



THE VISIBLE DIFFERENCE IN BREAST CARE.®

*Now there's  
an alternative  
to surgery in treating  
benign breast tumors.*

LEHIGH VALLEY SURGICAL ONCOLOGY  
LEHIGH VALLEY PHYSICIAN GROUP




*Safe and effective,  
with superior  
cosmetic results.*

- Nonsurgical
- Minimally invasive
- Virtually painless
- 30-minute in-office procedure
- Superior cosmetic results
- No stitches or scarring
- Local anesthesia only
- Minimal recovery time, return to work the same or next day

*Presenting  
The Visica  
Treatment System*

Finding a lump in your breast or an abnormality on your mammogram can be distressing, but learning that it's a noncancerous (benign) fibroadenoma (tumor) that can be treated effectively has to be a relief. Should you and your breast care team decide to treat the fibroadenoma, you'll be glad to know that there's a new, advanced alternative to open surgery. It's called the Visica Treatment System, and it's an alternative to traditional surgery without the anxiety or scarring associated with surgery.

## *The Visica Advantage*

The Visica Treatment System uses cryoablation (extreme cold therapy) rather than surgery to destroy the fibroadenoma. The procedure starts with numbing medication followed by inserting a small  probe into a 3.0 mm / 0.12 in. incision on your breast under ultrasound guidance.

The probe then freezes and destroys the tumor. No stitches are required following the procedure, only a bandage. The procedure requires only local anesthesia and takes approximately 30 minutes in the comfort of your physician's office. You can return to your daily lifestyle the same or next day.





## Frequently Asked Questions

*Q: What is a fibroadenoma?*

A: A benign, or noncancerous, breast tumor formed from an overgrowth of normal breast cells. Fibroadenomas can continue to grow and may be physically and/or emotionally bothersome for many women.

*Q: What treatment options are available?*

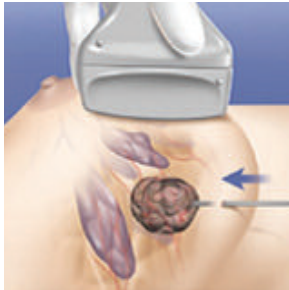
A: Traditionally, the only treatment for fibroadenomas was surgical removal, which involved sedation, an incision (20-30 mm/0.8-1.2 in.) to remove the tumor, and stitches usually in the operating room. The Visica Treatment System offers a truly minimally invasive treatment alternative to surgery.

*Q: What is cryoablation?*

A: Cryoablation (cryo=cold, ablation=destruction) is a process that uses extremely cold temperatures to destroy fibroadenomas.

Q: *How is the procedure performed?*

A: Ultrasound helps to guide your physician through the procedure. Your physician will inject a local anesthetic to numb the treatment area of the breast, then make a 3 mm incision (actual size: —) in your skin and carefully insert the probe into your breast and through the fibroadenoma. The tip of the probe will become extremely cold and freeze the fibroadenoma, thereby destroying it. The probe is then removed and a small bandage placed over the incision.



Ultrasound guidance ensures precise placement of probe.



Cryoablation creates an iceball that engulfs the tumor; monitored on ultrasound.



The incision site is closed with a small bandage.

Q: *What happens to the fibroadenoma after the procedure?*

A: The destroyed tissue is reabsorbed into the body over time, much like a bruise is reabsorbed. The rate of reabsorption depends on such things as the initial size of the tumor and the body's ability to heal; this will differ from patient to patient. Most cryoablated fibroadenomas (2 cm or less) become nonpalpable (undetectable by touch) within 12 months. Larger fibroadenomas may take longer.

Q: *How much time is required for the procedure?*

A: Typically, the treatment is performed in your physician's office and takes approximately 30 minutes to complete.

Q: *Will the treatment be painful?*

A: Most women who have had this procedure have reported no significant pain. You may experience a brief, mild stinging from the local anesthetic at the beginning of the procedure. There is minimal discomfort due

to the natural anesthetic properties of the cold temperatures. The treated area may feel tender to the touch for up to several days following the procedure.

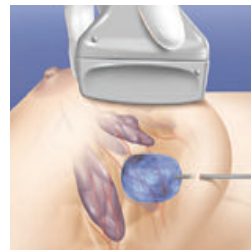
Q: *Will there be a visible difference after the treatment?*

A: Immediately after the procedure, and for several weeks, your body's natural inflammatory response to freezing may cause the lump to swell. Some bruising also may occur around the treated area but typically disappears within a few weeks. Because no tissue is removed from the breast and the procedure does not require stitches, no indentation (volume deficit) will occur and there should be no visible scarring.

Q: *Will I need a ride home after the procedure?*

A: Typically, the procedure requires local anesthesia only. You may choose to have someone accompany you or drive you.

*Visit [www.sanarus.com/demonstration/visica.mpg](http://www.sanarus.com/demonstration/visica.mpg)  
to view a two-minute animated demonstration  
of how the Visica Treatment System uses  
cryoablation to destroy benign breast  
fibroadenomas (tumors).*



## *For More Information*

We are located in two convenient locations:

- Dr. Heiwon Chung  
1240 S. Cedar Crest Blvd., Allentown, Pa.  
610-402-7884
- Dr. Aaron D. Bleznak  
2597 Schoenersville Rd., Bethlehem, Pa.  
484-884-3024  
1240 S. Cedar Crest Blvd., Allentown, Pa.  
484-884-3024



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