

Coloplast Penile Implants

A penile implant is a discrete device that is placed into a man's penis and is designed to help him get an erection. Once implanted, it helps put the man back in control of his body, and can be used at any time, unlike other treatment options where there may be a short waiting period for them to be effective. A penile implant is an effective solution⁴ for men who are suffering from ED that has not been resolved by other available treatment options.

A penile implant involves a routine surgical procedure. Most men can return home within a day of surgery, and after full recovery, may resume sexual activity after 4-6 weeks.¹³ Your physician will discuss the details of the procedure, your recovery process, and using the implant.

Penile implants have been a safe and effective standard of care for men suffering from ED for many years⁴, and can offer hope and a return to intimacy and a normal life for many men with ED. There are two types of penile implants that Coloplast offers:

Titan® inflatable penile implant produces a controllable erection that acts and feels more like a natural one.⁴

Genesis® flexible penile implant produces a permanently firm penis and may be appropriate for men with limited hand dexterity.¹⁴

98%

patient satisfaction with the Titan® implant for erectile dysfunction⁴



96%

partner satisfaction with the Titan implant for erectile dysfunction¹⁵



What next?

To schedule time to meet with a Coloplast Patient Educator, contact: auurologynurse@coloplast.com



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Erectile Dysfunction (ED)

A patient guide



Erectile Dysfunction (ED):

It's common¹ and treatable²

Erectile dysfunction is the consistent inability to sustain an erection sufficient for sexual intercourse.¹

That can be:

- Not getting an erection at all
- Getting an erection inconsistently
- Getting an erection that doesn't stay hard enough for sex

If you have ED, you're not alone.

40%

of men over 40 are affected by ED³



50%

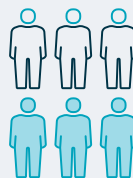
of patients say that ED negatively impacts their everyday life⁴



Over

50%

of men with diabetes experience ED. ED can even be the first symptom of the disease, especially in younger men⁵



After a prostatectomy, approximately

47%

of patients, experience moderate to severe ED.⁶



Causes of ED

Erections may not occur as expected and erectile dysfunction may occur due to one of several medical conditions that decrease blood supply and nerve function. If a medical condition is the cause of erectile dysfunction, it means there are treatment options.

For more than 80% of men with ED, it is caused by a physical problem or disorder.⁷ The cause can usually be identified, and proper treatment can help you and your partner return to a satisfying sex life.

Physical causes include:⁷

Disease
(such as diabetes, high blood pressure, or high cholesterol)



Surgery
(such as prostate removal)



Medication/substance use
(such as tobacco, drugs, alcohol, and some medications)



Injury
(such as brain or spinal cord injury)



Typical ED treatment pathways

Here are some typical ED treatment pathways that ED patients may experience over a 10-year period based on recent studies.

 **Oral medication**

75% of patients, start with pills as a first line ED therapy.⁸

50% of patients discontinue treatment in the first year due to reasons such as:

- Medication failure
- Cost
- Concerns about side effects or long-term safety⁹

77% of patients who try a second treatment move onto another brand of pills.¹⁰ It is estimated that for 40% of cases, pills are not effective.¹⁰

 **Penile injections:**

20% of patients who try a second treatment try penile injections.¹⁰

It is estimated that for 30% of cases, injections fail to work or men experience priapism (erection lasting 4 hours or more).¹⁰

 **Penile implants:**

For some patients, when pills and injections no longer work, they move to a penile implant. For other patients, they may move to a penile implant right away.¹¹

Penile implants have been shown to be a more cost-effective¹⁰ long-term ED treatment.¹²