
Where impotence ends and a full life begins

Includes:

- **When the Magic Pill isn't magic**
- **Cutting-edge treatments and diagnosis**
- **How your partner can help**



MALE CARE
Center

Fred Grossman MD
Board Certified Urologist

On the campus of St. Anthony Central Hospital, Denver, Colorado

Where impotence ends and a full life begins

Overcoming Impotence



Dr. Grossman, a board certified urologist, has helped impotence patients and their partners for over 30 years. Dr. Grossman attends to each patient personally, ensuring confidentiality.

We are here to help you.

Mark is a successful building contractor. He is happily married and has two teenaged boys. He is sixty-three years old and in the prime of his life, but he has a problem. Mark is impotent - he is unable to achieve or maintain a satisfactory erection for sexual intercourse. The hidden tension is becoming increasingly apparent. Mark is confused and frustrated because his problem not only affects his sexual activity but other areas of his life as well. He feels inadequate, embarrassed, and does not know where to turn.

Mark is not alone. Impotence is a widespread problem that affects over 30 million American men. It can occur at any age or at any point during a man's life.

The myth that 'it is all in your head' has finally been shattered because we now know that most impotence stems from physical causes. More importantly, impotence can be reversed. The inevitable frustration, embarrassment, and tension that you are feeling can be ended.

Every year, men and their partners come to the Male Care Center to end their impotence. We can help you, too.

If not uncovered by history-taking, we can determine the cause of the impotence through the use of advanced diagnostic procedures. We get to know who you are so that we can offer the best medical option available to you. We perform surgery only when necessary. The best news is that impotent men emerge from the Male Care Center ready and capable of enjoying a mutually satisfying sex life with their partners.

Our patients trust and depend on us because of our experience and reputation. You will be cared for by a Board Certified urologist who specializes in the treatment of impotence. We offer confidential, caring services and a dedication to minimizing your out-of-pocket expense.

We can help you. There is no need to put it off any longer. With one phone call to our confidential phone line, you can arrange a visit.

Confidential Phone Line: 303.825.5151

What is impotence? *and why me?*

A man who is impotent is persistently unable to achieve or keep an erection adequate for the completion of sexual intercourse. It generally results from failure to fill the penis with blood and/or keep the blood in the penis long enough.

The process of erection is begun by mental or physical stimulation. When one of these stimuli causes a man's arousal, the blood vessels of the penis enlarge, allowing blood to flow into the penile erection chambers at seven times the normal flow. As the chambers enlarge, they squeeze the small veins of the penis, trapping the blood and thereby maintaining the erection.

Under normal circumstances, the penis maintains an erection until ejaculation is complete. After orgasm, the nerve centers which started the process of erection reverse the action, allowing the blood to flow out of the penis so that it may return to a soft, flaccid state.

Unfortunately, an erection cannot result from sheer force of will. A complex combination of nerve signals, blood vessel responses, and a fine balance of chemicals are all needed to maintain the erection. Taking all of this into consideration, plus the natural effect of aging on the body, it is no wonder that impotence is a common male problem and a major male concern.

Toll Free #: (1) 866.825.5151
Inside Colorado, outside of the Denver area



What causes impotence?

A man's inability to achieve and maintain an erection can be caused by many disorders – physical and psychological. The majority of the men suffering from impotence can trace its origin to a physical problem, a fact which was unknown until recently. For most men, the cause can now be easily identified. Once the cause is identified, a proper treatment can be recommended to allow a return to a satisfying sex life.

Physical impotence is caused by disease, injury, hormonal imbalance, or as a result of an operation. Diseases which can cause impotence include arteriosclerosis (hardening of the arteries), high blood pressure, diabetes, brain or spinal cord injuries, surgical removal of the prostate gland, bladder or rectum for cancer, and radiation treatments to the pelvis. These conditions give the heartbreaking, but all too common scenario of men in their forties and fifties becoming impotent.

Alcohol, tobacco and certain medications can also contribute to impotence by interfering with the erection process. The medications that most frequently hinder sexual performance are those used to treat high blood pressure and depression.

Psychological impotence is caused by a man's anxiety or fear that he will not be able to perform well sexually. This is often referred to as 'fear of failure.' A man who is worried about getting an erection cannot relax and probably will not be able to get an erection. Persistent psychological impotence can be triggered by sexual failure due to alcohol intoxication, fatigue, worry, guilt, or any other severe emotional factor. This 'fear of failure' starts a cycle that can lead to bigger problems.

How is the cause determined? *and where do I find answers?*

When you schedule an office visit with Dr. Grossman, an attempt is made to determine the cause of the problem. A complete medical history along with a physical examination and basic blood tests are first performed. In some cases, it may be necessary to conduct additional tests so that Dr. Grossman can arrive at a diagnosis.

Information as to whether impotence is caused by physical or psychological factors can be learned by the presence or absence of normal erections during sleep. Most men who are physically able to get an erection during sleep will experience from three to five normal erections at night. They occur during periods of dream sleep and the reason for them is unknown. If a man experiences partial or no erections while asleep, the cause of the impotence is very likely physical. If this kind of test is required, Dr. Grossman recommends a simple monitor of sleep erections which is used in the comfort of your own home.

Blood flow in and out of the penis can be detected and measured by an in-office ultrasound examination which provides dramatically accurate images of the area. Regardless of the kind of testing you will need, we are happy to explain all of your options so that you are well-informed.

How is impotence treated?

Among those men who seek help in correcting the troublesome problem of impotence, the success rate is very high! A variety of therapies are utilized, ranging from something as simple as oral medication to simple, “mini-incision” outpatient surgical procedure for the implantation of an inflatable penile prosthesis. Direct penile injections and testosterone therapy (male hormone) may also be utilized when indicated. Treatment of existing or newly diagnosed contributing disease is encouraged.

Dr. Grossman’s considerable experience in diagnosing and treating men who suffer from impotence is critical in determining the best possible solution for you and your lifestyle.

*You do not
have to live
with impotence!*

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www.malecarecenter.com

What is a penile prosthesis?

Since penile prosthesis implantation creates such a natural looking erection, it is one of the most rewarding and successful treatments for impotence. Since 1974, over 400,000 penile implants have been done in the United States. Approximately 25,000 penile prostheses are placed surgically each year in the United States. Many more are done throughout the world.

A penile implant is a device that is surgically placed into the penis and is designed to obtain an erection. Though there are several types of penile prostheses, the state-of-the-art inflatable implant is generally recommended. The surgery generally requires only a two inch incision made on the underside of the penis. It is usually done as an outpatient procedure or with a one night observation stay. After healing, the implant is undetectable when flaccid and allows patients to return to a full and satisfactory sex life within four to six weeks following surgery.

Penile prosthesis implantation has become a remarkably dependable procedure. As the mechanical reliability of the implant has improved, the success rate has increased accordingly. Since Dr. Grossman specializes in male sexual dysfunction, you can be assured that you are receiving excellent care from an experienced surgeon.

Call us today to explore your options. You will be relieved to find out that you are not alone, and that excellent treatments are available to you.

Experience and Reputation *and why me?*

Dr. Grossman is a board certified urologist and impotence specialist who has helped impotence patients and their partners for over 30 years. He has actively participated in the community of impotence specialists, often speaking about the topic at events.

Dr. Grossman attends to each patient personally, ensuring confidentiality. His staff of medical professionals are highly trained and work very hard to respect your privacy.

*If you would like more information about Dr. Grossman, you can also visit our website on the World Wide Web at **www.malecarecenter.com** and go to Dr. Grossman's biography page.*



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Caring staff support

putting patients at ease

It is very important to all of us at the Male Care Center that we make our patients feel comfortable. We understand that you may be suffering from the heartbreaking problem of impotence. You need caring medical personnel who will take time to educate, listen, and understand your unique concerns.

You can call us any time on our dedicated impotence phone line at 303.825.5151, or outside the Denver area, toll free (1) 866.825.5151 to speak with a clinician or to reach Dr. Grossman. If you speak with any of our staff members, you will find that all of us are compassionate individuals who will address your problem in the strictest confidence. We will listen to your questions, address your concerns, and do so with complete discretion.

Our staff are involved in patient care. You will find that these highly trained staff members are specialists in urology and impotence and provide medical support in the form of testing, medical administration, treatment instruction, and education in the use of prosthetic implants.

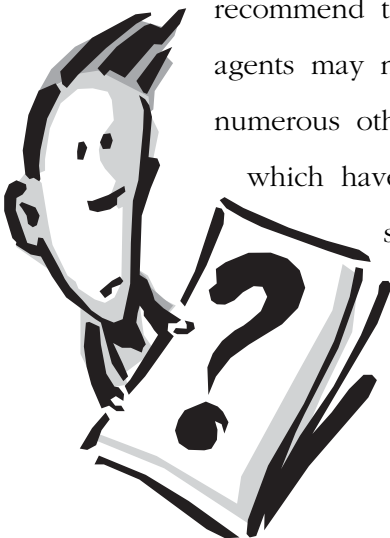
Insurance & financial services

In the case of impotence due to physical problem(s), Medicare and the majority of commercial insurance plans will normally pay most of the cost of diagnosis and treatment. We also accept Medicare assignment, which results in minimal or no out-of-pocket expense for your therapy. Please do not hesitate to speak with our personnel regarding the full cost of procedures and the extent of coverage your insurance will provide. We are here to help you.

Impotence is usually a matter of body, not mind

- Heart and Vascular Disease
- Prolonged Tobacco Use
- High Blood Pressure
- Neurological Disease
- Diabetes
- Low Hormone Levels
- Stress and Anxiety
- Side Effects of Medication
- Prostate and Other Surgery

A urologist who specializes in impotence is well trained to evaluate a patient's degree of impotence and can recommend the most appropriate therapy. Since oral agents may not always be effective, we can provide numerous other solutions, as well as penile implants which have a high degree of success and patient satisfaction. We'll find a treatment that is right for you.



Talking with your partner *make loving fun*

Impotence is often a difficult and embarrassing subject, particularly for men. In any case, we recommend that you bring up the subject at a time when you are both rested, fed, and in good moods. It is important to be honest and assertive, speaking candidly about the problem and your feelings toward it. Hinting at the problem only delays or prevents a real resolution. It is important to strike the right balance to keep your discussion positive and upbeat. You may find that both of you have the same fears and concerns!

Encourage your partner to share feelings about the condition and what should be done about it. If you both agree that treatment is the right course, then move forward.

We encourage both of you to visit us at the time of your initial office visit. You and your partner both play a critical role in determining the optimal treatment option. In any case, you must be patient! The first choice of treatment may not work the first time. Be willing to experiment if your first several attempts are not what you expected.

Sexual counselling during this time may be a wonderful way to strengthen your relationship and prevent miscommunication. It may also help deepen your relationship and promote greater erotic satisfaction.

Partners who share the goal of regaining sexual function are most likely to succeed. By working as a partnership, together with your doctor, you can both regain sexual fulfillment.



When the 'magic pill' isn't magic

Finally, you faced your impotence. You rushed to fill your prescription for the 'magic pill,' only to find that for you, it wasn't magic.

Perhaps it's not effective for your degree of impotence. Perhaps you can't take it due to other health conditions. You're still impotent, and more depressed than ever.

If this sounds familiar, we can help. Just as there are lots of physical causes for impotence, there are also lots of treatment solutions. Diagnosis and treatment is often covered by insurance and Medicare.

We specialize in correcting impotence, and have extensive experience with all forms of treatment. With proper evaluation, an effective therapy can be prescribed that will allow you to return to normal sexual activity within a short period of time.

Call us. We have answers to your questions and the solution to your problem.

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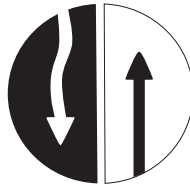
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You may call us collect



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