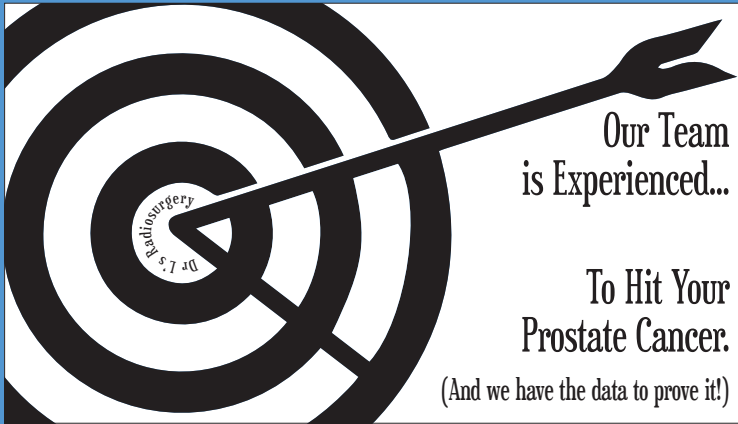


INNOVATIVE PROSTATE COMPARE OUR DATA! CANCER TREATMENT

PROSTATE CANCER TREATMENT

RADIOSURGERY NEW YORK • DR LEDERMAN



Our Team
is Experienced...

To Hit Your
Prostate Cancer.

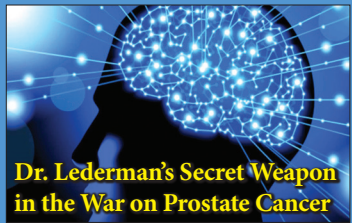
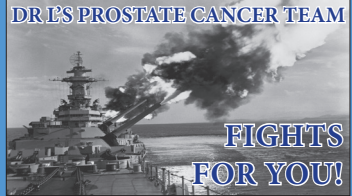
(And we have the data to prove it!)



About Prostate Surgery
Actual Letter of Famous Prostate Surgeon
"The potential short and long term risks of surgery include, but are not limited to, infection, bleeding, positional injuries, deep venous thrombosis, pulmonary emboli, bowel injury, rectal injury, ureteral injury, cardiac or respiratory problems, penile shortening, urethral strictures, incontinence, infertility and impotence."
What most men never hear from their prostate surgeon!



Please share this prostate cancer information! Help us save lives!



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

Medical Doctor MD
Triple Board Certified
Medicine
Medical Oncology
Radiation Oncology
Harvard Trained
First Physician in
America with
Body Radiosurgery
Decades of Experience

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

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

Love yourself or love your surgeon ~~X~~

You'll be convinced + impressed by our data!

Sorry for all the surgery that's no longer needed.

Not sorry to be America's Radiosurgery pioneer.

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.

Complications After Prostate Surgery	Open Surgery	Robotic Surgery
Sexual Problems After Prostate Surgery	97.1% ^(Boston)	97.7%
Urinary Problems After Prostate Surgery	80.8%	86.8%

UNTREATED CANCER GROWS.

MOST MEN WITH PROSTATE CANCER WE TREAT ARE IN REMISSION.

WHAT DO YOU PREFER?

WE PREFER THAT YOU ARE CANCER FREE!

DOESN'T THAT MAKE THE MOST SENSE?

They try to beat our Prostate Cancer results with new gadgets.

Compare our actual data!

Sad for them.

GREAT FOR YOU!

DIFFERENCES OF PROSTATE CANCER TREATMENT ARE VERY VERY BIG!

Our patients prefer...

- Decades of data & experience
- Avoiding radical surgery
- Avoiding penis shortening
- Maintaining sexual function
- Maintaining urinary control
- Better Results



*A Unique Treatment Program Pioneered by Dr. Lederman
Decades of Experience, Thousands of Men Treated, Data Published*

PROSTATE CANCER TREATMENT

HARVARD TO NYC

From his home in Iowa to Harvard Medical School where he 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 prostate cancer treatment.

Dr. Lederman authors many oncology abstracts and papers. He was the first physician at Harvard to investigate, recognize and report cardiac toxicity resulting from standard radiation - critical to Dr. Lederman's goal to develop a more precise, more effective and safer method of delivering highly focused radiation.

Radiosurgery is a natural outgrowth of his personality and training, practice, observations and instincts. Dr. L's experience may produce a unique approach for each patient. He's 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.

OUR GOAL FOR EACH MAN WITH LOCALIZED PROSTATE CANCER IS CURE. Now in the fourth decade with 500,000 prostate seeds placed, our experienced physicians approach each man individually to eradicate the cancer. **EACH MAN CHOOSES CUSTOM TAILORED TREATMENT BASED ON HIS SITUATION, NEEDS AND DESIRES.** Having tremendous experience and published data means much! You are unique and may benefit from a meticulous treatment. **IT'S BEST TO MEET IN PERSON** to discuss all issues at length with our physicians.

Dr. Lederman's data – and our comparison data - allows anyone reading this booklet to appreciate the important advances and results. Dr. Lederman and staff have invested great energies in developing innovative treatment that is appealing for most every man with prostate cancer - and their loved ones.

Our Stereotactic Body Radiosurgery Frame incorporates intensity modulated radiation therapy to maximize accuracy of treatment and minimize adverse effects on healthy tissue including the adjacent bladder and rectum. **WE FIRST PIONEERED STEREOTACTIC BODY RADIOSURGERY IN THE WESTERN HEMISPHERE!**

NOT ALL TREATMENT IS EQUAL EVEN IF DESIGNED TO APPEAR THE SAME DON'T BE DECEIVED BY COPYCATS

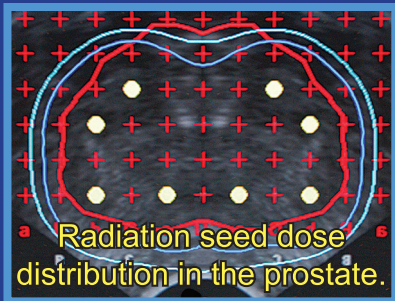
LEDERMAN SEEDS/RS VS. FAMOUS NYC MEDICAL CENTER SEEDS/RT

Risk Group Definitions	NYC Seeds+RT	Lederman Seeds/RS	% Improved w/ Lederman
Low Risk = 4 yr. success Gleason ≤ 6, PSA ≤ 10	91%	97%	7%
Intermediate Risk = 4 yr. success Gleason > 6, PSA > 10	72%	92%	28%
High Risk = 3 yr. success Gleason ≥ 8, PSA > 15	71%	87%	22%

Fig. 1

DOING BETTER WITH DR LEDERMAN





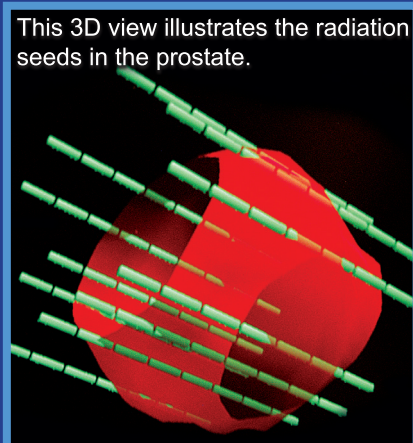
Prostate seed implantation or brachytherapy hits the cancer directly! (Left) Seed implantation produces maximum killing of prostate cancer cells by placing radiation where the cancer is - in the prostate!

WITH OUR ON-SITE OPERATING ROOM AND PLANNING COMPUTERS, WE CUSTOM TAILOR THE SEED IMPLANTATION TO THE EXACT DIMENSIONS OF YOUR PROSTATE AT THE TIME OF IMPLANT! Dramatically, we compare our superior brachytherapy results to others. (Fig. 1, bottom page 2)

DR. LEDERMAN FIRST IN THE AMERICAS INTRODUCED BODY STEREOTACTIC RADIOSURGERY FOR PRECISE NON-INVASIVE RADIATION TREATMENT! It plays an important role in patient's success and safety. Our physicians are the most experienced utilizing this technology worldwide. It's an unparalleled prostate cancer program.

There are many unwanted side effects with robotic prostatectomy surgery - recurrence of cancer, loss of sexual function, urinary control & penis shortening (See pg. 15). For better results, we developed our unique program.

YOU RECEIVE THE TREATMENT YOU DESIRE. IT'S CUSTOM MADE FOR YOU!



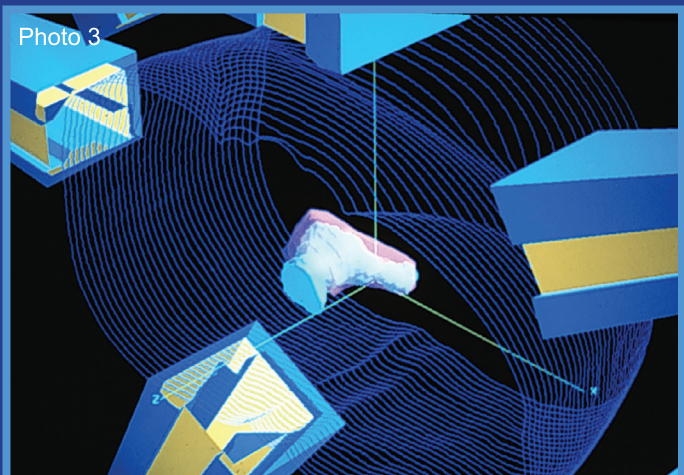
Age is not an issue. Our results show equal benefit for men less than 65 years compared to those 65 and older. Our youngest patient is 35 years; our oldest is 90.



Our stereotactic body frame is custom-fit for each patient - painlessly and non-invasively! Everything is **NON-CLAUSTROPHOBIC, OPEN & comfortable!**



The patient's body, cancer and stereotactic frame are computerized to **HIT THE CANCER!**



Thousands of stereotactic beams all converge to **HIT THE PROSTATE CANCER!**

We use the stereotactic body frame for highly accurate patient positioning WITH BEAMS FROM HUNDREDS OF ANGLES TO ATTACK THE PROSTATE CANCER.

RADIATION SEEDS are placed under computer-guidance in our dedicated operating suite by experienced physicians. There's no incision - painless and complete - in usually less than 60 minutes!

Leakage of urine is generally a non-issue compared to its high frequency after robotic prostatectomy. Symptoms are generally mild and transient. Medicines are available to help if necessary. One patient, during treatment, has run for a major political office, another patient ran the New York Marathon. Most maintain a usual work schedule! THERE ARE MANY INSPIRING STORIES OF OUR PATIENTS.

Patients in all categories when matched by initial PSA showed superior outcome with seeds/RT in our hands over robotic prostatectomy in a prominent academic NYC hospital (Fig. 5). Extended to 250,000 men diagnosed annually, OUR WORK WOULD MEAN THOUSANDS MORE MEN CANCER-FREE.

Side effects of open or robotic SURGERY include - but not limited to - sexual and urinary dysfunction. (Pg. 15) The majority of sexually functional men lose the capacity for a useful erection after bilateral nerve-sparing robotic prostatectomy. MORE REASONS TO AVOID SURGERY.

Only few men are sexually active after nerve sparing SURGERY. Essentially all men are impotent after standard radical prostatectomy. Many men AFTER SURGERY need to wear pads to alleviate their leaky bladders. 43% of men with bilateral nerve-sparing operations still wear pads a year later. MANY REASONS TO AVOID SURGERY!

5 Year Prostate Cancer-Free Success Prostatectomy (Baltimore) vs. Lederman Seeds/RS

Initial PSA	Prostatectomy Baltimore	Seeds/RS Lederman	% Improved w/ Lederman
4 - 10	82%	90%	10%
10 - 20	72%	86%	19%
>20	54%	69%	28%

Fig. 2

5 & 10 Year Prostate Cancer-Free Success Prostatectomy (Baltimore) by Gleason

Gleason	Five Years	Ten Years
7	66%	46%
8, 9, 10	41%	23%

Fig. 3

5 & 10 Year Prostate Cancer-Free Success Prostatectomy (Baltimore) by PSA

PSA	Five Years	Ten Years
10.1 - 20	72%	30%
>20	54%	28%

Fig. 4

5 Year Prostate Cancer-Free Success Prostatectomy (NYC) by PSA

Initial PSA	NYC Prostatectomy	Lederman Seeds/RS	% Improvement w/ Lederman
4 - 10	76%	90%	18%
10 - 20	69%	86%	25%
20 - 50	44%	73%	66%

Fig. 5

Prostate Cancer - Gleason 8, 9, 10 5 Year Cancer-Free Success

Fig. 6

Prostatectomy 45% Baltimore	Dr L's RS + Seeds 70%	56% More Men Cancer-free w/ Dr L!
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Prostatectomy - Baltimore - Positive Lymph Nodes 0% Success

Fig. 6a

REASONS TO AVOID OPEN & ROBOTIC PROSTATE SURGERY: LESS SUCCESS, IMPOTENCE, LEAKAGE, PENIS SHORTENING, RADICAL SURGERY

Complications After Prostate Surgery	Open Surgery	Robotic Surgery
Sexual Problems After Prostate Surgery	97.1% ^(Boston)	97.7%
Urinary Problems After Prostate Surgery	80.8%	86.8%



**DR. LEDERMAN
PERFORMING
PROSTATE
BRACHYTHERAPY**

SHOCKING IS CANCER RECURRENCE AFTER SURGERY. Many erroneously believe if the cancerous prostate is removed there is no risk of cancer recurrence. **WRONG! WRONG FOR MANY REASONS!**

Why? Possible reasons include the surgeon cutting through or spreading cancer cells at the time of surgery. That our data is superior to surgery suggests **SURGERY IS THE PROBLEM.**

Surgery for Gleason 7 has a 54% relapse rate at 10 yrs (Fig. 3). The majority of Gleason 7 surgical patients have recurrence of cancer. **THE MAJORITY OF OUR PATIENTS ARE CANCER FREE! GREAT FOR YOU!**

For Gleason 8-10, 77% relapsed ten years **AFTER RADICAL SURGERY** - only 23% remained disease-free (Fig. 3). **In contrast, the majority of our Gleason 8-10 patients remain cancer-free 10 years later (Fig. 11, pg. 9).** Open prostate surgery by a prominent surgeon in Baltimore for PSA 10-20 have a 72% cancer-free survival (Fig. 4) versus 90% with Lederman (Fig. 9, pg. 9). At 10 years, 30% of surgical patients are cancer-free compared to 78% with Lederman at 9 years. **WOW! WHAT A DIFFERENCE!**

A prominent NYC surgeon reports 76% results for PSA 4-10 (Fig. 5). **OUR RESULTS ARE 90% - 18% SUPERIOR TO SURGERY!** Surgeon's results for PSA 10-20 were 69%. **OURS 86%! 25% SUPERIOR!** For PSA 20-50, his results 44% - **OURS ARE 73% - 66% SUPERIOR.** We include men with PSAs up to 230 and locally advanced cancers. **OUR PATIENTS OUTPERFORM ROBOTIC PROSTATECTOMY RESULTS EVEN IN THE MOST PRESTIGIOUS SURGICAL HANDS!** Surgeons operate on men with localized, not locally advanced cancers. Yet, Dr L's results are far superior! Better quality of life, too.. **OUR PATIENTS ARE MORE LIKELY TO BE CANCER-FREE!** Smart to avoid surgery.

Our patients had greater risk factors - double the PSA - and 8 years older - yet our patients had a better outcome than with surgery!

For Gleason 8 - 10, surgery had 45% results. In comparison, **LEDERMAN PRODUCED 70% SUCCESS FOR GLEASON 8 - 10. LEDERMAN'S RESULTS ARE 71% BETTER!** (Fig. 11)

OUR GOAL IS TO DIMINISH ADVERSE SIDE EFFECTS BY AVOIDING RADICAL SURGERY. Our treatment time is half that of conformal RT, yet we provide better results! **BEST TREATMENT IS THE MAIN ISSUE! IT'S RESULTS THAT COUNT!**

Elsewhere conformal RT had 5 year success of 61%. **OUR 86%-MARKEDLY SUPERIOR WITH US. 41% more are cancer-free w/ Dr L!**



**DR. LEDERMAN PLACING SEEDS
INTO THE PROSTATE**

DR L's PRECISE RADIATION PRODUCES BETTER RESULTS! A major NYC hospital published high dose conformal RT results. Their patients with PSA ≤ 10 and Gleason ≤ 6 had an 85% 5 year disease-free survival. (Fig. 7). **OUR MEN HAVE 93% SUCCESS!! BETTER AGAIN!!**

Their intermediate risk (PSA >10 or Gleason >6) had a 65% 5 year success. **OUR PATIENTS HAVE 87% SUCCESS - 34% MORE SUCCESS WITH DR. L!** Their conformal high-risk patients had a 35% 5 year success **COMPARED TO DR. L's 67%-91% MORE MEN ARE CANCER FREE WITH DR. LEDERMAN!**

Lederman Seeds/RS vs Conformal RT NYC ^{Fig. 7} 5 Year Cancer-Free Success

Risk Groups	NYC RT Conformal	Lederman Seeds/RS	% Improved w/Lederman
Favorable: PSA ≤ 10 Stage T1-2, & Gleason ≤ 6	85%	93%	9%
Intermediate: 1 of 3 out of range	65%	87%	34%
Unfavorable: 2 or 3 out of range	35%	67%	91%

Our seeds/RT data are compared to proton beam (Fig. 8). Their Gleason 2-5 patients had 82% 5 year success **COMPARED TO OUR 92% - 12% BETTER IN OUR HANDS!** For Gleason 6 - 7, proton beam had 76% vs. **OUR 87% SUCCESS - 14% BETTER HERE.** For Gleason 8 - 10, proton beam had 48% vs. **OUR 70%.** **WE HAVE 46% MORE PATIENTS CANCER FREE THAN PRO-**

For men who had radical robotic prostate surgery before learning about Dr L, your PSA should be 0.0

If your PSA is not 0.0 it would be best to meet Dr L ASAP

DR L's TREATMENT MAY GIVE YOU A 2ND CHANCE TO BE CANCER-FREE!

TON BEAM. Our technique allows a shorter treatment course while producing these beneficial results. **COSTS ARE SUBSTANTIALLY LESS HERE, TOO!**

Why come here?

Some might think similar technology should produce similar results. Compare our results with another prominent NY facility (Fig. 1, pg. 2) **WE HAVE BETTER RESULTS IN ALL CAT-**

EGORIES! In low risk patients (PSA <10 , Gleason <7) we have **97% SUCCESS VS 91%.**

In moderate risk patients (PSA >10 or Gleason 6) their success was 72% vs **our 92% rate.** **OUR PATIENTS HAVE A 28% GREATER SUCCESS!** High risk patients (PSA >15 , Gleason >7) had 71% success vs. **our 87%.** **OUR PATIENTS HAVE A 23% GREATER SUCCESS!**

Lederman Seeds/RT vs. Proton Beam (CA) 5 Year Cancer-Free Survival

Gleason Score	Proton Beam	Lederman Seeds/RS	% Improved w/Lederman
2 - 5	82%	92%	12%
6 - 7	76%	87%	14%
8 - 10	48%	70%	46%

Fig. 8

OUR TREATMENT IS FASTER, LESS EXPENSIVE & SUPERIOR IN EVERY GROUP! GRATEFUL FOR OUR DATA!

**SEE
DR LEDERMAN
BEFORE**

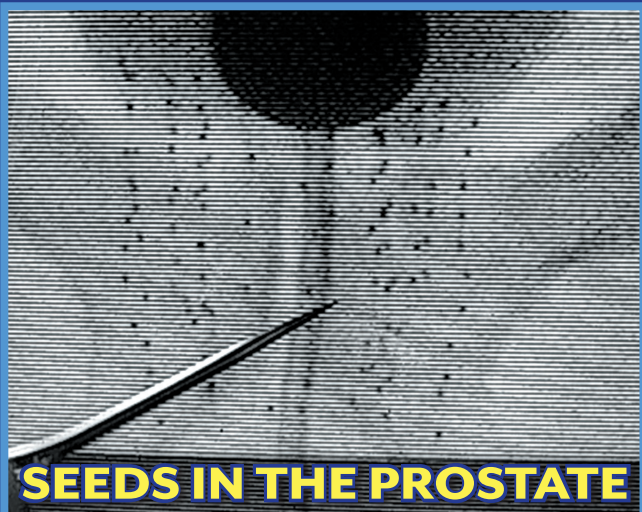
In our dedicated prostate seed/operating room - conveniently located at 38th and Broadway - are the anesthesiologist, radiation physicist and/or dosimetrist, nurse, and radiation oncologist. Seeds are placed by your radiation physician exclu-

sively – never a resident, intern or student. **DR. LEDERMAN, IN HIS FOURTH DECADE OF PROSTATE BRACHYTHERAPY CANCER TREATMENT EXPERIENCE WITH 500,000 RADIATION SEEDS PLACED, LEADS OUR TEAM.** Special consideration is made for the nearby urethra and rectum. **THE PATIENT RETURNS HOME OR TO WORK WITHIN HOURS!** Gone is the difficult recovery of surgery and prostatectomy!

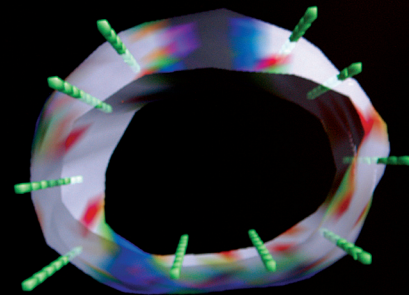
EACH MAN AND HIS LOVED ONES DECIDE THE BEST TREATMENT AFTER HEARING THE FACTS. That's what we mean by custom tailored treatment.

Some might choose the most effective program, others might choose the shortest treatment lasting 1 hour - brachytherapy. Others may decline brachytherapy and prefer external radiation exclusively. **HERE ARE MANY OPTIONS TO CONSIDER BEFORE DECIDING ONE'S PREFERRED TREATMENT. WE ALWAYS DISCUSS ALL THE RISKS, BENEFITS AND ALTERNATIVES AND ANSWER ALL YOUR QUESTIONS.**

For those who have had **UNSUCCESSFUL RADICAL PROSTATECTOMY**, treatment in the Stereotactic Frame offers a second precise chance - focused therapy directly to the prostate



bed for best results. We also attack painful metastatic prostate cancer. Our short course treatment usually provides quick, effective & durable relief. **GREAT FOR YOU!**



View from below shows urethral protection.

WHO COMES TO RSNY? Men with prostate cancer from New York, across USA and around the world travel to RSNY for the best treatment. Men prefer avoiding invasion and complications of radical & robotic prostatectomy and it's adverse urinary and sexual effects. **MOST MEN DESIRE HIGH SUCCESS RATES IN ERADICATING CANCER & MAINTAINING QUALITY OF LIFE. WE DO, TOO!**

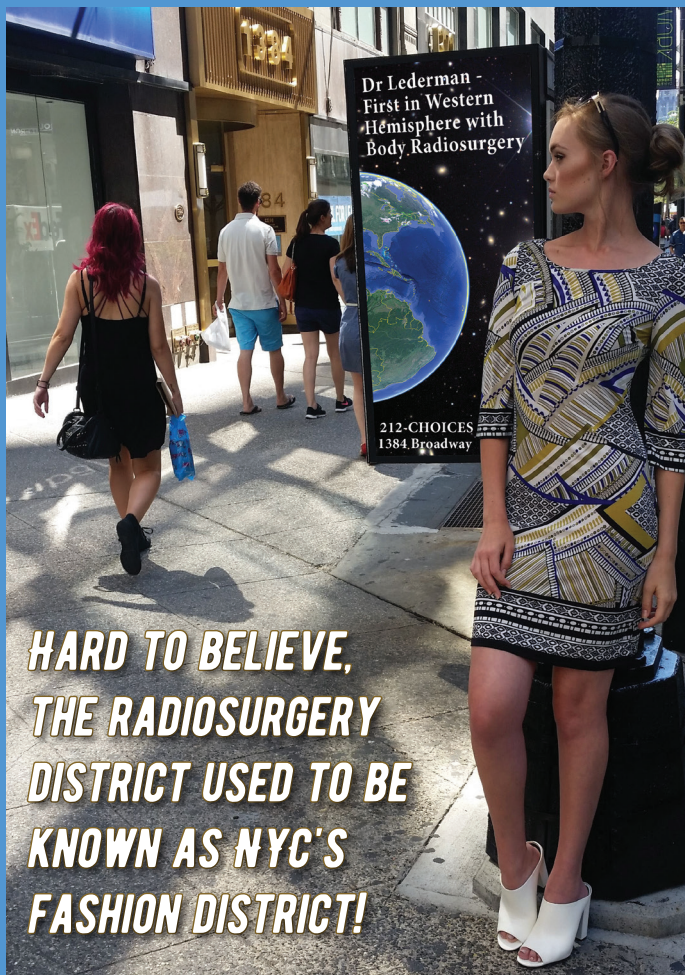
It may be a great life saving idea to see Dr Lederman about your prostate check-up.

You may learn much...

YOU MAY SAVE YOUR LIFE!

We are proud of our extensive experience, data, and diligent techniques – developed and continually improved - that have withstood the test of time over decades. Our staff of physicians, physicists, dosimetrists, radiation therapists, nurses and associated colleagues are *DEDICATED TO ACHIEVING THE HIGHEST SUCCESS RATES* in a warm, personal, professional and comfortable setting.

We've compared our data to robotic prostatectomy, standard radiation, conformal radiation, seeds alone or with hormones and proton beam & more. *OUR RESULTS SHOW GREAT BENEFIT.* Other centers will likely try to adopt our approaches, *OUR EXPERIENCE AND QUALITY CAN'T BE SO READILY EXPORTED.* (Fig. 1, pg. 2).



**HARD TO BELIEVE,
THE RADIOSURGERY
DISTRICT USED TO BE
KNOWN AS NYC'S
FASHION DISTRICT!**

Finding Dr Lederman 24/7 is Easy

1. Email GIL@RSNY.ORG whenever you wish, 24/7.
 2. Call 212-CHOICES or 212-246-4237
 3. Meet at 1384 Broadway
- Speak in person for all medical questions.

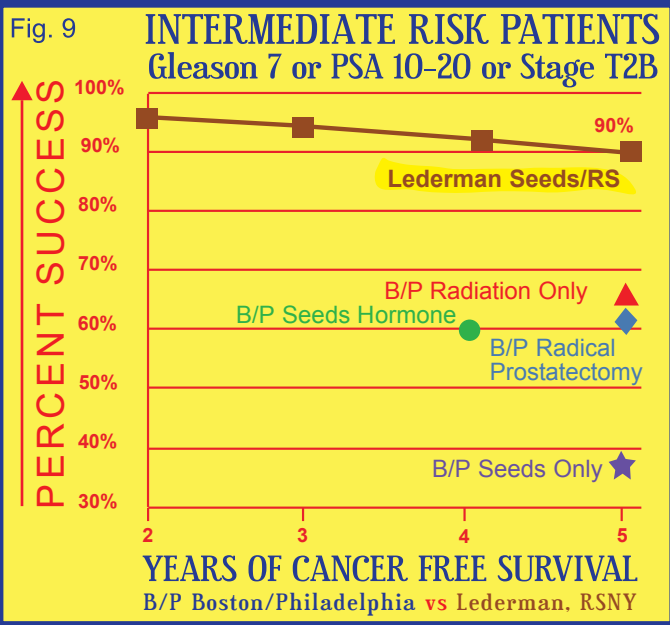
THERE'S NO SUBSTITUTE!

We encourage men with newly diagnosed prostate cancer to seek the best treatment first. Full-dose seed implantation and focused RT remain constant. We evaluate every technological breakthrough. Our data says it all. For all patients, we work to minimize adverse effects. We accommodate most any work and life schedule. **WE'RE HERE FOR YOU!**

WE BELIEVE YOU CHOOSING THE BEST TREATMENT FIRST MAKES ALL THE DIFFERENCE IN THE WORLD!

Wouldn't the world be a most beautiful place...
if everything were custom tailored like -

DR. LEDERMAN'S
Stereotactic Radiosurgery
CANCER TREATMENT
Exclusively at 1384 Broadway New York

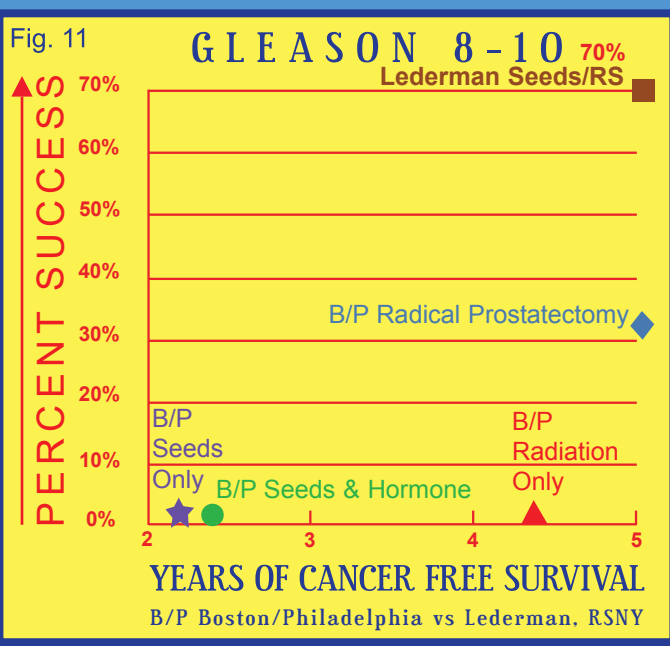
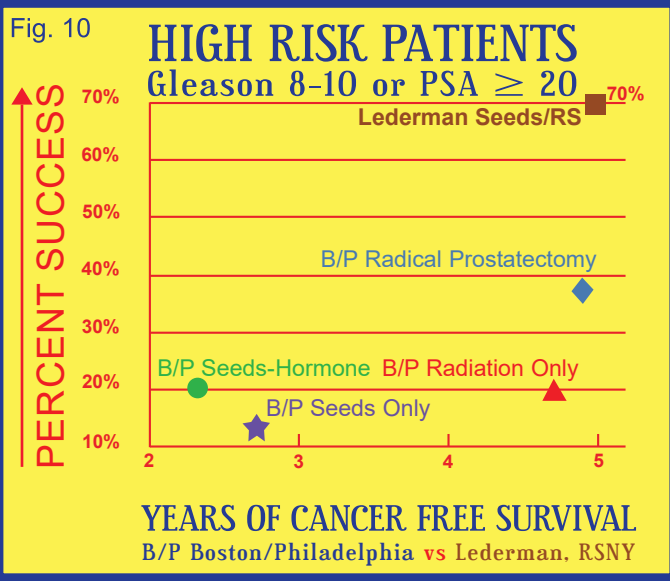


Men treated at two major Boston/Philadelphia centers by either radical prostatectomy, RT alone, seeds +/- hormones are compared to our patients. **OUR PATIENTS DO BETTER IN EVERY CATEGORY.** (Figures 9, 10 & 11).

Their intermediate group (Gleason 7 or PSA 10-20), had 60% success COMPARED TO OUR 90% SUCCESS!!! (Fig. 9).

High-risk patients with PSA greater than 20 or Gleason 8-10 had 30% 5 year success with radical prostatectomy there compared to OUR 70% SUCCESS!!! MORE THAN TWICE AS MANY WERE CANCER FREE WHEN TREATED BY DR. LEDERMAN!!! (Fig. 10).

For Gleason 8-10, they reported 30% success. OUR PATIENTS HAVE A 70% SUCCESS - 133% IMPROVEMENT!!! (Fig. 11).



We FIGHT FOR YOUR SUCCESS!

ROBOTIC PROSTATECTOMY CONDEMNED BY FAINT PRAISE AND WORRISOME DATA...

The reality of robotic surgery seems disappointing. A physician co-director of robotic surgery at a major cancer hospital wrote, "while I prefer the robotic approach, there is no convincing study demonstrating clear superiority.." **IF THE DIRECTOR OF ROBOTIC SURGERY PROGRAM CANNOT DOCUMENT ADVANTAGES OF ROBOTIC SURGERY, HOW CAN IT BE RECOMMENDED?**

Another study (Fig. 6a, pg. 4) evaluated men undergoing open or robotic prostatectomy. Complications of urinary and sexual function are huge for both surgical approaches. **97% OF BOTH SURGICAL GROUPS HAD SEXUAL PROBLEMS.**

OVER 80% HAVING OPEN OR ROBOTIC SURGERY HAD URINARY PROBLEMS.

Robotic prostatectomy has 10% re-admission for complications. This is no improvement. Neither words of a prominent urologist nor data suggest appeal of surgery. **Our goals are improved survival, avoiding radical surgery, maintaining sexual & urinary function, avoiding penis shortening that occurs with surgery.**

WATCHFUL WAITING?

New randomized data reveal after 23 years of follow-up, better survival and less death in men treated for prostate cancer compared to those receiving no treatment!

Another study shows men more aggressively treated have lower death rates compared to men not aggressively screened and treated for prostate cancer.

LOTS TO TALK ABOUT! LET'S!

Voices of Radiosurgery



Listen to our new DVD!

Radiosurgery **New York** Cancer Treatment

Dr Ariel Lederman MD, DABR
Diplomate, American Board of Radiology

Ph 212-246-4237

1384 Broadway at 38, New York 10018

Lederman@RSNY.org

Fax 212-813-3456



Board Certified • Radiation Oncology

To get a **FRESH, SECOND OPINION...**

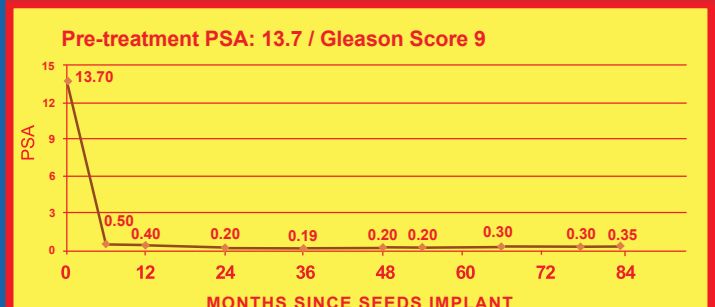
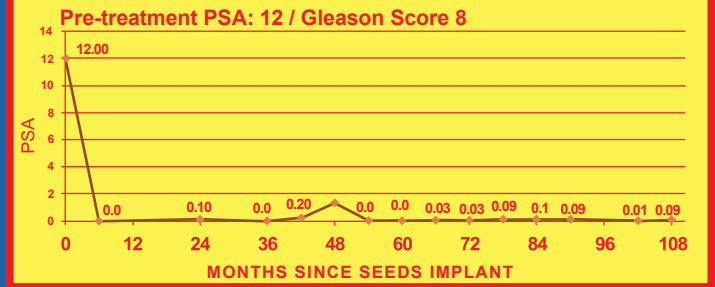
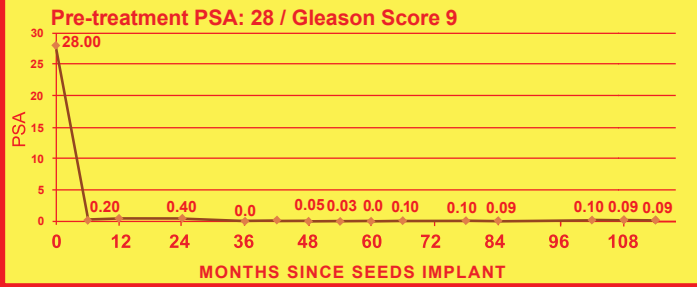
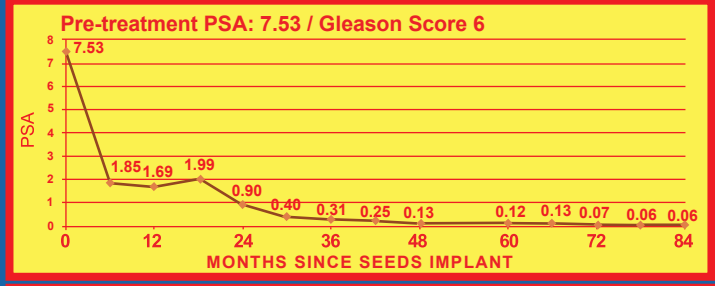
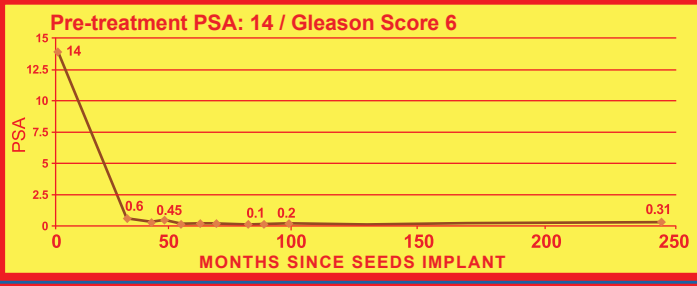
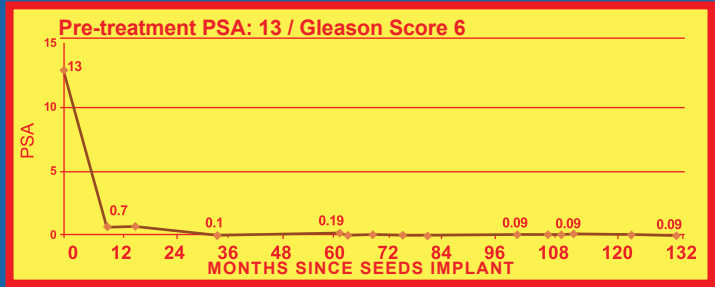
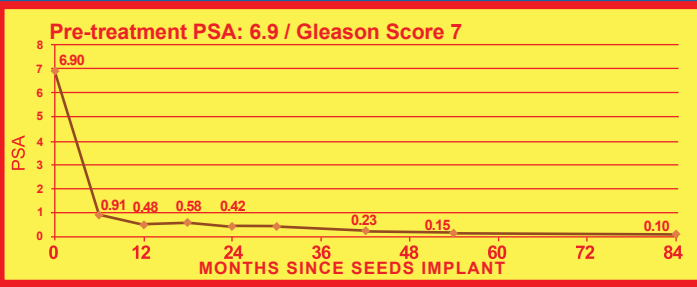
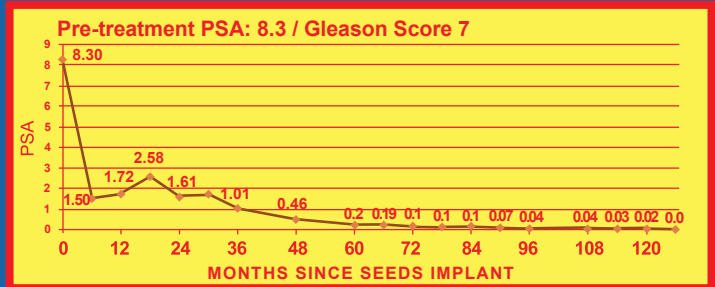
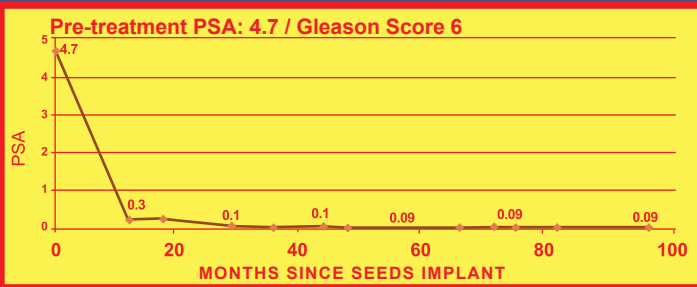
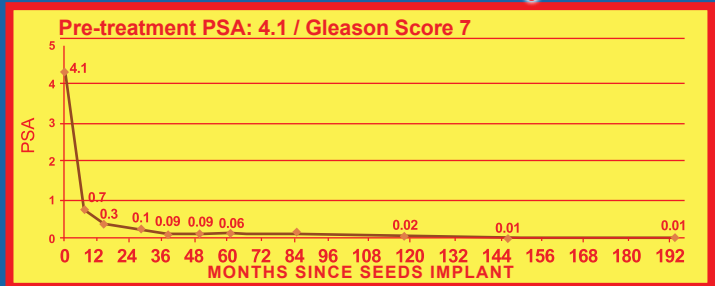
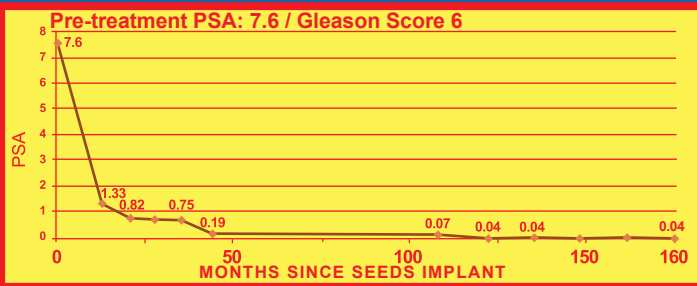
Get A fresh **DOCTOR!*** on your team

**of course, best might be a Harvard-trained, triple board-certified, original pioneer in Radiosurgery.*

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

PSA AFTER OUR TREATMENT!!!

How do I know my treatment is successful & my prostate cancer is gone?
 The PSA should descend to zero & remain there for the rest of your life!



These are real PSA's of real patients we've treated over the decades!

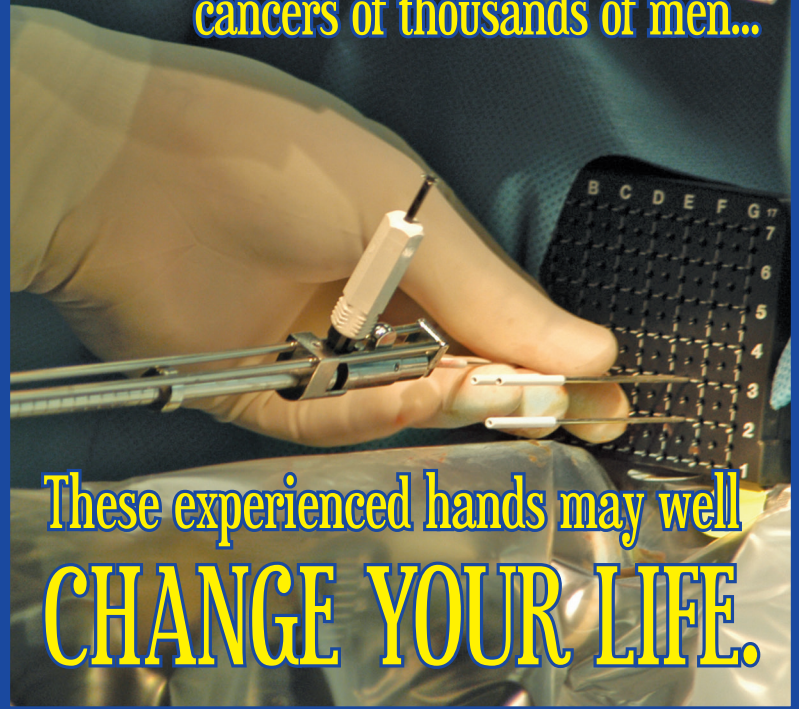
Dr Lederman Believes
MEN WITH PROSTATE CANCER
have 5 wishes...



- #1 Best Cancer-Free Survival
- #2 Avoiding Radical Robotic Surgery
- #3 Maintaining Sexual Life
- #4 Maintaining Urinary Control
- #5 Avoiding Radical/Robotic Surgery's Shortening of the Penis!

*12345 Reasons to See
Dr Lederman!*

These experienced hands have placed
a half million radiation seeds - one
by one - directly into the prostate
cancers of thousands of men...



These experienced hands may well
CHANGE YOUR LIFE.



Some people love him,
some people hate him.
It's 20 years since his
prostate cancer was treated.

We wish every person with
cancer to have a huge,
happy, healthy success!

DID YOU KNOW?

You might have prostate cancer even if you feel fine, have no urinary or sexual problems, have no mass or lump, no pain or bleeding, no weight loss, or even no family history of prostate cancer.

That's why MEN WITH NO SYMPTOMS meet Dr Lederman to help prevent prostate cancer calamities, when possible.

Dr Lederman is just a phone call away, just an email away.

BEST IS TO MEET IN PERSON...
THERE'S NO SUBSTITUTE!

The American Board of Radiology



RADIATION ONCOLOGY BOARD CERTIFIED

Dr Ariel Lederman MD

University of Southern California



Keck School of Medicine

Dr Ariel Lederman MD

Dr Ariel Lederman MD, DABR

Diplomate, American Board of Radiology

Board Certified Radiation Oncology

Magna Cum Laude

The University of Iowa



College of Medicine

Dr Gil Lederman MD

NEW YORK'S ONLY HARVARD TRAINED TRIPLE BOARD CERTIFIED RADIATION ONCOLOGIST

THE UNIVERSITY OF CHICAGO



AFFILIATE

MICHAEL REESE HOSPITAL

INTERNAL MEDICINE RESIDENCY 1978 - 1981

DR GIL LEDERMAN MD

THE
AMERICAN BOARD OF INTERNAL MEDICINE
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DR GIL LEDERMAN MD



HARVARD MEDICAL SCHOOL

DANA FARBER CANCER INSTITUTE

MEDICAL ONCOLOGY FELLOW 1981 - 1984

ASSOCIATE STAFF 1984 - 1987

DR GIL LEDERMAN MD

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HARVARD MEDICAL SCHOOL

JOINT CENTER FOR
RADIATION ONCOLOGY

RADIATION ONCOLOGY RESIDENT 1984 - 1987

DR GIL LEDERMAN MD

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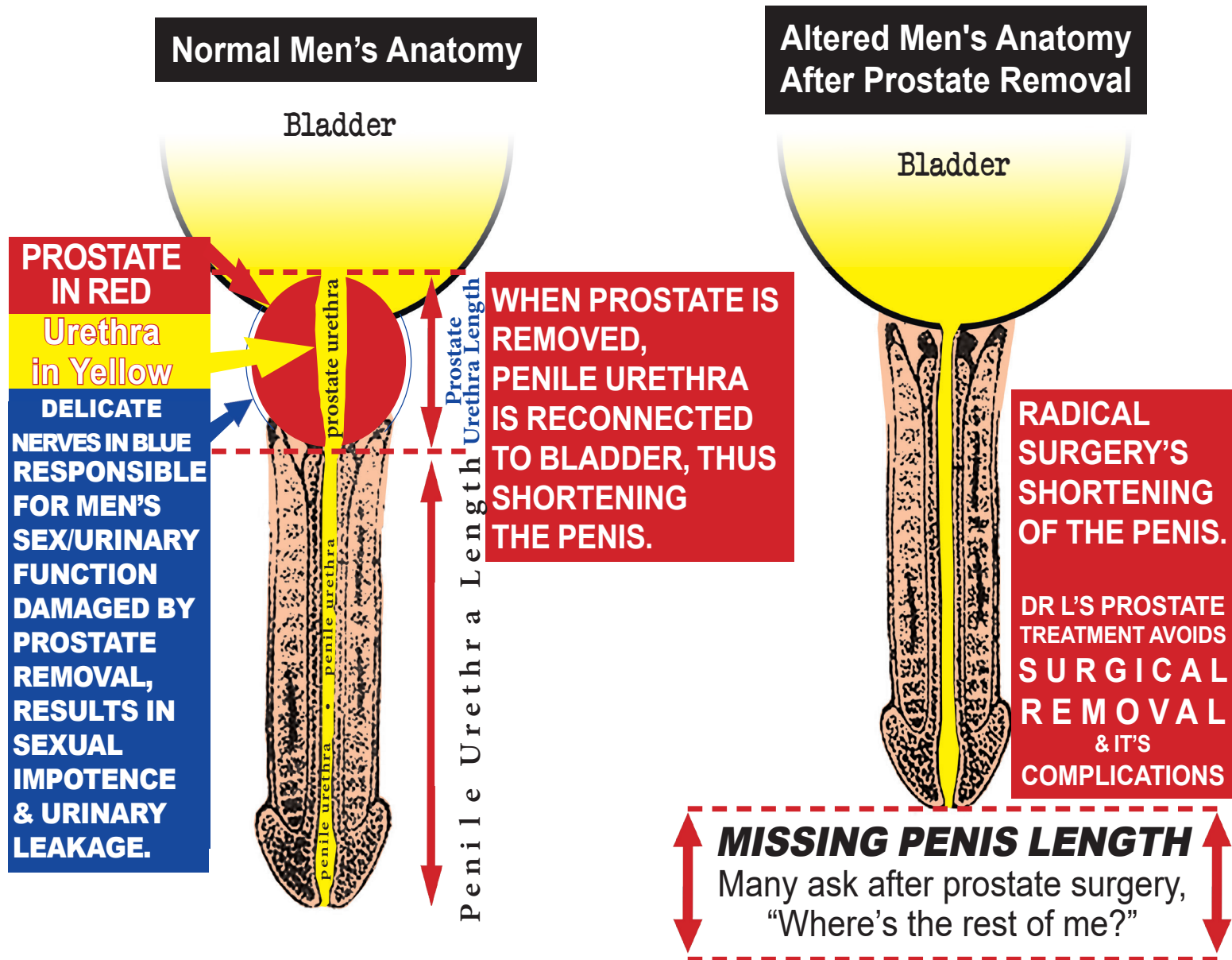


RADIATION ONCOLOGY BOARD CERTIFIED

Dr Gil Lederman MD

HOW DOES RADICAL/ROBOTIC PROSTATE SURGERY HARM MEN?

1. Damages nerves controlling sexual & urinary function
2. Removes urethra & shortens penis length
3. Is radical surgery with known complications in hospital
4. Results frequently inferior to Dr Lederman's



DR L'S PROSTATE CANCER TREATMENT GOALS:

Better cancer-free survival, avoiding radical robotic surgery, maintaining sexual function, urinary control & penis length.

INNOVATIVE PROSTATE CANCER TREATMENT

COMPARE OUR DATA!

PROSTATE CANCER TREATMENT

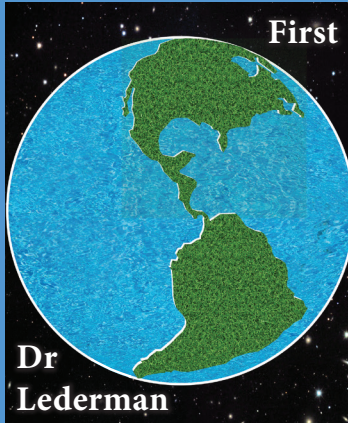
RADIOSURGERY NEW YORK • DR LEDERMAN

THINKING ABOUT PROSTATE ROBOTIC SURGERY?

97% OF MEN HAVE SEXUAL PROBLEMS & 80% HAVE URINARY PROBLEMS AFTER OPEN & ROBOTIC SURGERY
WITH OPEN & ROBOTIC SURGERY, THE ODDS ARE AGAINST YOU

GREAT TO KNOW THERE ARE BETTER CHOICES WITH DR L!

THE ODDS ARE BETTER FOR YOU WITH DR LEDERMAN!



Dr Lederman

Compare Dr Lederman's Prostate Cancer Data, Experience and Team with any other in New York, America and Beyond!



DR LEDERMAN SUGGESTS...

AVOID TREATMENTS THAT DON'T WORK

BE SUSPICIOUS OF UNPROVEN REMEDIES

STICK WITH A WINNER!



PROSTATE SURGERY VS DR L



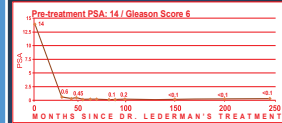
WITH SURGERY YOU'LL NEED YOUR SUITCASE, PJ'S, TOOTHBRUSH, SLIPPERS... & EVENTUALLY GO HOME WITH YOUR SURGICAL SUPPLIES.

WITH DR L, A ROUND-TRIP METROCARD SHOULD BE PERFECT FOR OUR PATIENTS. MANY MEN WORK & MAKE LOVE THE SAME DAY AS THEIR PROSTATE CANCER TREATMENT!

Today I saw my patient, a 90 year old man, whose prostate cancer, treated more than 20 years ago, His PSA has been ZERO for 2 decades! Complete remission! Fully functional. Many people would call this a cure. We call it...

"another Bullseye!"

Is my Prostate Cancer gone?



Dr L's patient, 20 years after treatment, has a PSA of zero! That's our goal for every patient!

The future is bright thanks to Dr L's innovative therapy!

WHY IS DR. LEDERMAN ON THE RADIO EVERY DAY?



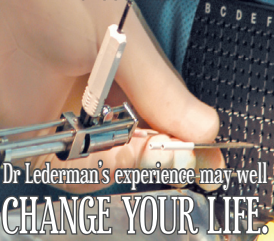
SIMPLY PUT: TO EDUCATE

Prostate Cancer treatment should destroy your cancer

Not your quality of life.

That's why we're here for you!

These experienced hands have placed a half million radiation seeds - one by one - directly into the prostate cancers of thousands of men...



Dr Lederman's experience may well CHANGE YOUR LIFE.

NOT ALL TREATMENT IS EQUAL EVEN IF DESIGNED TO COPY DR L, DON'T BE DECEIVED BY COPYCATS!

PROSTATE CANCER	Medical Center NYC Seeds/RT	LEDERMAN RSNY Seeds/RS	% IMPROVED w/ LEDERMAN
Low Risk 4 yr. disease-free survival Gleason ≤ 6, PSA ≤ 10 and Stage ≤ T2A	91%	97%	7%
Intermediate Risk 4 yr. disease-free survival Gleason > 6 or PSA > 10 or Stage ≥ T2B	72%	92%	28%
High Risk 3 yr. disease-free survival Gleason ≥ 8, PSA > 15, or Stage T2C to T3 or + seminal vesicle biopsy	71%	87%	22%

DOING BETTER WITH DR LEDERMAN

Scan Here for Dr L's Website

MANY REASONS MEN PREFER OUR PROSTATE CANCER TREATMENT!



PROSTATE CANCER RESULTS: NYC'S MOST FAMOUS SURGEON VS DR LEDERMAN'S RESULTS

Initial PSA 5 Year Data	NYC Prostatectomy	Lederman Seeds/RS	% Improvement w/ Lederman
4 - 10	76%	90%	18%
10 - 20	69%	86%	25%
20 - 50	44%	73%	66%

WHO WINS? YOU! THE MEN TREATED BY DR LEDERMAN. IMPROVED RESULTS BY 18% UP TO 66%. EASY TO UNDERSTAND.