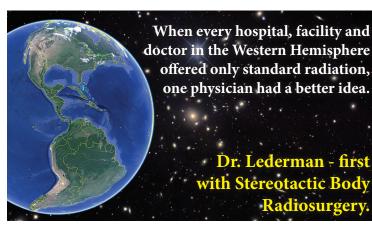
## RADIOSURGERY NEW YORK - DR LEDERMAN

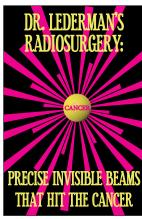
## FIRST IN AMERICA! NON-INVASIVE BODY RADIOSURGERY













THEIR STANDARD RT • Hits healthy tissue

• Less success for This yellow box represents the healthy

tissue receiving collateral standard

radiation in front, behind, to the righ and left, above and below the cancer

• Weeks of treatment

many cancers

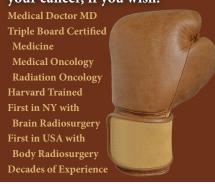


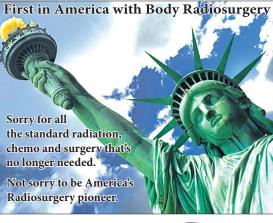






A lifetime of preparation to fight your cancer, if you wish.







• Cancer becomes more aggressive

Chemo not working or not tolerated are

reasons to stop it





Wouldn't the world be a most beautiful place... if everything were custom tailored like -DR. LEDEKMAI Stereotactic Radiosu CANCER TREATMENT Exclusively at 1384 Broadway New York

## \*WELCOME \*

Dr. Lederman first pioneered Non-Invasive Body Radiosurgery in the Western Hemisphere. He has the greatest experience in America treating primary & metastatic cancers with Radiosurgery. His experience may pay handsome dividends for YOUR HEALTH.

Each patient is unique. Learning about you is most important to us. We want you to learn about us, as well.

Body Radiosurgery and Dr. Lederman may well be able to help you. We treat newly diagnosed and

recurrent cancers.

We are often able to treat cancers even when chemo, radiation or surgery has not been successful - or is not tolerated - or is not desired.

Since each person has unique circumstances and desires, meeting with Dr. Lederman, reviewing past medical issues and reports are critical in making treatment options available to you and your loved ones. Our physicians have the knowledge to help many patients.

Radiosurgery appeals because of greater precision, ability to escalate dose and to minimize radiation to healthy tissue.

# FROM AMERICA'S ORIGINAL NON-INVASIVE RADIOSURGERY PIONEER

Because of precision and dose escalation, fewer treatments in less time often can be recommended. Radiosurgery produces greater confidence in

treatment.

Radiosurgery means fewer doses given. Each treatment has greater intensity - which should mean greater effectiveness.

Learn Radiosurgery advantages with the experience of America's Radiosurgery Pioneer.



Dr. Gil Lederman MD

## MEN WITH PROSTATE CANCER PREFER...

We believe men WANT TO KNOW THE FACTS before making a decision. Knowing the data first will allow each man and his loved ones to make the wisest choice.

- LEARN THE DATA
- AVOID RADICAL SURGERY
   ROBOTIC AND OPEN
- MAINTAIN SEX LIFE
- MAINTAIN URINARY LIFE
- GET BEST RESULTS
- MEET DR LEDERMAN TO DISCUSS ALL ASPECTS OF YOUR PROSTATE CANCER CARE

BETTER OUTCOME WITH DR LEDERMAN.
BETTER CHANCE TO BE CANCER-FREE.
COMPARE THE DATA.

Initial PSA	NY Surgery	Lederman Results	% Improved w/ Lederman
4-10	76%	90%	18%
10-20	69%	86%	25%
20-50	44%	73%	66%

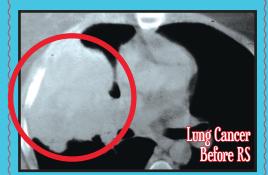
BETTER SEX AND URINARY LIFE WITH DR L. AVOID SURGERY AND ITS COMPLICATIONS.

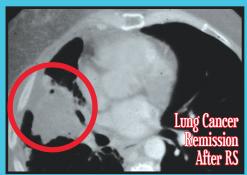
<b>Complications of Surgery</b>	Open	Robotic
Sexual Problems After Surgery	97.1%	97.7%
Urinary Problems After Surgery	80.8%	86.8%

## FIRST BODY RADIOSURGERY IN THE WESTERN HEMISPHERE

Pictured is the first patient treated in the Western Hemisphere with Body Radiosurgery. She is also our patient!

We treated her lung cancer when no other treatment worked - chemo, RT or surgery. Radiosurgery created a great and durable remission from which she benefited for years! Bravo to her!









Since Radiosurgery is so different from standard radiation, chemo or surgery, a separate definition of tumor control exists.

Tumor control means the targeted tumor ceases to grow, shrinks or disappears completely - and no further treatment is needed there.

Local control is very high with Radiosurgery.

Dr. Lederman first brought Radiosurgery to the Western Hemisphere and has the largest experience worldwide. Imagine a new world where radiation can be delivered to the cancer with focused beams having more accurate delivery than standard radiation. Our experience can work for you.



We increase the radiation dose that the cancer receives per treatment, potentially producing better cancer control rates - only dreamt about before!

It is a new world that opens up many possibilities – higher doses of more focused radiation – controlling cancer better with fewer treatments.

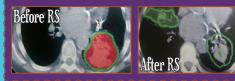






Bilateral Lung Cancer, Coughing Blood, 3 Hospitals Sent Patient Home, Now in Cancer Remission, Blood Gone After Dr. Lederman's Radiosurgery

Woman, (80), with stage 4 lung cancer, was told her case was hopeless times 3! Came to Dr. L, learned about all options, chose RS, treated & in remission with blood gone. Patient, husband, & doctor all very happy!



# DR. LEDERMAN

## **RESEARCH TO INNOVATION!**

Dr. Gil Lederman, at Harvard Medical School, first discovered, analyzed and reported the adverse cardiac effects of standard radiation. He pioneered Body Radiosurgery in America!

What's the connection? A man working to improve health care over decades. Dedicating time and energy to be triple-trained and triple board-certified. Nine years of education after medical school! Finding a problem WITH STANDARD RADIATION and producing a solution - STEREOTACTIC BODY RADIOSURGERY.

Focusing Radiosurgery non-invasively, but directly TO HIT THE CANCER also allows more dose to be delivered to the tumor more precisely in less time. This is superior in many, many ways. By targeting the cancer, he can help avoid critical structures like the heart—compared to standard radiation therapy!



The logic is simple. Yet it took nearly 100 years to arrive at this point. Dr. Gil Lederman is the rare triple-trained, triple board-certified Harvard-EDUCATED Radiation Oncologist.

He developed Fractionated Stereotactic Brain Radiosurgery for treatment of benign and malignant tumors including glioblastomas, metastases, meningiomas, pituitary, glomus tumors and more. Dr. Lederman has the world's largest experience treating acoustic neuromas with Fractionated Radiosurgery.

He understood the importance of Fractionation for Stereotactic Brain Radiosurgery. By fractionating Brain Radiosurgery, Dr. Lederman could use a PAINLESS NON-INVASIVE, relocatable head frame rather than an old style, invasive system that screws into the skull.

Fractionation biologically means more protection of the healthy surrounding brain - which produces more appealing results. He was first in New York and one of the FIRST in the nation to perform fractionated BRAIN radiosurgery.

PATIENTS clamored for Stereotactic Body Radiosur-



#### RADIOSURGERY PIONEER

gery treatment of cancers from head to toe. Patients and their families easily UNDER-STAND the importance of such a huge step FORWARD in cancer treatment. Dr. Lederman was first to perform Stereotactic BODY Radiosurgery in the Western Hemisphere. DR. LEDERMAN CHANGED the course of modern day cancer treatment.

Primary and metastatic cancers anywhere in the body could be CONSIDERED for Radiosurgery. Radiosurgery targeted the cancer directly. Healthy tissue is excluded from the full dose. Our innovative therapy is delivered generally in a much SHORTER time with FEWER treatments.

Dr. Lederman REPORTED treatment data of primary and

## FIRST IN AMERICA!

metastatic, newly diagnosed or recurrent, small or large tumors at national and international medical meetings. His work includes treatment of a vast array of cancers - lung, breast, lymph node, pancreas, liver, gastro-intestinal, kidney, bladder, prostate, sarcoma, melanoma and more. A specialty of Dr. Lederman is RETREATMENT of previously unsuccessfully treated cancers—even after unsuccessful prior chemo, surgery or RT.

Every patient is UNIQUE. It is BEST to meet Dr. Lederman.

His focus for PROSTATE cancer treatment is superior results, avoiding radical surgery and maintaining sexual and urinary quality of life. Dr. Lederman's vast experience over decades may be of benefit to you and your loved ones.



We are happy to work with all your doctors, as you wish.

## HARVARD TO NEW YORK

Pancreas Cancer Disappears After Radiosurgery at RSNY





**BEFORE RS** 

**GONE AFTER RS** 

## DR. LEDERMAN

From his home in Iowa, attending the University of Iowa to Harvard Medical School where he was trained in Medical Oncology at the Harvard Dana Farber Cancer Institute and the Harvard Joint Center for Radiation Therapy, Dr. Lederman is a thoughtful patient advocate of innovative cancer treatment.

Dr. Lederman authors many medical oncology and radiation oncology abstracts and papers. He was the first physician at Harvard Medical School to investigate, recognize and report cardiac toxicity resulting from standard radiation.

This important observation was critical to Dr. Lederman's goal to develop a more precise, more effective and safer method of delivering highly focused radiation. Crucial is his extensive experience in

medical oncology and observation of cancers being resistant or developing resistance to chemo. Radiosurgery is a natural outgrowth of his personality and training, practice, observations and instincts.

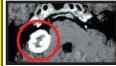
Dr. Lederman's experience and training may produce a unique approach for each patient - a fresh, second chance for success.



He is triple Board Certified in Radiation Oncology, Medical Oncology and Internal Medicine.

Dr. Lederman is the first physician to perform non-invasive Body Radiosurgery in the Western Hemisphere and has the largest experience treating patients worldwide.







BEFORE RS

**REMISSION!** 

# FIRST IN AMERICA NON-INVASIVE BODY RADIOSURGERY

Dr. Lederman first brought Body Radiosurgery to America. He's treated 10,000's of patients - nearly every site, size & type of cancer - large and small, primary and metastatic. His experience and expertise is unparalleled.

Radiosurgery offers great appeal: focused treatment allowing greater dose in fewer sessions - producing radiobiologic benefit - even if prior chemo, surgery or radiation didn't work, isn't tolerated or isn't wanted. Fewer treatments in less time offer greater convenience, too!



All radiosurgery here is outpatient. NO HOSPITALS, NO CUTTING, NO BLEEDING. Radiosurgery takes minutes, is painless, non-invasive and usually very well tolerated. Dr. Lederman performs true, Radiosurgery - attacking cancer like Star Wars!

Our patients continue their life. Avoiding daily CT's means less radiation. Our patients were often considered untreatable elsewhere. Every person is unique, it's best to contact Dr. Lederman directly for a fresh second opinion.



## BRAIN RADIOSURGERY FIRST IN NEW YORK!

LARGEST ACOUSTIC NEUROMA EXPERIENCE WORLDWIDE

Brain Radiosurgery is greatly different and superior. Fractionation is safer for patient and brain. NO SCREWS! NO PINS! NO PAIN! NO HOSPITALS!

Fractionation means more safety for your brain. Dr. L has treated 1000's of brain tumors in 3 decades. He's 1st in NY with Brain Radiosurgery. HIS EXPERTISE IS HUGE FOR

BENIGN AND MALIGNANT BRAIN TUMORS.

Dr. Lederman has presented his data at national and international meetings. Contacting Radiosurgery New York may be of great benefit. World's largest experience treating acoustic neuromas to glioblastomas and metastases - A VAST EXPERIENCE FOR YOU.

## WOMEN BREAST

Women WANT TO KNOW FACTS FIRST. Knowing data helps make the wisest choice.

#### LEARN THE DATA

- GET BEST RESULTS
- AVOID UNNECESSARY SURGERY
- AVOID HOSPITAL COMPLICATIONS
- SEEK LESS INVASIVE TREATMENT

When Dr. Lederman arrived in New York from Harvard, 97% of women in New York were losing their breasts for breast cancer treatment.

In Boston, 90% of women with breast cancer were keeping their breasts!

Dr. Lederman - an outspoken advocate of breast saving therapy — with data and technology educated



This woman with stage 4 metastatic breast cancer chose Dr L's radiosurgery alone. Years later, she remains in complete remission!



A woman with stage 3 breast cancer chose Dr L's treatment alone. She remains in complete remission!

# WITH CANCER PREFER...

- MEET DR LEDERMAN TO DISCUSS YOUR BREAST CANCER OPTIONS
- KEEP YOUR BREAST WHENEVER FEASIBLE & DESIRED
- LEARN NEW BREAST CANCER
   OPTIONS THAT YOUR SURGEON

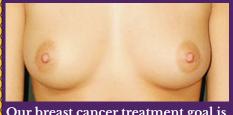
  & CHEMO DOCTOR MAY NOT
   HAVE DISCUSSED WITH YOU!

women and their doctors to offer breast saving and life saving therapy whenever appropriate.

He helped inform every woman about breast cancer choices - breast saving whenever possible and desired. Meet Dr. Lederman about breast conserving therapy. He's been here decades for us with innovative technology!



Massive breast cancer resolved with Dr L's focused non-invasive therapy.



Our breast cancer treatment goal is cancer elimination with good cosmetic results!

## PROSTATE CANCER

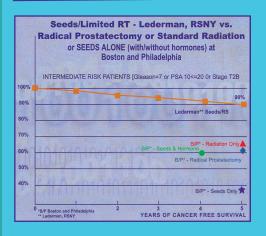
## TREATMENT RESULTS COMPARED

Men with prostate cancer focus on crucial issues: HIGH SUCCESS RATES, MAINTAINING URINARY AND SEXUAL FUNCTION, AND AVOIDING RADICAL SURGERY. Dr. Lederman does too!

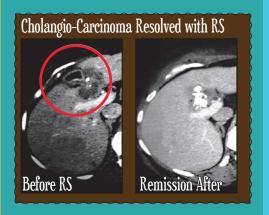
Before choosing treatment, best is to review our comparison data. Different technologies and doctors produce different results! This surprises many patients. KNOW THE FACTS FIRST! Our treatment is ALL OUTPATIENT.

Our comparison data shows our actual results vs others in USA. It's great to know this information before making any decision! IT'S EASY TO SEE WHY SO MANY MEN SEEK PROSTATE CANCER TREATMENT WITH DR. LEDERMAN!

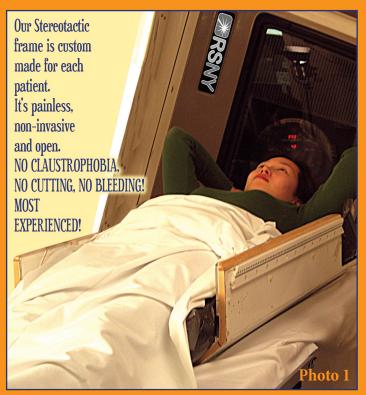
#### **OUR PROSTATE DATA VS. THEIRS!**

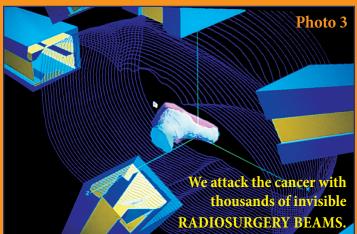












# WE HIT THE CANCER WITH

We custom make a Stereotactic Body Frame just for you (photo 1). We then localize the cancer in relation to your body and the stereotactic frame with expert physician and physicist guidance (photo 2).

WE THEN HIT THE CANCER! Treatment takes minutes and you're free to continue your activities! Fractionated Stereotactic Radiosurgery attacks cancer (photo 3) - like Star Wars - with 1000's of FOCUSED BEAMS! OUR SPECIALTY!

We computerize the cancer's shape and position, our patient's body and the stereotactic frame so that we can attack the tumor non-invasively.



## SKIN CANCERS FACE AND BODY - DECADES OF EXPERIENCE









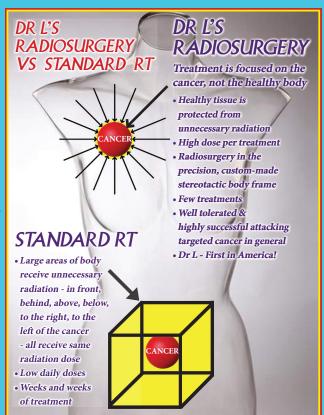
## THE MANY BENEFITS OF RADIOSURGERY!

If a breadbox is your body & a plum is cancer. Standard RT radiates large areas like a breadbox to hit the plum.

Radiosurgery is safer because it hits the cancer precisely.

Radiosurgery may offer great results even if standard RT. chemo or surgery hasn't worked. Our physicians have the world's largest experience of re-radiation. Radiosurgery may offer you a second chance!

We use Radiosurgery to relieve cancer symp-



toms including pain, obstruction and bleeding while it attacks the cancer.

Radiosurgery Our the original and proven method of focused body radiation.

Our treatment is performed in minutes. No cutting, no bleeding, no anesthesia, no hospital stay - always outpatient.

Our data includes 10.000's treated - USA's longest radiosurgery experience cancer in all shapes and sizes in every body part!

## PEOPLE WITH BRAIN TUMORS PR

Avoiding their invasive brain surgery vs

Our Non-invasive, outpatient, Fractionated Brain Radiosurgery. Brain Radiosurgery in NY. A no brainer! Dr. Lederman -

FIRST FOR YOU! INNOVATIVE FOR YOU!



People WANT TO KNOW THE FACTS FIRST. Knowing data allows everyone to make the wisest choice.

- LEARN THE DATA
- **AVOID RADICAL SURGERY**
- LEARN ABOUT NON-INVASIVE **OPTIONS - RADIOSURGERY!**
- AVOID HOSPITALS &

THEIR COMPLICATIONS

- **GET BEST RESULTS**
- MEET DR LEDERMAN TO DISCUSS ALL ASPECTS OF YOUR BRAIN **TUMOR CHOICES**

#### BETTER OUTCOME WITH DR L BRAIN SURGERY vs DR L'S RS FOR ACOUSTIC NEUROMAS



Open surgery is unpleasant to view and more unpleasant to experience.

90% of surgical patients become deaf and many lose functioning of their face.

MORE THAN 90% OF DR. L'S PATIENTS MAINTAIN HEARING & MORE...

Dr. L's Brain Radiosurgery is non-invasive, outpatient, performed in minutes and highly successful. It's easy to watch and easy to experience.

NO CUTTING, NO BLEEDING, NO HOSPITAL. AVOID SURGERY AND ITS COMPLICATIONS.

### CANCERS WE TREAT

ABDOMINAL ACOUSTIC NEUROMAS ADENOCARCINOMA

ADENOID CYSTIC ADRENAL GLAND

ANAL

BASEL CELL

BILIARY BLADDER

BONE

**BRAIN METASTASIS** 

**BRAIN TUMORS** 

BREAST BRONCHIAL CERVIX CHOLANGIO

**CHORDOMAS** 

COLON

DESMOIDS

EAR

ENDOMETRIAL **ESOPHAGEAL** 

FALLOPIAN TUBE

GALL BLADDER

GASTROINTESTINAL

GLIOBLASTOMAS

**GLOMUS** 

GYNECOLOGIC

HEAD & NECK

HODGKIN'S LYMPHOMA URETER

**JEJUNAL KIDNEY** 

**LEIOMYOSARCOMAS** 

LIPOSARCOMAS

LIVER LUNG

LYMPH NODE LYMPHOMA

MEDIASTINUM

MELANOMA

**MENINGIOMAS** 

MESOTHELIOMA

**METASTASIS** 

NASOPHARYNX

NON-HODGKIN'S LYMPHOMA

NOSE ORAL

**OSTEOGENIC** 

**OVARIAN** 

**PANCREAS** 

PENIS

**PITUITARY** 

PLEURAL.

**PROSTATE** 

RECTAL

RECURRENT

RHABDOMYOSARCOMAS

SALIVARY GLAND

SARCOMAS

SKIN

**SPINE** 

**SQUAMOUS CELL** 

STOMACH

**TESTICULAR** 

**THROAT** 

**THYMOMAS** 

**THYROID** 

**URETHRA** 

UROLOGIC

**UTERINE** 

VAGINAL

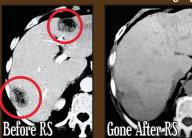
**VOCAL CORD** 

**VULVAR** 

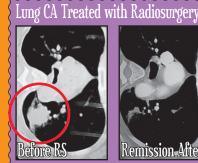
AND MANY OTHERS

**COME IN FOR MORE INFO!** 

#### Liver Mets Treated with Radiosurgery



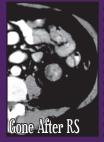






Kidney Cancer Treated with RS





Pancreas Cancer Treated with RS





## HOW DO I START

Call 212-CHOICES 246-4237. or e-mail GIL@RSNY.ORG to arrange an appointment at our very CONVENIENTLY Midtown Manhattan office -1384 Broadway at 38th Street.

Most insurances, Medicare and Medicaid are accepted at RADIOSURGERY NEW YORK. We're in the heart of New York - near Times Square, Penn Station, Grand Central

## NON-INVASIVE RADIOSURGERY?

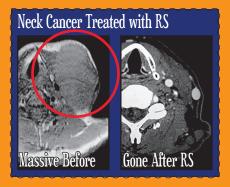
Station, Port Authority, PATH. Most trains to Penn & Grand Central Stations, subways (1, 2, 3, 7, A, C, E, N, Q, R, F, M, S, 4, 5, 6) and buses travel to stops within steps of us. Nearby parking is available.

From overseas our phone is 001-212-246-4237. Hope Lodge is located within a few blocks of RSNY. They provide free housing to cancer patients based on availability.

# "HAVE YOU TREATED ONE LIKE MINE BEFORE?"

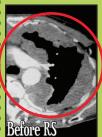
MANY TIMES OVER

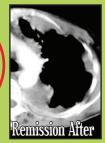
USUALLY YES!





#### Mesothelioma Treated with RS





#### Nodal Mets Treated with RS





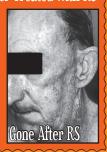
Massive Skin Cancer Treated with RS





Massive Face Cancer Treated with RS





Breast Cancer Remission with RS... She Refused Treatment for Years

This woman with massive right breast cancer. For years refused all treatment while cancer grew. After radiosurgery here with us, she is happily in remission.





Adrenal Metastasis

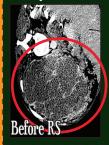
Successfully Treated with RS

Despite chemo, this patients cancer traveled to the adrenal gland. She chose non-invasive Radiosurgery with us - and results showed complete disappearance of the cancer!





Kidney Cancer Treated with RS





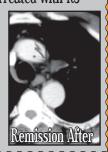
Mediastinal Mets Treated with RS





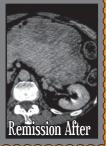
Hilar Met Cancer Treated with RS





Massive Sarcoma Treated with RS





## LUNG CANCERS AND METASTASES

Radiosurgery protects healthy lung yet delivers higher doses to the cancer. Many with lung cancers have COPD. We fight to protect your healthy body.

Lung Metastases means cancer has traveled to the lungs. We commonly treat metastases with high control rates.

## PANCREAS CANCER

Pancreas cancers - primary and metastatic have high control with Radiosurgery where attacked.

## PROSTATE CANCER

Our patients' cancer-free results compare very favorably to radical surgery, robotic surgery, proton and other treatments. We focus on high quality of life & cancer-free survival. We are proud to compare our great results to others. Urinary incontinence is seldom an issue and the majority maintain sexual function.

## WHO SHOULD BE EVALUATED?

People desiring a fresh, second opinion. Many with cancers who cannot or wish not to be treated using standard therapy or those with cancers that have recurred despite chemo, surgery or radiation may wish to speak directly with our experts.

We have the ability to treat cancers from head to toe.

## MORE QUESTIONS? BEST IS TO MEET IN PERSON!

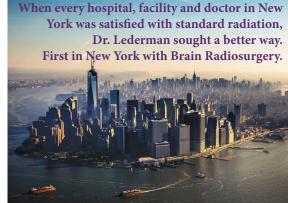
## W YORK • DR

VATIVE BRAIN . BODY . PROSTATE CANCER TREATMEN

## FIRST IN AMERICA! NON-INVASIVE BODY RADIOSURGERY







#### **Kidney Cancer**



Cancer destroying the kidney.



Radiosurgery destroyed the cancer...

and healed the kidney.

#### Head & Neck Cancer



Before: Massive cancer invading the neck.



RS destroyed the cancer... and healed our patient.

### Meningioma



**Brain tumor** compressing the brain.



Our RS destroyed the brain tumor.. and healed our patient.

#### **Spine Cancer**



Before: Cancer destroying the spine.



After: Our RS destroyed the cancer... and healed the spine.

#### Rectal Cancer



Unresectable rectal cancer invading prostate bladder.



After: Complete cancer resolution after our Radiosurgery.

#### Cancertreatment should be taxic.

to your CANCERI



That's why Radiosurgery hits the cancer!

SOME CHEMO DOCTORS SAY MANY OF THEIR PATIENTS HAVE CANCER PAIN. THEY SHOULD CONSIDER SENDING THEIR PATIENTS TO DR. LEDERMAN FOR A FRESH SECOND OPINION... TO TREAT THE PAIN AND RESOLVE THE PAIN.

#### FIRST BRAIN RADIOSURGERY IN NEW YORK!



We were first to say goodbye to standard brain radiation. Grateful for all the patients who placed their trust in our new technology three decades ago. Grateful for revolutionizing cancer treatment, for having the longest experience treating benign and malignant brain tumors. Dr. L - NY's most experienced RADIOSURGERY physician.

#### Being first with **Brain Radiosurgery** in New York was revolutionary!



Especially with Dr. L!

Radiosurgery makes sense

at any age...

#### PROOF OUR RS WORKS 15 YRS LATER!

37 year old woman was diagnosed 15 yrs ago with an Acoustic Neuroma with an Acoustic Neuroma with facial numbness & weak-ness, pain and imbalance. She searched the world, declining surgery & chose Dr. L for Radiosurgery. 15 yrs later her tumor

from the 10<sup>th</sup> to 15<sup>th</sup> year after FSR. Her facial pain, numbness and imbalance have completely resolved. She avoided deafness and



after RS. Was > 12cc

facial paralysis common-ly seen after surgery. She continues to lead a full life.



Continues to shrink even 15 years after Radiosurgery

#### ADVANCED BREAST CANCER - IN REMISSION - WITH NO CHEMO, NO SURGERY



This woman for years was afraid and refused to

undergo surgery and chemo for her advanced breast cancer allowing the cancer to grow in the breast & spread to axillary lymph nodes. She agreed to focused RT only with us - and is now is in remission and happy.



#### A TRUE STORY TODAY.

Several hours ago, our patient walked into 1384 **Broadway for Radiosur**gery with a cane. After her 10 minute treatment, she set her cane down on the Harvard chair and went home. I suspect it's a favorable sign in her good response to Radiosurgery! Of course we will confirm with scans, blood tests and physical exams!

RADIOSURGERY NEW YORK • 1384 BROADWAY at 38th • NEW YORK • 10018 • 212-CHOICES WWW.RSNY.ORG • GIL.LEDERMAN@RSNY.ORG • PHONE 212-246-4237 • FAX 212-813-3456