

# UrologyToday

OrangeCountyUrology.com (949) 855-1101

VOLUME 8 SPRING 2018



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For select BPH patients

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## A TRAILBLAZER:

Dr. Aaron Spitz of Orange County Urology Associates has long been a trailblazer in working with the national media to communicate with patients and their loved ones about men's health and fertility issues. Now he will release his new book with Rodale on February 20. **P.3**



Paul A. Brower, M.D.

## Welcome to Orange County Urology Associates

Thank you for scheduling an appointment with us at Orange County Urology Associates. We sincerely appreciate the confidence you have entrusted to us.

I am excited to lead an exceptional group of physicians, surgeons and staff, whose combined talents and experience has helped us become one of the best large urology practices in the nation. Our 11 physicians and 80 staff members are dedicated to providing state-of-the-art urologic care in a cost-effective manner.

Our medical team offers a full spectrum of expertise in all aspects of urologic care. These include general urology, urologic oncology, robotic and laparoscopic surgery, minimally invasive surgery, female urology, men’s health, male infertility, erectile dysfunction, stones, and incontinence.

It is our privilege and promise to provide the highest quality of healthcare to you and your family. We will treat you like family. And be sure to visit our website at **OrangeCountyUrology.com** to fully communicate with us. Thank you again for choosing Orange County Urology.

Sincerely,

Paul A. Brower, M.D.  
President & CEO  
Orange County Urology Associates, Inc.



## UrologyToday

NEWSLETTER OF ORANGE COUNTY UROLOGY ASSOCIATES, INC.

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## Cover Story

# A Trailblazer: Dr. Aaron Spitz



**AARON SPITZ, M.D.**  
Urologist / Urologic Surgeon  
Orange County Urology Associates

**Dr. Aaron Spitz** of Orange County Urology Associates has long been a trailblazer in working with the national media to communicate with patients and their loved ones about men's health and fertility issues. He's been on dozens of local and national TV and radio networks, on national TV health shows (he recently taped his 40th appearance on *The Doctors* TV show), and on leading national blogs such as *Huffington Post* and *USNEWS*. Now he has moved into another media dimension, partnering with consumer book publisher Rodale on a new book titled *The Penis Book: A Doctor's Complete Guide to the Penis – From Size to Function and Everything in Between*. We talked with him recently about the book, which will be published in a matter of days.

## Q&A

**Q: What was the impetus behind your book?**

**A:** I realized that as much as I enjoy one-on-one appointments with my patients, as well as the far-reaching impact of my television and radio appearances, a book is perhaps the most powerful way for me to convey important information to people about their health and well being. A book is not limited to a 15- or 20-minute time slot or a 5-minute sound bite, and it is always ready when the reader is. It allows for in-depth explanations and it allows the reader to return time and again to reinforce their understanding.

**Q: Why did you write specifically about the penis?**

**A:** I have been an expert in male sexual health for over 20 years. The penis is what I know best. Besides, it's still a taboo topic that causes a lot of confusion and, in some cases, anxiety or even depression. It's a topic that almost everyone could use better information about.

**Q: What are some types of things we can expect to learn from the book?**

**A:** You will learn everything there is to know about the penis. Some of the chapters include information on

development and growth of the penis, circumcision techniques and controversies, normal sexual function and penis size, causes and treatments of sexual dysfunction, testosterone balance, infections and other diseases of the penis, and there is even chapters on supplements, penis enlargement, and pornography.

**Q: How long did it take to write?**

**A:** It took over a year to write this book, but my entire career to accumulate the expertise behind it.

**Q: What new themes arose while you were researching the book?**

**A:** I learned a great deal from writing this book. I was surprised to find a great deal of new and important information about the effects of pornography on sexual function, the impact of sleep on testosterone and erections, and the effects of exercise and nutrition on blood flow to the penis. Pornography is ubiquitous and it is immediately available in the palm of our hands on our smart phones, or on almost any computer. Worse yet it is consumed by ever younger children. Studies are now showing that frequent viewing of pornography shrinks and desensitizes critical areas of the brain that are necessary for normal sexual responsiveness with another real person. My book explores this shocking crisis in depth.

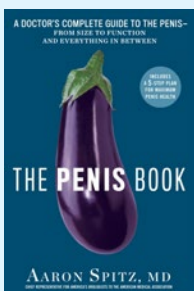
**Q: Does your book include illustrations?**

**A:** There are many illustrations throughout the book. A picture is worth a thousand words so this book is really packed with information. Emin Bakioglu, the brilliant artist who provided the illustrations, was able to create images that are eye-opening, easy-to-understand and scientifically complete.

**Q: Who would benefit from reading this book?**

**A:** Anyone with a penis or anyone who knows someone with a penis.

Continued on Page 11



## Quick Facts About the Book

**Title:** *The Penis Book: A Doctor's Complete Guide to the Penis – From Size to Function and Everything in Between*

**Release date:** Feb. 20, 2018

**Publisher:** Rodale

**Versions:** Paperback, Kindle, Talking Books

**Paperback:** 304 pages

**Illustrations:** 69

**ISBN-10:** 1635650291

**ISBN-13:** 978-1635650297

**Cost:** Check Amazon.com

**Weight:** 14.9 ounces

# Dr. Singh Offers Tips for Recurring UTIs



**BY KARAN J. SINGH, M.D.**  
Urologist / Urologic Surgeon  
Orange County Urology Associates

Urinary tract infections, or UTIs, account for 9 million doctor's office visits each year. The only thing patients visit the doctor for more frequently are respiratory tract infections, such as the common cold. The majority of UTI cases occur in women.

The term "recurring UTIs" is used when a person has three or more culture-documented urinary tract infections in one year.

The most common symptoms of a UTI include cloudy, bloody, or smelly urine; painful urination; feeling an urgent need to urinate but passing only a small amount of urine; and a sensation of incomplete bladder emptying.

Several factors make women more likely to get recurrent bladder infections, a type of urinary tract infection (UTI). These factors include:

- Kidney or bladder stones
- Bacteria entering the urethra during intercourse
- Changes in estrogen levels during menopause
- An abnormal urinary tract shape or function
- An inherited risk of developing bladder infections (genetic predisposition)
- Unhygienic technique after bowel movements (wiping back to front)

Another major factor for developing UTIs among both sexes is not drinking enough water. This prevents adequate flushing out of the urinary tract. This can result from dehydration due to hot weather or sports.

To get an accurate reading of your situation, your physician will conduct some of these tests when trying to make a UTI diagnosis: a urinalysis; a bladder scan; a residual urine test after voiding; ultrasound of the kidneys; visual exam of the bladder and urethra with a lighted scope (cystoscope).

Treatment is directed at the underlying cause, when possible. Treatment may include a 7-day course of an antibiotic; a long-term, low-dose antibiotic for 6 months to 2 years, or an intermittent or self-directed therapy (for instance, taking an antibiotic after intercourse, or starting a course of pre-prescribed antibiotic at the first sign of a UTI).

## Prevention

What can you do to help prevent urinary tract infections from interfering with your life? Our physicians here at Orange County Urology Associates (OCUA) recommend the following tips:

- 1. Water helps flush your urinary tract**, so be sure to drink plenty of plain water daily. We recommend 8-10 glasses of clear liquids a day. Avoid beverages that contain caffeine, which can irritate the bladder.
- 2. Don't hold it when you need to urinate.** Holding it when you need to go can help any bacteria that may be present develop into a full-fledged urinary tract infection.
- 3. Women should be sure to wipe from front to back** after a bowel movement. This is especially important to help prevent bacteria from the anus from entering the vagina or urethra.
- 4. Take showers instead of baths.** This helps prevent bacteria from entering the urethra and causing a UTI.
- 5. Drinking cranberry juice** is an easy and natural way to help prevent UTIs. It works by preventing bacteria from sticking to the wall of the bladder, where it can multiply and cause infection. In other words, cranberry juice acts as a natural "antibiotic" for the urinary system.
- 6. Take vitamin C supplements.** Vitamin C increases the acidity level of urine, which helps decrease the amount of harmful bacteria that may be present in your urinary tract system.
- 7. Always wash your genital area** before and after sexual intercourse to help prevent transferring bacteria to the urethra or vaginal area, which can create a breeding ground for a UTI.
- 8. Pass urine before and after sex**, and drink more water 1 to 2 days after sex.
- 9. Always wear panties with a cotton crotch.** Cotton allows moisture to escape while other fabrics can trap moisture, creating a potential breeding ground for bacteria.
- 10.** If you are one of many women who suffer from frequent urinary tract infections, **talk with your doctor** about a prescription antibiotic that can be taken immediately following sex to prevent the recurrence of UTIs.

# 10 Common Urological Conditions

Conditions We Treat Frequently at Orange County Urology Associates



**BY JENNIFER GRUENENFELDER, M.D.**  
Urologist / Urologic Surgeon  
Orange County Urology Associates

1. **Urinary Incontinence** – Urinary incontinence, characterized by the loss of bladder control, is a common and often embarrassing problem. Millions of men and women have this problem, especially as they get older. Solutions exist ranging from simple lifestyle changes to medications to minimally invasive procedures or surgery.
2. **Overactive Bladder** – Overactive bladder is a problem with bladder function that causes a sudden urge to urinate. The urge may be difficult to suppress, and overactive bladder can even lead to the involuntary loss of urine. A brief evaluation can help determine the cause, then you can receive treatments that may greatly alleviate your symptoms.
3. **Kidney Stones** – One of the most painful urologic disorders, kidney stones have plagued humans for millennia. For unknown reasons, the number of people in the U.S. with kidney stones has been increasing over the past 30 years. Most kidney stones pass out of the body without any intervention by a physician. But stones that cause lasting symptoms are most commonly broken up by sound waves (lithotripsy).
4. **Hematuria** – Hematuria is defined by the presence of red blood cells in the urine. In microscopic hematuria, urine appears normal to the naked eye, but red blood cells are seen under a microscope. In gross hematuria, the urine is red or the color of cola. Although the majority of times the cause is not life threatening, hematuria is often the only warning sign for cancer of the kidney, ureters or bladder — so timely evaluation is important.
5. **Urinary Tract Infections (UTIs)** – Millions of men and women in the U.S. each year are treated for urinary tract infections. A urinary tract infection (UTI) is an infection that can occur anywhere along the urinary tract. UTIs are caused by germs that typically enter the urethra, then the bladder. Symptoms include: cloudy or bloody urine, foul-smelling urine, low-grade fever, pain, or a burning sensation while urinating.
6. **Rapid Ejaculation** – Rapid ejaculation (aka premature ejaculation) is the occurrence of ejaculation prior to the wishes of both sexual partners, typically within only a minute or two of foreplay or intercourse. Treatment approaches are either behavioral or medicinal. Behavioral treatments emphasize control of ejaculation by learning new techniques, gaining confidence, and lessening anxiety. There are also certain classes of prescription medication that are highly effective.
7. **Erectile Dysfunction (ED)** – Erectile dysfunction is the inability to initiate and maintain an erection for satisfactory sexual intercourse. ED is increasingly prevalent with age. At age 40, there is 40% prevalence (typically mild), increasing to 70% in men at age 70. Other factors that relate to higher prevalence include heart disease, hypertension, diabetes, and associated medications. There are many excellent treatment options available to patients.
8. **Enlarged Prostate** – The prostate is a walnut-sized gland located just below the male bladder. It surrounds the urethra, the tube through which urine passes out of the body. In many men, the prostate begins to enlarge after age 40. Enlargement of the prostate gland is a condition known as benign prostatic hyperplasia (BPH). When the prostate grows, it can constrict the urethra and cause urination and bladder problems.
9. **Prostate Cancer** – Prostate cancer is the second leading cause of cancer-related deaths in America, second only to lung cancer. The tests urologists use to diagnose prostate cancer include: digital rectal exam, prostate-specific antigen (PSA) lab test, PCA3 urine test, transrectal ultrasound, and prostate biopsy. The best opportunity for successful treatment is when the cancer is detected at an early stage before it has spread.
10. **Male Infertility** – Infertility is defined as the inability of a couple to conceive. In some cases couples are advised to try for at least a year, but this is not always appropriate as some couples have conditions affecting one or the other, including maternal age, that make a year too long to wait. Male infertility affects about 30% of men in infertile couples. This condition ranges from hidden abnormalities of otherwise normal-looking sperm to no sperm at all in the semen. Sometimes male infertility is a sign of a more serious underlying condition.

# News&Notes

- **Dr. Leah Nakamura, Dr. Jennifer Gruenfelder, and Dr. Daniel Su** were featured medical experts for Hoag's Winter 2017 "Ask the Doctor" patient education series. Dr. Gruenfelder and Dr. Nakamura discussed the four main types of urinary incontinence: stress incontinence, urge incontinence, overflow incontinence, and functional incontinence – and how they can be treated. Dr. Gruenfelder and Dr. Nakamura also had a Q&A about urinary incontinence that appeared in Hoag HealthCare's Hoag for Life newsletter.  
  
Dr. Su offered expert commentary on the prostate-specific antigen (PSA) test and methods used to diagnose prostate cancer. Dr. Su's comments included information on Hoag purchasing UroNav, which combines a pre-biopsy MRI and ultrasound-guided biopsy imaging to create a 3D image of the prostate.
- **Dr. Jennifer Gruenfelder** presented an abstract at the 42nd annual meeting of the International Urogynecological Association (IUGA), June 20–24, 2017, in Vancouver. She also presented an abstract at the 38th annual scientific meeting of the American Urogynecologic Society (AUGS), Oct. 3–7, 2017, in Providence, R.I. The abstract was about the onset and duration of action of BOTOX® vs. placebo in patients with urge incontinence secondary to overactive bladder.
- **Dr. Karan Singh** attended the Annual Meeting of the Large Urology Group Practice Association (LUGPA) in November 2017 in Chicago. He also attended a Urology Review course in Washington, D.C., in October 2017.
- **Dr. Don T. Bui and Dr. Leah Nakamura** were highlighted in Greater Newport Physicians' Specialist Spotlight. The Specialist Spotlight introduces area medical specialists to primary care physicians.
- **Dr. Leah Nakamura** is now seeing patients at Newport Beach a half-day per week.
- **Dr. Daniel Su and Yoomie Nguyen, P.A.**, have begun a bone health clinic for patients with prostate cancer.
- **Dr. Aaron Spitz** was named a 2017 and 2018 Castle Connolly Top Doctor. Dr. Spitz is among a very select group of physicians in Southern California to earn this prestigious distinction. Castle Connolly bases its Top Doctor selections on nominations submitted by other doctors, then they are reviewed by its physician-led research team.
- **Dr. Aaron Spitz's** tenure as the President of the California Urological Association (CUA) concluded with the end of 2017. The CUA has 475 members.

## Dr. Spitz Appears In New James Cameron Film, 'The Game Changers'

**Dr. Aaron Spitz** is a cast member in a new film documentary called "The Game Changers," executive produced by James Cameron. The world premiere of the movie was at the Sundance Film Festival in January 2018.

Cameron, the Oscar-winning director of big-budget Hollywood hits "Terminator," "Titanic," and "Avatar," is a longtime environmentalist, and began a vegan diet in order to reduce his carbon footprint.

"With this documentary we're trying to dispel the myth that you need protein from animals to become a real man," said film director Louis Psihoyos. "It's possible to create muscle mass and become a high-performance athlete with a vegan diet," he said. "I'm probably more excited about this one than anything I've done so far because I feel like it will change

things perceptibly."

Mixed martial arts champion James "Lightning" Wilks, who is the film's producer and star, became vegan during his road to recovery from an injury in the ring. He originally brought the project to Psihoyos, who then approached Cameron.

Dr. Spitz is featured in the film conducting an experiment to see if just one meal can affect sexual function. "We fed elite college athletes meat burritos for dinner one night and vegan burritos for dinner another night and measured their erections while they slept: how many, how long and how hard. The results were amazing!"

"At the world premiere, many commented that this scene may prove to be the most important endorsement of a vegan diet since it really hits home for so many guys," Dr. Spitz said.

# Dr. Meaglia now offers revolutionary Rezūm<sup>®</sup> therapy to select BPH patients



**JAMES P. MEAGLIA, M.D.**  
Urologist / Urologic Surgeon  
Orange County Urology Associates

**Dr. James Meaglia** is now offering Orange County Urology patients the Rezūm<sup>®</sup> system, a minimally invasive treatment option for men with benign prostatic hyperplasia (BPH).

Designed to be performed in an office setting, Rezūm is an FDA approved treatment that uses the stored thermal energy in water vapor (steam) to treat the enlarged prostate tissue that is causing symptoms such as frequency, urgency, irregular flow, weak stream, straining, and getting up at night to urinate.

BPH is a localized enlargement of the prostate gland in aging adult men. Nearly 12 million U.S. men suffer from BPH related symptoms that may require therapy, yet more than half choose not to do anything to address their BPH symptoms. Their reasons include not wanting to start new prescriptions, hesitations around the potential side effects of drugs, and concerns about the potential side effects or complications of surgical procedures.

"I am pleased to now offer select patients the Rezūm<sup>®</sup> procedure as a treatment for benign prostatic hyperplasia (BPH). Rezūm is administered on an outpatient basis and can be performed under oral sedation and local anesthesia. Research studies have shown that the Rezūm treatment allows men to retain sexual function unlike many other existing BPH treatments," Dr. Meaglia said.

"I want to emphasize the point that there is no chance men will suffer urinary incontinence or urinary leakage from this procedure. This is welcome news for men."

Dr. James Meaglia is the only doctor at Orange County Urology Associates certified to perform the FDA approved Rezūm therapy. For years, the primary options for treating BPH were through medications or surgery, making Rezūm a new option for patients who are dissatisfied with their current choices for treating BPH.

## How Rezūm Works

The Rezūm therapy is completed in a single visit; there is no need for ongoing therapy.

It works by delivering small amounts of steam to the enlarged prostate tissue. This process damages the cells causing obstruction, thus reducing the overall size of the prostate and the symptoms associated with BPH such as:

- A weak urine stream
- Trouble starting the flow of urine
- Starting and stopping again when urinating
- Not emptying your bladder completely
- Urinating more often, especially at night
- Sudden urges to urinate
- Leaking or dribbling after you urinate; and
- Straining to urinate

## Next Step: Schedule an Appointment

Patients interested in a consultation with Dr. Meaglia to determine if they are a candidate for the Rezūm<sup>®</sup> system should call appointment scheduling at (949) 855-1101.

## Procedure Day

Treatment is a minimally invasive procedure conducted in-office that does not require general anesthesia. Patients need to be driven home after the procedure.



## Feature Story

Over the next several days, patients can gradually resume their regular activities.

## Symptom Improvement

BPH symptoms may improve in as little as two weeks.

### Rezūm Procedure Quick Facts:

- Using water vapor therapy, Rezūm is a minimally invasive, single-visit, out-patient procedure shown to significantly reduce the symptoms of BPH.
- Delivers small amounts of steam to obstructing prostatic tissue.
- Treated tissue is reabsorbed into the body naturally, reducing the overall size of the prostate and the symptoms associated with BPH.
- Rezūm treatment is appropriate for small to medium prostates measuring between 30g and 80g.

Benign prostatic hyperplasia (BPH), or an enlarged prostate, is a common condition that can cause bothersome urinary symptoms. As men age, their likelihood of experiencing the bothersome symptoms of BPH increases. Fifty percent of men age 50 and older have BPH, and eighty percent of men age 80 and older have the condition.

## Frequently Asked Questions

### Does an enlarged prostate improve without treatment?

Early on, enlarged prostate symptoms may come and go, so taking a "wait and see" approach to mild symptoms is reasonable. Over the long-term, however, symptoms tend to get gradually worse.

### Is the Rezūm therapy covered by insurance?

Rezūm therapy is covered by most insurance plans including Medicare to treat benign prostatic hyperplasia (BPH).

### If the Rezūm therapy is new, how do I know it is safe?

The Rezūm therapy has undergone extensive clinical

trials to evaluate the safety and efficacy of the treatment, and was approved by the FDA in late 2015.

## Highlights of the therapy include:

- There is no chance men will suffer urinary incontinence or urinary leakage from this procedure
- Preserves erectile as well as urinary functions
- Performed in-office and patients can be driven home afterward
- Does not require general anesthesia
- Relieves symptoms safely and effectively
- Is an alternative to BPH daily medications
- Provides noticeable symptom improvement within 2 weeks
- Allows patients to return to regular activities within a few days; and
- Is considered medically necessary by Medicare and is covered by most private insurance plans.

**"I want to emphasize the point that there is no chance men will suffer urinary incontinence or urinary leakage from this procedure. This is welcome news for men."**

**– Dr. James Meaglia**

## How the Procedure Works

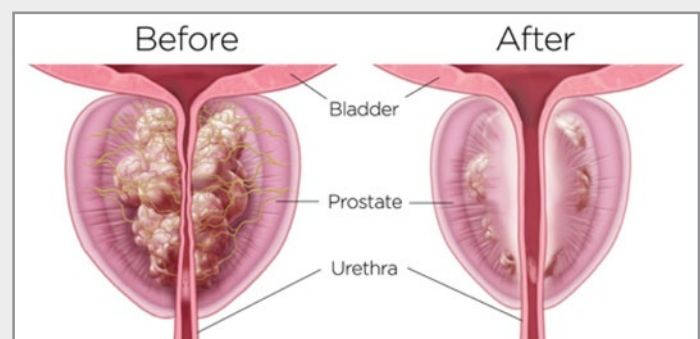


Illustration credit: Rezūm® system

Benign prostatic hyperplasia (BPH) is an enlargement of the prostate gland. The condition affects 12 million men in the U.S., with nearly 800,000 newly diagnosed each year. An enlarged prostate squeezes down on the urethra, causing lower urinary tract symptoms. After the Rezūm® system therapy has been performed, over time the body's natural healing response removes the dead cells, shrinking the prostate. With the extra tissue removed, the urethra opens, reducing BPH symptoms. Most patients begin to experience symptom relief in as soon as 2 weeks and maximum benefit will occur in about 3 months.

# OCUA Doctors Earn 2017 'Physician of Excellence' Honors



**NEYSSAN TEBYANI, M.D.**

For the seventh consecutive year, **Dr. Neysan Tebyani** of Orange County Urology Associates has been selected as a 2017 "Physician of Excellence" by the Orange County Medical Association. He was honored as a "Top Doc" in the January 2017 issue of *Orange Coast* magazine.

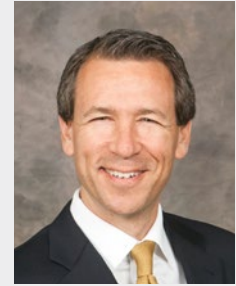
Dr. Tebyani practices in comprehensive adult urology with an emphasis in robotic surgery. In 2008, Dr. Tebyani performed the first robotic surgery at Mission Hospital. He is certified in robotic surgery and has undergone advanced robotic surgery training in Germany.



**KARAN J. SINGH, M.D.**

For the fourth consecutive year, **Dr. Karan Singh** of Orange County Urology Associates has been selected as a 2017 "Physician of Excellence" by the Orange County Medical Association.

The list of "Top Docs" was published in the January 2017 issue of *Orange Coast* magazine. In all, the Orange County Medical Association honors more than 200 physicians in over 50 specialties. Dr. Singh graduated from the UCLA School of Medicine, and completed his internship and residency at the University of California San Diego Medical Center.



**AARON SPITZ, M.D.**

For the fourth time, **Dr. Aaron Spitz** of Orange County Urology Associates has been selected as a 2017 "Physician of Excellence" by the Orange County Medical Association. He was honored as a "Top Doc" in the January 2017 issue of *Orange Coast* magazine.

Dr. Spitz graduated from Cornell University Medical College in New York, N.Y. He completed his internship and residency at L.A. County and University of Southern California Medical Center in Los Angeles, and completed a fellowship in urology at Baylor College of Medicine in Houston, Texas.

## Patients Encouraged to Sign Up for Online Portal

Orange County Urology Associates is excited to announce the re-launch of our secure Patient Portal system. The portal can be found via our home page at [OrangeCountyUrology.com](http://OrangeCountyUrology.com).

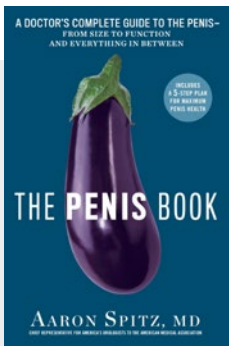
The portal empowers patients to take care of frequently-requested tasks. Using the online portal, you can:

- Request appointments
- Request prescription refills
- Receive copies of your test results, and
- Complete (or update) paperwork in advance of your appointment.

"We are very proud to be able to offer this enhanced functionality for our patients via our website," said **Paul A. Brower, M.D.**, President & CEO of Orange County Urology Associates. "The patient portal redefines the way you can work with us."

"We would love it if every patient would sign up to use the Patient Portal," said **Larry Silvia**, Chief Operating Officer. "There is not a more efficient way for you to be a true partner in your care. And it only takes a few minutes to sign up."





# The Penis Book:

## A Doctor's Complete Guide to the Penis – From Size to Function and Everything in Between

### Editorial Reviews

"From our first season, Dr. Aaron Spitz has been the go-to expert for topics below the belt on *The Doctors* television show. His wit and expertise have provided not only laughter but learning and help for many people about taboo topics. In this book, he answers any and all questions about the penis with the humor and simplicity that have made him one of our audience favorites. This book is a wonderful resource for anyone with a penis or for anyone who knows someone with a penis."

— **Andrew P. Ordon, M.D., F.A.C.S., Plastic Surgeon, and Emmy Award-nominated TV Talk Show Host of *The Doctors***

"Dr. Spitz has written a book that answers all the questions people are thinking about but are afraid to ask. He has a simple, humorous way of explaining things which makes it an easy read for all."

— **Stanton Honig, M.D., Director of Men's Health at Yale Medicine Urology, New Haven, CT**

"Dr. Aaron Spitz is a brilliant urologist who comprehensively tackles this topic with both clarity and humor. His insightful advice will prove to be highly informative for male and female readers alike."

— **Robert E. Brannigan, M.D., Professor of Urology at the Feinberg School of Medicine, Northwestern University, Chicago, IL**

"Dr. Spitz's *The Penis Book* is a valuable resource to patients and providers alike, providing important contemporary insight to penile health as a marker of overall health and other men's health issues in 2018. Men who read this book will have a new sense of understanding of their body, and women who read the book will appreciate the frank, open discussion of this often misunderstood male anatomy, leading to overall better relations between men and women. As he does on *The Doctors* show on TV, Dr. Spitz offers straightforward explanations of various male issues and has become one of the leading men's health experts in America."

— **Jason Jameson, M.D., Urologist and Men's Health Specialist, Mayo Clinic, Phoenix, AZ**

Continued from Page 3

## A Trailblazer: Dr. Spitz

**Q:** What would men get from reading the book? Women?

**A:** Men "stand" to gain a great deal from this book, and women will find it fascinating and helpful. This book allows men and women to understand how things work and why they don't when they don't. It dispels myths that have frustrated men and confused women. It provides essential information for maintaining a healthy penis, normal hormone balance, and satisfying sex. It also provides clear and comprehensive explanations of the treatments for conditions the reader may be challenged with. It is written in a style that is fun and entertaining but scientifically robust, so it will empower men to be the master of their domain and provide women with the "intel" they need to understand and care for the men in their lives.

**Q:** You have used humor effectively in your media interviews. Is it an important part of this book as the penis is touchy subject?

**A:** I love to laugh. Who doesn't? I find humor is a very

effective way to get ideas across. After all, as Chaucer wrote "Many a true word is spoken in jest." I use humor in the penis book to relate to my reader, break down barriers, and, like sugar, help the medicine go down. Throughout the book I will distill a scientific study down to a witty one-liner, but it will be a scientifically precise one-liner.

**Q:** Will the book be published in other countries and languages? How about in talking book form?

**A:** The book has been met with excitement and praise around the world probably because wherever you go around the world, they have penises! The list of languages that it will be published in is growing and includes Italian, Danish, Romanian, Czech, Slovak, and Turkish. There will be an audio book as well published by Brilliance Audiobooks and it will be read by yours truly!

**Q:** Will there be subsequent books from you?

**A:** Time will tell. My wonderful wife and children made a great sacrifice to give me the time and space to write *The Penis Book*. I love them dearly and if they are willing, I will be willing. Stay tuned...

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## Introducing the OCUA Physician Group



Paul A. Brower, M.D.



Don T. Bui, M.D.



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As one of California's largest and most skilled urology group practices, Orange County Urology Associates (OCUA) frequently accepts referrals from other physicians and group practices for specialized urologic treatments.

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