

HALO Diagnostics



PROSTATE PROGRAM

A brief outlook on our prostate team, examinations & procedures, Laser Focal Therapy benefits, and financing options.

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Meet Our Prostate Team

At HALO Dx, you are surrounded by the best in diagnostics and focal laser therapy.

HALO Dx Medical Team Members



John F. Feller, MD

Dr. John F. Feller is the Chief Medical Officer for HALO Diagnostics. Dr. Feller is board-certified as a Diagnostic Radiologist with sub-specialties in Orthopedic & Sports Medicine Imaging, Body MRI, and holds a Level II Cardiac CT certification. Dr. Feller graduated Summa Cum Laude from Ohio State University School of Medicine and completed his internship, residency, and fellowship training at Stanford University School of Medicine.



Bernadette M. Greenwood, MSc

With 30 years of experience in medical imaging, marketing, clinical education, regulatory affairs, product management and R&D, she conceptualized and developed focal laser interstitial thermal therapy of prostate cancer with a trans-rectal approach under MRI guidance in 2009 (patent pending). Preclinical testing was conducted at MD Anderson Cancer Center and the first transrectal laser procedure on a human research subject was performed at HALO Dx (formerly Desert Medical Imaging) in May, 2010.



Jeffrey Herz, MD

Dr. Jeffrey Herz is a Board Certified Urologist whose specialty covers both adult and pediatric urology, however, most recently he focuses much of his attention on adult urology services, primarily prostate cancer. He was born and raised in New York City, New York. He opened his practice in 1980 in Rancho Mirage California and has been a practicing urologist for the adult and pediatric community for 40 years. His expertise has gained him honors as one of the “Top Doctors” from 2005-2018 in the Palm Springs Life Magazine.



Laser Focal Therapy



Dennis Lacy

Dennis is your Laser Focal Therapy point of contact. For any questions regarding Laser Focal Therapy, call (760)469-8047 or email prostate@halodx.com



Mari Mitchell

Mari is your point of contact for the day of your laser procedure. For any pre-operation, intra-operation, or post-operation questions, please contact Mari at (760)469-8047 or email prostate@halodx.com

MRI and Biopsy



Denise Trotter

Denise is your mpMRI and MR Guided Biopsy point of contact. For any questions regarding mpMRI or MR Guided Biopsy, call (760)469-8047 or email prostate@halodx.com



Our Prostate Program

In October 2019, the American Urology Association updated their policy statement indicating men undergoing biopsy should have an MRI first.



Multiparametric MRI

Multi-parametric MRI (mpMRI) is a powerful tool used to identify areas of the prostate that might be suspicious for clinically significant cancer. We use state of the art MRI scanning technology to provide the best possible image of the prostate to help improve diagnosis and to reduce the number of biopsies that may be required.



MRI Guided Biopsy

If a suspicious area is found on the multi-parametric MRI scan, we can perform an MRI-guided biopsy that is targeted to the suspicious area. A targeted MRI-guided biopsy provides greater accuracy in diagnosis with fewer needle cores than a traditional ultrasound guided approach, resulting in less pain and a lower risk of infection.



Laser Focal Therapy

This procedure involves placing the patient inside the MRI scanner and displaying MRI images and thermal maps on a computer screen. A thin laser fiber is guided to the tumor and laser energy is applied to heat, coagulate and kill the cancer cells. The temperature and the extent of the ablation zone are constantly monitored with MR imaging and MRI thermometry. The result is the elimination of MRI-visible cancer with very low risk of side effects and a number of benefits



Deep Dive: Laser Focal Therapy for Prostate Cancer



In 2010, Bernadette M. Greenwood, Chief Research Officer at Halo Diagnostics, and Roger McNichols, PhD developed a unique prostate biopsy system to perform Laser Interstitial Thermal Therapy or Laser Focal Therapy. The first case of which was performed at HALO Diagnostics (formerly Desert Medical Imaging) in 2010.

This procedure involves placing the patient inside the MRI scanner and displaying MRI images and thermal maps on a computer screen. A thin laser fiber is guided to the tumor and laser energy is applied to heat, coagulate and kill the cancer cells. The temperature and the extent of the ablation zone are constantly monitored with MR imaging. The result is the elimination of MRI-visible cancer with very low risk of side effects and a number of benefits, including:

- **Minimally invasive, ambulatory outpatient procedure.**
- **Rapid recovery and most patients can return to work the next day.***
- **No general anesthesia required.**
- **Lower risk of side effects such as urinary incontinence, impotence and decreased bowel function compared to surgery or radiation therapy.**
- **With focal laser therapy, we contour our approach to the areas of the prostate that need to be treated, while creating safety boundaries around the areas we do not want to hurt.**
- **Better accuracy compared with other focal approaches, e.g. High-Intensity Focused Ultrasound (HIFU).**
- **Unlike other treatments, focal laser therapy does not limit the option to treat with radiation therapy or surgery if needed later.**
- **Vast majority of men have improved urination after the procedure.***

*Results may vary

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IRB Approved at the Study Level

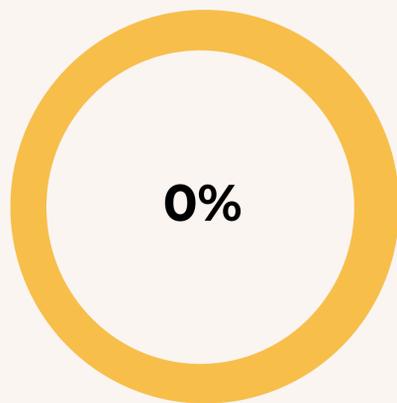
May 19, 2020



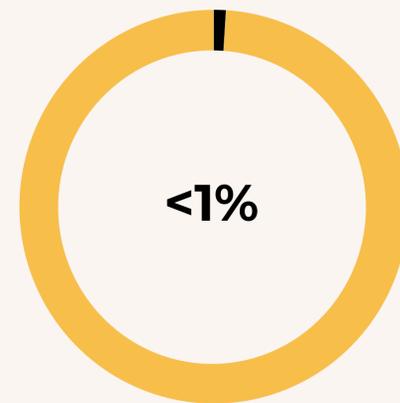
Clinically Proven Laser Procedure Benefits

We know that you care about safety, and so do we. Check out the stats on our Laser Focal Therapy clinical procedure.

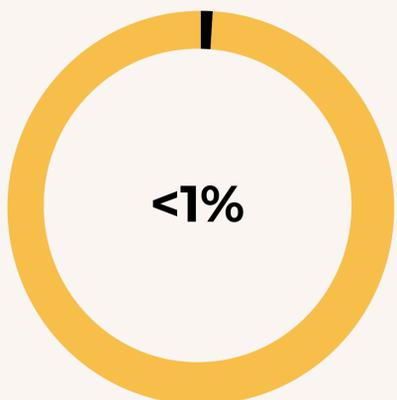
Death Rate



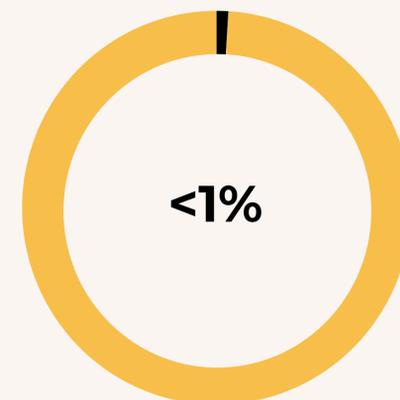
Incontinence Rate



Erectile Dysfunction Rate



Infection Rate



Visit www.urotoday.com to find the MR-Guided Laser Focal Therapy benefits data.



Cost and Payment Methods



* Laser Focal Therapy Cost: \$24,900

CURRENTLY, MOST INSURANCE WILL NOT COVER TRIAL-RELATED EXPENSES

Choose an option from our list below for the most convenient way to pay for your procedure or examination.



Credit or Debit Card

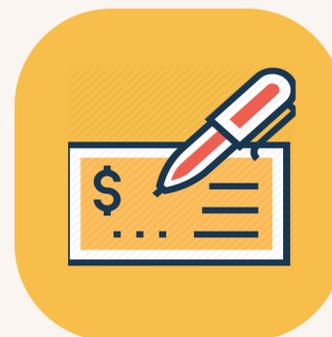
If you choose to pay for your procedure or examination with a credit or debit card, please make sure to check in with your banking institution in advance to ensure that they will permit the full transaction amount.



Cashiers Check

If you choose to pay for your procedure or examination with a cashiers check please send to our Indian Wells office or bring with you on the day of your procedure.

Send Checks to:
HALO Diagnostics
ATTN: Finance
74-785 HWY 111, Suite 101
Indian Wells, CA 92210



Personal Check

If you choose to pay for your procedure or examination with a personal check, please make sure we receive your check in the mail one week prior to your procedure or examination.

*Re-treat is 50% off of initial price



Financing Options and Prostate Cancer Donations

If you require financial assistance, please see the option listed below from our trusted financial partner.

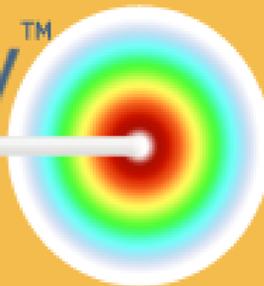


CareCredit - Medical Credit Card

CareCredit is a credit card that allows you the ability to choose promotional finance options that include no interest payments.

If you are unable to receive financing using this option, please call us at (760)469-8047

The Focal TherapyTM
FOUNDATION



Partnering with The Focal Therapy Foundation is an excellent way for a business or organization to show its support for men and their families battling prostate cancer which affects one in nine men in the U.S.. The Laser Focal Therapy Foundation also accepts donations on their website. For more information please visit <http://www.thefocaltherapyfoundation.org>



Thank you for choosing HALO Diagnostics.

If you would like to inquire about our MRI or Biopsy examinations or Laser Focal Therapy, please email us at prostate@halodx.com or call us at (760)469-8047

