

Robert Pugach, MD Observes Focal HIFU Treatments for Prostate Cancer with Mark Emberton, MD in London

Dr. Pugach has Performed the Most HIFU Treatments in the Western United States Since FDA Clearance in October 2015

LOS ANGELES, C.A. August 10, 2016. Robert Pugach, MD of Western States HIFU and physician partner of [HIFU Prostate Services, LLC](#) traveled to London to observe five focal HIFU prostate treatments with Mark Emberton, MD who is widely considered the global expert in focal HIFU ablations for prostate cancer. [Dr. Pugach](#) is the most experienced HIFU physician in the western United States and has treated over 400 patients with HIFU since 2006.

HIFU, or high intensity focused ultrasound, uses sound waves to precisely target and treat cancerous prostate tumors while sparing healthy tissue which preserves important quality of life functionality including erections and urinary continence. Unlike surgery and radiation that can lead to high rates of impotence and incontinence, HIFU offers patients similar efficacy rates with significantly reduced risk of co-morbidities.

“Focal HIFU opens a new chapter for patients seeking prostate cancer treatment while avoiding the side effects of urinary incontinence or erectile dysfunction seen with older treatments like radical robotic surgery and radiation. By fusing high resolution MRI images with real time ultrasound in the operating room, we can use the remarkable precision of the Sonablate 500 HIFU device to destroy areas of cancer while leaving other areas of the prostate intact, said Pugach. “Spending time with Professor Emberton was one of the most rewarding professional educational experiences in my career. I’m glad to be able to offer focal HIFU to patients who travel to Western States HIFU from all areas of the United States and throughout the world.”

Focal HIFU represents a breakthrough in the treatment of localized prostate cancer, similar to recent targeted treatment shifts in breast cancer care for women. Often referred to as the male lumpectomy, focal HIFU only targets the cancerous portions of the prostate and can be customized based on the diagnosis – treating half or a quarter of the prostate while leaving healthy tissue in prostate unharmed. Patients return to a normal lifestyle within days following the single, outpatient treatment.

Dr. Pugach partnered with HIFU Prostate Services, the US leader in implementing and managing HIFU practices in coordination with physicians to make HIFU available near Los Angeles. HIFU Prostate Services, which is headquartered in Charlotte, NC, has nine Sonablate HIFU systems in the country and has partnered with the leading HIFU physicians across the country.

“Partnering with HIFU Prostate Services was a natural extension of my practice as I have worked with their team of HIFU veterans since I first started treating patients outside of the country over 10 years ago,” said Pugach.

“We are proud to work with physicians, like Dr. Pugach, who are really committed to equipping themselves with the most thorough and detailed knowledge of the Sonablate technology so that they can offer patients the best HIFU treatment possible,” John McLean, chief operating officer, HIFU Prostate Services.

About HIFU Prostate Services, LLC

HIFU Prostate Services (HPS) is the first, largest, and most experienced HIFU team in the U.S. and was founded to provide men access to a less invasive treatment option for prostate cancer that has the ability to eliminate cancer and preserve patient quality of life. Our mission is to deliver the highest quality of care, support, and technology to the patient and to the urology community for the treatment of localized prostate cancer using Sonablate HIFU. The company is headquartered in Charlotte, NC and has established partnerships with physicians and urology practices throughout the country. More info: <http://www.hifuprostateservices.com>.

About Robert Pugach, MD

Dr. Robert Pugach is the medical director of Pacific Coast Urology Medical Center, the first urology practice centered on minimally invasive treatments of urological conditions. It continues to be at the forefront of new, innovative technologies like high intensity focused ultrasound (HIFU). Pugach is also active in many medical executive capacities, including his position as a member of the Board of Trustees of the California Medical Association, a member of the Medical Executive Committee of the Los Alamitos Surgery Center and an active member of the American Association of Clinical Urologists (AACU). He served as the President and Chief Executive Officer of Community Hospital of Long Beach and led the effort to re-open this valuable neighborhood hospital. He was also honored as an educator with a lifetime membership in the Harvard Men's Health Forum. Lastly, Pugach received a Bachelor of Science Degree from New York University. Upon completing his medical studies at the College of Medicine and Dentistry of New Jersey, he went to New York University-Booth Memorial Medical Center where he completed a general surgery residency. He completed his urology training at the Albert Einstein College of Medicine-Montefiore Medical Center in New York.

About Pacific Coast Urology

Pacific Coast Urology is one of the leading practices in the United States in procedures that minimize discomfort and allow patients to achieve the same benefits as with more invasive procedures. It has pioneered minimally invasive therapies for many urological conditions and remains at the forefront of new advances. Pacific Coast Urology strives to always provide special, personalized care that puts patients at the center of what the practice does. Dr. Pugach performs HIFU at Los Alamitos Surgery Center near Los Angeles, CA. For additional information visit www.pacificcoasturology.com.

Media Contact

John Linn, HIFU Prostate Services
704-737-5925

###