



HIFU Prostate Services Partners with Pacific Coast Urology to make HIFU for Prostate Cancer Available in Greater Los Angeles Area

Robert Pugach, MD leads effort to offer men less invasive treatment for prostate cancer and will treat first Sonablate HIFU patients in southern California

January 20, 2016. CHARLOTTE, N.C. – [HIFU Prostate Services, LLC](#), a leading provider of minimally-invasive prostate cancer treatment using High Intensity Focused Ultrasound (“HIFU”), announces that Sonablate HIFU is now available in southern California through a partnership established with Pacific Coast Urology and one of the most experienced HIFU physicians in the United States, Robert Pugach, MD.

Pugach will treat the first two prostate cancer patients in southern California with Sonablate HIFU on Thursday, January 21, at Los Alamitos Surgery Center near Los Angeles. He will also serve as medical director of the partnership offering the minimally invasive prostate cancer treatment to qualifying patients as well as offering training and proctorship to physicians. He has one of the largest prostate cancer practices in the United States and routinely treats patients from all areas of the country. He also has a large international patient base, treating patients from many countries including France, Italy, Brazil, Australia and Africa.

Initially Pugach will offer treatment and training with the Sonablate in Los Alamitos, California at the Los Alamitos Surgery Center. Renowned for its expert clinical staff, the anesthesiologists, nurses and technicians at the center pride themselves on providing personalized, expert care.

“We have an excellent location to serve the patients we see at our Los Alamitos, Beverly Hills and Huntington Beach offices. We will be the premier treatment center for patients in greater Los Angeles, Orange County and all of southern California as well as those travelling from other states,” said Pugach. “I am excited to be the lead teacher of other urologists who will be treating patients at our center and will personally proctor them so they can achieve the excellent results I have seen in the 10 years I have been performing this remarkable procedure.”

“While I have performed thousands of surgical procedures for prostate disease, and am the most experienced practitioner for cryoablation (prostate freezing) for prostate cancer in the western United States, HIFU opens a new chapter for prostate cancer treatment in the United States. Now, we join dozens of other countries throughout the world to offer a treatment that can cure cancer while minimizing or eliminating common side effects of surgery such as incontinence and erectile dysfunction,” continued Pugach.

“We are proud to announce the opening of our fourth Sonablate HIFU Center of Excellence with Dr. Pugach. His personal experience and expertise with Sonablate HIFU is unparalleled. As an established leader in minimally invasive therapies, we are confident he will attract prostate cancer patients from all over the country who wish to explore HIFU as a treatment option,” said John W. Linn, chief executive officer, HIFU Prostate Services.

HIFU offers patients a minimally-invasive, outpatient, prostate cancer treatment option that has been seen to be as effective as surgery and radiation with fewer side effects such as impotence and incontinence. HIFU is a radiation-free, outpatient procedure that is designed as a one-time treatment, but can be repeated if needed and does not preclude any future therapy such as surgery or radiation.

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About HIFU Prostate Services, LLC

At [HIFU Prostate Services \(HPS\)](http://www.hifuprostateservices.com), our mission is to partner with physicians 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 high intensity focused ultrasound (HIFU). HPS was founded in 2015 by a seasoned management team with over 50 years of experience in the healthcare industry and over 30 years focused on HIFU technologies. The company is headquartered in Charlotte, NC and has established partnerships with physicians and urology practices throughout the country. For additional information, visit <http://www.hifuprostateservices.com>.

About Robert Pugach, MD

Dr. Robert Pugach is one of the most experienced HIFU practitioners in the U.S. and one of only a few certified HIFU teachers and proctors. He first trained with Sonablate® HIFU in 2006 and since then has treated or been involved with approximately 400 HIFU cases. 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. They have pioneered minimally invasive therapies for many urological conditions and remain 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, LA. For additional information visit [Pacific Coast Urology](#).

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Media Contacts:

John Linn, 704-737-5925, HIFU Prostate Services
Kim Pugach, 844-443-8362, Pacific Coast Urology