

Platelet Rich Plasma Shot (PRP or P-Shot)

The holy grail of any medical treatment is to heal or regenerate not just optimize by squeezing more out what we have remaining. Regeneration takes place naturally in our bodies every day and the first step of the process are activating the signals that start this process. Those signals are growth factors such as GF, IGF, TGF, VEGF. These factors are released from most cells that perceive injury. Platelets have the highest concentration of these growth factors. Platelet Rich Plasma (PRP) or the P-Shot is the process of taking your own blood from your arm, concentrating only the platelets, fixing the platelets in a fibrin matrix (the most important step) and then injecting those platelets into the penis. The injected platelets can then be activated further with Gainswave (Shockwave) to get them to release their Growth Factors and initiate regeneration. Once the growth factors are released, your own stem cells are activated to stimulate cellular repair and formation of new blood vessels. PRP shots have helped restore erectile dysfunction by regenerating blood vessels and repairing Peyronie's curvatures.

PRP was initially used in other areas of the body with successful regeneration: PRP technique has been used for regenerating hair growth, tendon repair and now erectile dysfunction and Peyronie's Disease.

HOW MUCH DOES PRP COST: PRP shots are still not approved which means there is no way to bill insurance or Medicare. The cost for each treatment that includes the blood draw, concentration and activation of the platelets as well as a local lidocaine penile block and injection here is **\$600**. There are several clinics that charge over \$1000 for PRP shots and that doesn't make them any better. Too often non physicians and non-Urologists after a brief training course are performing the injections. Dr. Burrows is a Fellowship trained Men's Health Expert and Board Certified Urologist will be doing the entire procedure from blood acquisition, preparation, local anesthesia and injection. Dr. Burrows has sought out the best centrifuge and fixatives to ensure the best possible outcome.

PRP and SHOCKWAVE THERAPY: PRP can be used independently to repair erectile dysfunction and Peyronie's curvature but will be enhanced if combined with penile shock wave therapy (Gainswave). This is because the shock waves are causing the tissue in the penis to release their Growth Factors and stimulating the PRP to release their Growth Factors at faster pace. It's a win-win for erectile repair but unfortunately adds \$500.00 for the Gainswave treatment to the PRP shot.

DOES IT HURT? No more than a typical lab blood draw. You will be given a penile lidocaine block before and you won't feel the PRP injections.

AFTER THE PRP SHOT: You may resume sexual activity the same day and are actually encouraged to attempt erections. Erections will help circulate the Growth Factors from the PRP shot and enhance the success.

DOES IT NEED TO BE REPEATED: Most men require 2-6 injections to maximize their results. However, once good erections or curvature has improved, you can stop and feel secure you will not have a relapse and the problem is repaired.

CONSENT:

Platelet Rich Plasma Injection therapy is considered experimental and has no guarantee to improve my condition.

PRP does involve a peripheral blood draw with the routine risks associated.

PRP will be injected under local block and has a rare risk of allergy to the local medication and local bruising to the penis.

_____Date_____

PRP recipient Signature and Date

_____Date_____

Peter J Burrows, MD and Date