two seminars we have done have returned to our office to receive one of the procedures.”

– Stuart Shoengold, MD

Getting Started

Through collaboration with the physician's practice, Urologix offers a simple, effective process for conducting educational seminars. In addition, a seminar coordinator will be available to assist with event details and arrangements.



The steps to complete a seminar are:

- STEP 1:** Choose a date and time for the seminar event and sign the Urologix Seminar Agreement.
- STEP 2:** The Seminar Coordinator will book a location for the seminar and arrange the event logistics.
- STEP 3:** Determine who to invite. Our seminar coordinator can help develop an effective invitation list.
- STEP 4:** Once the list is finalized, invitations can be mailed out.
- STEP 5:** Interested attendees RSVP for the event.
- STEP 6:** Physician will attend the event and present the educational material. Each attendee will receive a patient education brochure.
- STEP 7:** Interested attendees will complete a response card at the end of the event indicating their follow-up interest.
- STEP 8:** Each event will include a detailed attendance summary report for the practice.

What are you waiting for? Join your peers across the country who are taking advantage of the Patient Education Seminar Program to educate patients about BPH therapy options. Schedule a seminar today!

- ¹. Data from online survey conducted by Harris Interactive, August 2007 sponsored by Medtronic, Inc. Survey included 206 qualified respondents.
- ². Wei, et al. High Rates for Continued BPH Medical Therapy among Non responders, AUA2010 Abstract 498
- ³. Jalyn Labeling, www.jalyn.com.
- ⁴. Data on file Urologix, Inc.