



HIFU Clinic Welcomes Prestigious Urologist

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([PRWEB](#)) January 20, 2012 -- The Maple Leaf HIFU clinic in downtown Toronto, Canada, was the first North American clinic to offer High Intensity Focused Ultrasound as a treatment option for men with prostate cancer. The HIFU clinic recently welcomed a prestigious urologist, Dr. Bobby Shayegan, to its team to help support the continued growth and demand for this alternative prostate cancer treatment option. Prostate cancer is the number one cancer affecting men in North America.

An estimated 25,500 men in Canada and 250,000 men in the United States will be diagnosed this year and approximately 1 in 7 will die of the disease. Prostate cancer is the second leading cause of death among cancers and mainly affects men over the age of 50.

HIFU is a non-surgical and non-invasive prostate cancer treatment option that uses ultrasound to destroy prostate cells with pinpoint accuracy. The HIFU treatment was approved by Health Canada in 2003, and the Maple Leaf Clinic opened in May, 2005. More than 30,000 men have been treated by HIFU worldwide. The Maple Leaf Clinic has treated more men with prostate cancer than any other HIFU clinic in North America.

HIFU is an outpatient procedure where high intensity focused ultrasound waves are delivered through a rectal probe. The computer controlled dual ultrasound transducers target areas on the prostate and destroy cells using heat. The 2-3 hour Ablatherm HIFU procedure has built in safety features and superior imaging, resulting in less damage to surrounding nerves and tissue than the traditional treatments of surgery and radiation. As a result, there are fewer significant side effects including incontinence and impotency.

Maple Leaf HIFU, located in the Cleveland Clinic Canada, has just added another prestigious urological oncologist to its roster of specially trained surgeons. Dr. Bobby Shayegan is certified by the Royal College of Physicians and Surgeons of Canada as well as the American College of Surgeons. He is also the Head of surgical oncology at St. Joseph's Healthcare and practices at McMaster Institute of Urology and the Juravinski Cancer Center.

Dr. Shayegan explains why he became involved with the HIFU treatment option: "Prostate cancer remains a difficult area of urologic oncology. From diagnosis to treatment, there are tremendous challenges to overcome. The ultimate goal is to find the right balance between achieving cancer control while minimizing the unpleasant side effects of treatment. Advances in minimally invasive and non-invasive treatment options have been instrumental in bridging this gap. HIFU specifically offers an effective non-invasive approach to prostate cancer treatment in men with localized disease. However, unlike the conventional treatments such as surgery or radiation, patients have fewer side effects and thus enjoy a better quality of life. HIFU achieves this without comprising cancer control."

The Medical Director of Maple Leaf HIFU, Dr. William Orovan, is a urological surgeon with almost 30 years experience treating prostate cancer. Dr. Orovan believes that HIFU is a safe and effective treatment option that should be considered by men diagnosed with low and medium risk organ confined prostate cancer. "The procedure has not yet been approved in the United States, so many Americans come to get the treatment here in



the Cleveland Clinic Canada. All of our urologists are specially trained in HIFU. All of our doctors are certified by the Royal College of Physicians and Surgeons Canada and the American College of Surgeons. We are pleased to welcome Dr. Sheyagan to help treat the American and Canadian men who are choosing HIFU as a prostate cancer treatment option.”

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