

Hi, I'm Dr. Neil Pollock, Founder of Pollock Clinics and Precision Sexual Health Clinic For Men.

You're about to watch a short educational video after which a clinician will be in to see you, review your questionnaire, examine you and answer any questions that you may have.

You have a folder of information in front of you, and if you haven't read it already, when the video is complete, please read all the information in your folder carefully.

Erectile dysfunction is a very common condition. In fact, it affects 50% of men over 40 years of age. And as men age with each subsequent decade, it affects a greater percentage. So that by the time we're in our 70s and 80s, virtually all men will be experiencing some degree of difficulties getting and maintaining erections. So it's good that you've taken the first step and come to see us because effective treatments are available for you.

So we are a treatment center for erectile dysfunction. We treat the problem, not just the symptoms. Some medications that you might take, for example, may transiently dilate the blood vessels for a number of hours, sometimes a day. However, with our treatments, we actually make changes to the anatomy of the penis, enhancing the blood flow that will allow for erections that are bigger, stronger, harder, longer lasting that will allow you and your partner to have more satisfying sexual experiences.

So, at our center, we provide many different modalities of treatment, all can be implemented at the same time if the patient chooses to do so.

I'll explain shockwave first. It's a virtually painless energy source that works from the outside in on the penis. The energy will stimulate new blood vessels and enhance blood flow to the penis.

Secondly, we offer PRP, also known as platelet rich plasma. This is a chemical way to improve blood flow to the penis. When I say chemical, I mean we concentrate the platelets from your own blood and reinject them back into your penis, rejuvenating the penis. Those platelets break open and release proteins that recruit stem cells, allowing for enhanced blood vessel regrowth and nerve regeneration, all promoting significant blood flow to the penis just like Shockwave.

Thirdly, we offer Trimix injections. The active ingredients in this three-drug mixture are alprostadil, papaverine, and phentolamine. Trimix causes an increase in blood flow to the penis thereby allowing an erection to occur. This solution delivers a reliable one-hour erection within minutes once the correct dosage is calibrated. The injection usually takes effect within about 5-15 minutes, unlike pills such as Cialis, Viagra, and Levitra, which can take an hour or longer to take effect.

Trimix injections do not conflict with PRP or Shockwave treatment programs, so men are free to use Trimix for a reliable erection even as they pursue other, longer-lasting, treatment options. However For

some men, Trimix injections are a good long-term solution.

In addition, we offer a sex therapist. Why? Because when men have a few episodes of erectile dysfunction, they start to get performance anxiety, their brains start to say “it's not going to work. It's not going to work”, and they're distracted. So a sex therapist, should you choose to consult with ours, will help you get your brain working with you instead of against you in a sexual experience.

You'll be offered a powerful nutritional supplement as well that is made uniquely and specifically for our patients. It boosts nitric oxide in the penis which is the fuel for erections. Many of our patients find these all-natural supplements quite effective.

Our program at this clinic is based on scientific studies published in medical journals. These studies have been conducted on thousands of patients and have demonstrated the effectiveness of shockwave, PRP and trimix, and the many other parts of our program, in treating erectile dysfunction.

I should also mention that having your family doctor refer you to a cardiologist would be a prudent idea. And that's because often erectile dysfunction is an early warning sign for low blood flow to the heart. So maybe having a stress test through a cardiologist would be a prudent choice.

As well, pornography-induced erectile dysfunction has to be mentioned because it now is probably the most common cause of erectile

dysfunction in younger people, and also impacts men of all ages. When one watches pornography, the chemical balance in the brain as it relates to getting and maintaining erections, is thrown off, and men will find it more difficult to get and maintain an erection. With pornography exposure, it takes the brain about two to three months to reset the chemical balance. So shut off pornography and then expect that within two to three months to see the impacts should be significantly relieved.

There's no magic bullet to treat erectile dysfunction. I like to explain our approach here as a three pronged approach.

Firstly, there's the effective treatments I described, that we can provide for you: shock wave, PRP, Trimix and sex therapy.

Secondly, there's the things that you can and should do for yourself.

And lastly, there's those things that your doctor can do in partnership with us to monitor and treat related conditions that can cause erectile dysfunction.

So let's come back to our first approach: our treatments. As I described, the shockwave treatments, the platelet rich plasma treatments and the Trimix injections are the physiological interventions that will improve blood flow to your penis and provide erections that are bigger, harder, stronger, longer lasting and therefore enhance sexual satisfaction for you and your partner. The sex therapist is effective for the psychological side.

The second approach: the things that you can do for yourself. You will be given and shown how to use a vacuum erection device, which

strengthens the erection muscles, stretches the tissue, and improves blood flow.

Let's also not forget the importance of eating a proper healthy diet. You should try to move more towards a vegetarian diet, eliminating the animal fats and proteins from your diet, which will improve your circulation.

Secondly, you should consider whether you need to reduce your weight which of course promotes better overall health and circulation

And third, getting to the gym and enhancing your aerobic exercise and your weight resistance training will improve your circulation, and therefore blood flow to your penis.

You will also get some information on doing Kegel exercises, which will strengthen your erection muscles.

As well, starting some meditation exercises to calm your nervous system, which can also be helpful.

And finally, as I mentioned, shutting off all pornography.

The third prong of the approach to treatment as I alluded to, is having your doctor makes sure that things like your blood sugar, cholesterol,

blood pressure are all monitored and treated properly if they are abnormal.

As well, sleep apnea, or intermittent arrested nighttime breathing needs to be addressed and treated if present and there are home tests for this condition. Sleep apnea can also be a contributor to erectile dysfunction. Other issues like depression, thyroid problems medication side effects from things like beta blockers, or smoking, drinking too much or too much stress. All these things need to be dealt with through your family doctor and can be contributing factors to erectile dysfunction.

So if you're like many of our patients, you might be wondering:

Well, should I get one treatment? Both treatments, neither treatments?

This is really dependent on your goals, objectives, the investment that you're comfortable making in your sexual health. If you said "you know, Doctor, I don't have a lot of extra money. I really am looking for more temporary, less expensive options." We would steer you more towards medications like Cialis Viagra, that could work temporarily for you. Or choices like urethral suppositories that you would take every time before sexual experience. There are inexpensive penis rings that can promote erections. There's also even an implantable device that can be put in the penis.

However Most of our patients prefer a more natural long-term solution.

If you said that your goal is to have the best sexual function, the best possible erections that you can have for as long as you can have them, as many years as you can have them, then we would steer you more

towards our treatments. And most patients who are searching for optimal function will choose the shockwave and the PRP in combination, sometimes even adding the trimix to the program to get a very quick fix for their ED. The shockwave and PRP can take many weeks to become effective. And choosing combination therapy is understandable in the same way that someone who wanted to lose weight might choose diet and exercise rather than one or the other, which might work, but not as well as doing both together. The combination is evidenced to be possibly even more effective and for a longer period of time.

People also ask what are the side effects and risks of Shockwave and PRP? Well, thankfully, there aren't a lot of risks with these procedures. There's very few serious side effects and if any occur, they are very infrequent. So I like to explain that the risk is really that you might be in the small group of people that don't get the result that you're looking for. And then you will have spent your hard earned money and possibly be unhappy. However, with a bit of luck, you will be in the large group of people that get a very good results and get a great improvement in their erection and improvement in their sexual satisfaction. That group is probably about two thirds or 70% according to the studies.

The problem is I can't look at you and tell you what group you're going to be in. But I can say that we have many, many people that we treat in our clinic who leave completely satisfied and very happy with the improvement they're having in their abilities to get and maintain their erections and therefore having much more satisfying sex both for themselves and their partner.

Patients also wonder how long can the Shockwave and PRP treatments last? Well, the good news is, that studies do support that the treatments we give you can last for years. But here's the issue: once you get the treatment, you need to continue to take care of yourself in the ways that we described earlier in the video, because that will optimize the treatment and prolong the time that it's effective. As well, your doctor needs to make sure that all the medical conditions that can contribute to erectile dysfunction are also being managed effectively.

Regarding the success rates of our treatments, studies demonstrate that both shockwave and PRP alone have about a two thirds 70% response rate, meaning that 70% of treated men will see a significant improvement in the quality of their erection. However most of our patients choose a combination therapy combining both shockwave and PRP. And it's reasonable to infer that they will provide even a greater success rate possibly for a longer period of time. And that is in the same way that diet and exercise as I alluded to, may help with weight loss as opposed to just choosing either diet or exercise alone

I'd like to give some examples of men that are good candidates and less favorable candidates for certain parts of our program and let's start with those. If I see gentleman who's 25 or 30 years old who had a perfect erection last week, but has a new girlfriend and now a week later can't achieve an erection at all, I would deter that gentleman from initially pursuing our Shockwave and PRP treatments and instead recommend psychological treatment with a sex therapist, combined with trimix injection treatment.



Similarly, if we were seeing a 75 or 85 year old gentleman who just had a radical prostate surgery, and it wasn't nerve sparing, and he had all the nerves cut that were innervating the penis and now could not achieve an erection at all, I might suggest to that patient, that our trimix injection program would be an appropriate choice for him with a strong likelihood of success while possibly adding the shockwave PRP treatments later if the trimix was not effective.

So now as far as who are our typical candidates. The aging male with or without any abnormalities in his cholesterol, blood pressure, blood sugar, who is finding that he is having progressive difficulties getting or maintaining an erection. We see those gentlemen ages 30s 40s 50s all the way up to 90s. As I mentioned, when patients do have high cholesterol, high blood pressure, diabetes, and numerous other conditions that impair blood flow to organs including the penis, our treatment options do work especially well.

Patients often asked me about the relevance of testosterone and whether it's indicated to check their testosterone. First let me discuss how we go about getting the proper active testosterone measurements in your blood. There's a lab requisition that you'll be given. On that requisition, we test not only total testosterone, but the free testosterone, bioavailable testosterone and sex hormone binding globulin. Now, if you've ever had your testosterone checked before, at the lab, and you didn't pay any fee for it, then you only would have had your total testosterone checked. Unfortunately, that's notoriously inaccurate in allowing us to diagnose a true testosterone deficiency. So we will for completeness sake, get a full testosterone panel for you.

And that'll allow us also to have a baseline now and for the future, on your testosterone levels. Now, I also want to be clear on why we're checking your testosterone level: diagnosing and treating testosterone deficiency won't fix your issue with erectile dysfunction. We explain it more as a hardware and software problem. In other words, when men are low in testosterone, they just experience a multiplicity of vague symptoms, some of which may contribute to psychological elements like sex drive, energy, fatigue, muscle mass, and tendency towards obesity.

Low testosterone may lead to irritability, depression, cognitive changes. You see, all these things don't directly affect your erection and that's why by assessing and treating a low testosterone with testosterone supplementation, that won't fix your erection.

For this hardware problem that we call a erectile dysfunction, we actually need to change the blood flow to the penis and physically change the anatomy and that's why we need the shock wave and the PRP, which do exactly that. So why check testosterone? Well, we want to check it because:

1. of the multiplicity of symptoms that it can cause.
2. The fact that it very often is missed. And you're here to see us in the context of your sexual wellness.
3. And because of the symptoms like sex drive, and the other sort of generalized symptoms, we feel it's prudent to get a baseline on your testosterone as well.

You don't need to wait to get the results back before you consider any treatments, because as I say, low testosterone and treating it will not fix your erectile dysfunction.

So this completes our educational video. Thank you for taking the time to watch. Our treating clinician will be in momentarily. And if you haven't already, please take a few minutes to finish all the reading in your folder. Thank you for your patience, we do know that you're here. Once we come in to speak with you, we will make sure to find the optimal treatment program that's best suited for you. Thank you