



# New Minimally Invasive, Radiation Free Treatment for Prostate Cancer Now Available in Arizona through Vituro Health

BIRMINGHAM, ALABAMA, UNITED STATES, May 15, 2018 /EINPresswire.com/ -- Vituro Health, the leading provider of high intensity focused ultrasound (HIFU), has partnered with 2 highly skilled urologists in Arizona. Dr. Jerry Greenberg, employed by Tenet Health in Tucson and Dr. Joseph Worischeck, with Southwest Urologic Specialists in Phoenix are now offering HIFU as an option for prostate cancer patients who will be treated locally in Arizona. Additionally, with the recent launch of the Vituro Health Medicare Elite Access (MEA) program, the life changing HIFU treatment will be more accessible to Medicare patients in Arizona. Medicare has issued a code which if paid covers the facility and machine portion of the treatment, lowering the out-of-pocket cost to approximately \$12,000.

HIFU is a safe, effective treatment for prostate cancer with fewer side effects compared to traditional treatments like surgery or radiation. Patients have a much greater quality of life post treatment and are able to resume normal activities in under a week. However, physicians need experience and peer to peer training to treat patients properly. "I selected Vituro Health for their focus on training physicians and embracing quality and patient outcomes," said Dr. Greenberg. "There are physicians who do this procedure with very little experience and oversight. Vituro Health has the most experienced HIFU physicians in the country and we have their direction on all cases until we are proficient ourselves."

HIFU was cleared by the FDA in October of 2015, leading the way for prostate cancer patients to have a minimally invasive treatment that allows them to retain quality of life functions. Even though the procedure has not been officially recognized by most commercial insurance companies, Medicare issued a payment code for part of the procedure and CIGNA has officially began paying for HIFU as a salvage treatment after radiation failure. Additionally, most patients have been able to successfully appeal denials and receive some reimbursement from their insurance carriers.

"Vituro Health provides patient advocates and insurance assistance to ensure every patient receives a specialized program tailored for their situation and this was very important in my decision," says Dr. Worischeck. "Patient outcomes and satisfaction and the HIFU training program allows us to offer each patient the best treatment for them."

"Many physicians and hospitals will call HIFU experimental, yet this procedure has been performed on more than 60,000 patients worldwide over the past 20 years. Every man diagnosed with prostate cancer should truly understand all options available and the side effects of those treatments. Too many men have had surgery with life changing complications when a non-invasive approach would have worked," says Clete Walker, CEO of Vituro Health. "We are very excited to partner with these experienced physicians and begin offering this procedure to the great people of Arizona."

To learn more about HIFU or to schedule a second opinion visit please contact us at 866-4-VITURO (848876) or visit [www.viturohealth.com](http://www.viturohealth.com)

## About Vituro Health

Vituro Health empowers men with comprehensive prostate care during all stages of their lives. We arm partner physicians with HIFU (high intensity focused ultrasound) technology and other patient-centric, concierge services to elevate the standard of care and patient experiences. Vituro Health serves patients worldwide and is headquartered in Birmingham, Ala., with Centers of Excellence in Alabama, Arizona, Arkansas, Florida, Georgia, Maryland, Nevada, Pennsylvania, Texas, Virginia and Washington, DC. The Vituro Health Physicians Network are carefully selected based on their depth of experience, expertise and dedication to achieving the highest levels of patient outcomes. For more information, visit [www.viturohealth.com](http://www.viturohealth.com).

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