

## Frequently asked questions

### How do I know my ED is not in my head?

Many years ago most men with ED were thought to have psychological problems. This was the result of our ignorance of the normal mechanism of erection and the causes of ED. We now realise that most men have underlying physical causes.

### If I worry about my ability to get an erection can I make a bad condition worse?

Nothing happens in the body without the brain; worrying about your ability to get an erection can itself interfere with the process. This condition is called performance anxiety and can be overcome with education and treatment.

### Can I combine treatment options?

This is often done but because of the risk of prolonged erections with drug therapy should only be performed under physician supervision. Ask your doctor for proper instructions.

### I was fine until I began taking this new drug, what should I do?

Many drugs can cause ED, but some cannot be changed because the benefits outweigh the adverse effects. If you suspect that a specific drug has caused the problem, discuss this possibility of medication change with your doctor. If you must remain on the specific medication causing the problem, the non invasive treatment option outlined in this brochure can still be used in most cases.

### Where can I get more information?

Visit our website [www.wavebrilliance.com](http://www.wavebrilliance.com) and follow the links or talk to your doctor.

## Know your risk factors

This checklist can help you identify common risk factors for ED. Check the habits or conditions that apply to you:

- diabetes
- cigarette smoking
- high blood pressure
- stress, depression or anxiety
- high cholesterol levels
- heavy alcohol consumption
- heart or blood vessel disease (atherosclerosis)
- illicit drug use (cocaine, marijuana or heroin)
- accidents or surgery to the genitals or groin
- obesity
- chronic renal failure
- surgery or radiation for prostate or rectal cancer

### Call the national helpline

**1300 66 77 29**

or ring your doctor  
to make an appointment

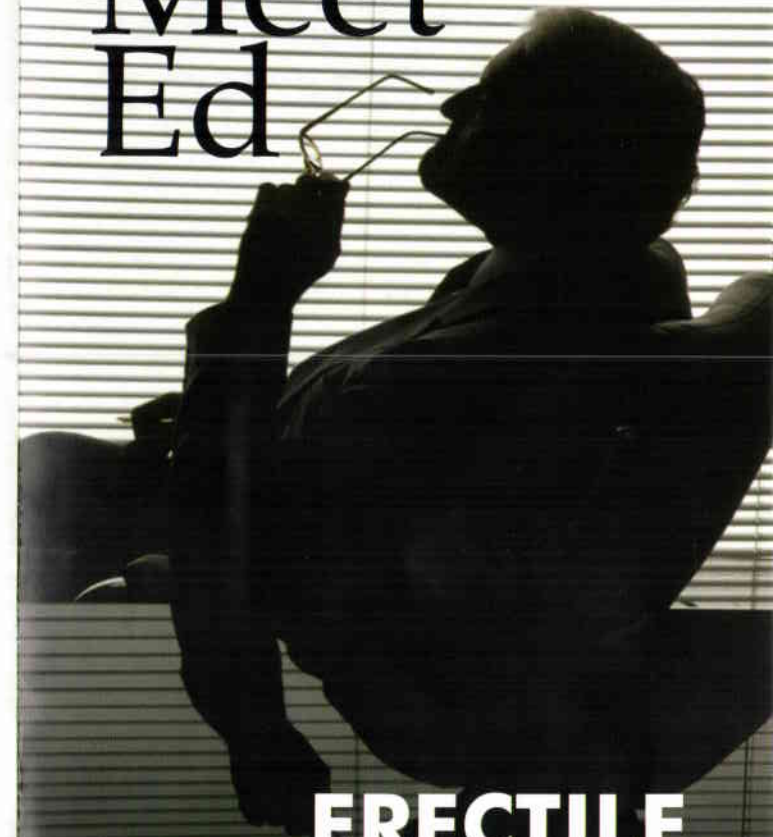
CASEY MEDICAL CENTRE  
197 HIGH STREET  
CRANBOURNE VIC 3977  
(03) 5991 1222

more information can be obtained by visiting our  
website and following the links.

**WAVE BRILLIANCE**  
AUSTRALIA  
PELVIC FLOOR REHABILITATION

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# Meet Ed



## ERECTILE dysfunction

Magnetic Pelvic Floor Stimulation  
offers new hope in restoring  
normal sexual function.

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# ERECTILE dysfunction

Until relatively recently, a man who had trouble getting or maintaining an erection was likely to suffer in silence. He may have thought of the problem as a personal failure or an unavoidable part of the aging process. He may have been too embarrassed to bring up the subject with his doctor, or just have assumed that there was no good solution, so the condition went untreated.

Several developments have changed that situation. Today we have not only a greater understanding of male sexual health, but also a broader array of treatment options to help a man achieve and maintain satisfying erections. Media attention on some of the treatment options has made it easier for a man to take the first step in resolving ED: discussing it with his partner and doctor.

There are several different sexual problems a man may face:

- low libido, having little or no sex drive or interest in sex
- ejaculatory difficulties, which can include premature ejaculation (reaching orgasm too soon) or delayed ejaculation (taking an extremely long time to reach an orgasm); and
- **erectile dysfunction (ED)**, the persistent inability to get or maintain an erection firm enough for satisfactory sexual inter-course.

These conditions can overlap—one man may have more than one condition at the same time. The good news is that solutions are available for all of these problems to help a man and his partner enjoy a satisfying sexual relationship throughout life.

## New technology opens the doors to an effective erectile dysfunction therapy

Wave Brilliance therapy uses advanced technology which adds dramatically to the effectiveness of treatment.

The new NeoControl™ chair creates a therapeutic pulsed magnetic field that produces powerful stimulation to vital muscles that cannot be activated through pelvic floor exercises alone.

You remain fully clothed and comfortably seated in a special chair... there's no pain, but you can certainly feel it working.



## A simple, painless, non-invasive and affordable programme

Treatment courses consist of 16 sessions with patients attending a clinic 2 or 3 times per week. Each session involves 20 minutes of magnetic pelvic floor stimulation while you sit comfortably, fully clothed in our advanced technology NeoControl™ chair. Treatment is totally non invasive and while you may feel some minor discomfort as your pelvic floor muscles repeatedly flex and tighten, it is painless.

This is known as the 'core therapy' and for most patients it should be sufficient. However we will provide training on voluntary pelvic floor control to help you maintain muscle tone when your therapy programme is completed.

## Respected specialists back the therapy

Established Queensland Urologist Dr Geoffrey Buckham attests to the success of this approach.

*"Having the ability to offer patients this new powerful therapy is a significant breakthrough for the management of such a widespread problem. Despite emerging success in the United States and 40 other countries, it's still very new to Australia and many doctors are unaware of its benefits. In fact, I would encourage all GPs to become familiar with the significant benefits that this new approach can offer"*

**Dr Geoffrey Buckham.**  
**MBBS F.R.A.C.S**



## What happens under normal conditions?

Achieving a normal erection is a complex process involving psychological impulses from the brain, adequate levels of the male sex hormone testosterone, a functioning nervous system, and adequate and healthy vascular tissue in the penis. The simplest way to describe the process of erection is to think of a washing machine. The "on-off" switch (the brain) initiates the process; the wires in the washing machine (the nerves) carry the electrical signal to the pipes (the blood vessels), when an appropriate signal arrives a valve opens to allow the water flow in (the arteries carry blood into the penis) and the drain shuts (the penile veins close). Water flows in and fills the tank (the penis fills with blood and becomes erect) and the wash cycle begins (enjoys sexual activity). At the end of the wash cycle this process reverses, the switch goes to the off position (the brain terminates erection), the valve closes (the arteries markedly decrease blood inflow) and the drain opens draining the wash tank of water (the veins open, blood leaves the penis and erection subsides).