

# Straight Talk

A patient guide for Erectile Dysfunction



# I understand.

When you're struggling with erectile dysfunction, it's devastating. People make jokes and you laugh, but inside you're thinking, "Man, that's my life." It's like, nobody gets it.



## I get it.

When I was struggling with treating my E.D., I wasn't myself. Not just because my body wasn't working—it was like my whole mood shifted. I was depressed, resentful, anxious. Not feeling like a man consumed my every thought of every day. I couldn't even kiss my wife because I was afraid of what would—or wouldn't—happen next.

But I found a solution that works, and I'm here to tell you—you can, too.

I'm a patient educator. I talk to guys about my experiences with E.D. I tell them what it's like, what they can expect—and how I finally got back to feeling like myself again. It's my life, and I took it back from E.D. You can, too. **Let's talk about it.**

You'll be glad you did.

**Note:** Patient educators are not doctors, and they do not dispense medical advice or promise certain results.

# Straight Talk about E.D.

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# The fight against E.D.? It's on.

## Erectile Dysfunction: It's common, and it's treatable

If you are dealing with E.D., you are not alone: nearly one in every four men over sixty-five will experience some degree of erectile dysfunction.<sup>1</sup> Younger men often struggle with E.D., as well.

There are many different treatments available, including pills, injections and vacuum pumps. A highly effective and satisfying option is a penile

implant. It is surgery, and your doctor may recommend less invasive options first. But once you have an implant, if you want an erection, you can have and maintain an erection, [like flipping a light switch](#)—without interrupting intimacy.

There's a lot to learn and many options to consider, so let's get started.





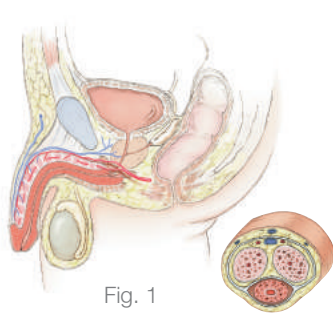


Fig. 1

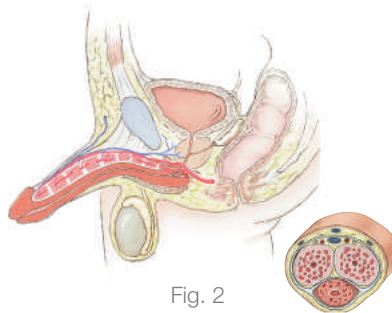


Fig. 2

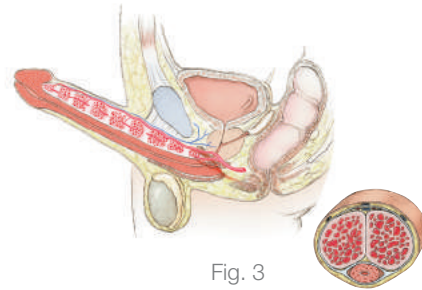


Fig. 3

## Erections and how they work

The penis has two chambers inside it called the corpora cavernosa. These chambers extend from the head of your penis deep into the pelvis. The insides of these chambers are made of spongy tissue and have the ability to gain blood volume and grow in size.

During your daily activities, the arteries that supply blood to the penis are only partially open, to allow enough blood flow to keep your tissue healthy. (Fig. 1)

When you experience sexual stimulation, the brain sends signals to trigger a hormonal response that allows those same arteries to open completely.

Those open arteries allow more blood to enter the corpora cavernosa faster than the blood can leave through the veins. As the corpora cavernosa fill and grow in size, the veins get compressed, trapping blood in the penis, causing it to get stiff. This chain reaction continues until you achieve and maintain an erection. (Fig. 2 & 3)

When your brain stops sending signals, the hormones diminish and your arteries go back to their normal state.

E.D. problems begin when your brain doesn't send enough or any signals, when the blood flow is inadequate, or when erectile tissue is damaged.



## What is Erectile Dysfunction?

Erectile Dysfunction, or E.D., is the consistent inability to sustain an erection sufficient for sexual intercourse.

### E.D. can be:

- **A total inability to have an erection** – You can never get an erection.
- **An inconsistent ability to do so** – You can only occasionally get an erection.
- **A tendency to sustain only brief erections** – You can get an erection, but can't keep it long enough for satisfying sex.

### Other facts about E.D.:

- You are not alone; approximately 30 million men suffer from E.D.<sup>2</sup>
- Most men with E.D. still have the ability to have an orgasm and father a child, but often have difficulty doing these things because they can't get or keep an erection.
- E.D. is not normal, and you should not accept it as an inevitable consequence of aging.
- Most men at one time or another during their sexual lives are unable to get or keep an erection. This is normal and does not indicate a problem. However, millions of men of all ages experience this inability as an ongoing problem.
- In most cases, your E.D. can be overcome.

## What causes E.D.?

Your E.D. may have a physical cause. In fact, over 80% of men suffering from E.D. can trace its origin back to a physical problem or disorder.<sup>3</sup> For most men, the cause can be easily identified. Then, proper treatment can be recommended to help you return to a satisfying sex life.

### Physical causes of E.D.:

- An injury (i.e., brain or spinal cord)
- A disease (i.e., diabetes, high blood pressure or high cholesterol)
- An operation (i.e., prostate gland removal)
- Substance use (i.e., tobacco, drugs, alcohol or some medications)

## Treatment options for E.D.

There are a variety of methods for treating E.D. Your doctor can discuss all of these options with you in more detail. All decisions regarding your option for treating E.D. should be made between you and your physician, with consideration given to your individual needs and the pros and cons of each treatment option.

### Your treatment options may include:

- Lifestyle changes like stopping smoking, losing weight and eating healthier
- Oral medications like VIAGRA®, CIALIS® or LEVITRA®
- Injecting medication directly into the penis
- Intraurethral suppositories (i.e., MUSE®)
- Vacuum devices

Some men find that the treatment options listed above are not suitable for them due to medical conditions, lifestyles, personal preference, or the treatment option may be ineffective. In this case, a **penile implant** may be an appropriate option.

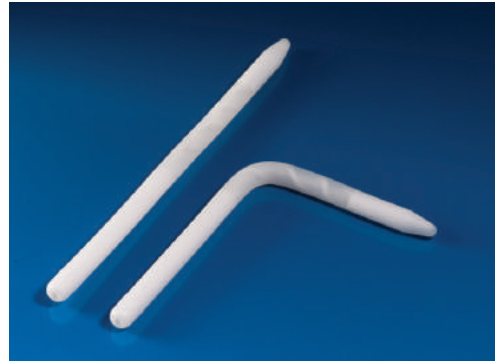


## Coloplast Penile Implants

A penile implant is a device that is placed into a man's body and is designed to help him get an erection. This device is prescribed by a physician for men who are suffering from impotence. Following the routine outpatient procedure, a four to six week recovery period is necessary before the implant is used. Your physician will provide you with more specific details about your individual recovery as well as the risks and benefits of the implant.

### There are two basic types of penile implants that Coloplast offers:

Both enable men with E.D. to have a satisfactory erection for sexual intercourse and to experience the joy of sex again. The primary difference between the two implants is that flexible rod implants (the Genesis) produce a permanently firm penis, while the inflatable implants (the Titan Touch) produce a controlled, more natural erection. The entire device is totally concealed in the body.



Genesis® malleable implant



Titan® Touch inflatable implant



## Coloplast Titan® Touch Penile Implant

The Coloplast Titan Touch inflatable penile implant is a self-contained, fluid-filled system made from Bioflex® and silicone. Bioflex is a supple, durable biopolymer material.

### Titan Touch penile implant consists of:

- A reservoir placed in the abdomen
- Two cylinders placed in the penis
- A pump placed in the scrotum

Each part is connected by silicone tubing. The Titan Touch is MRI conditional.\*

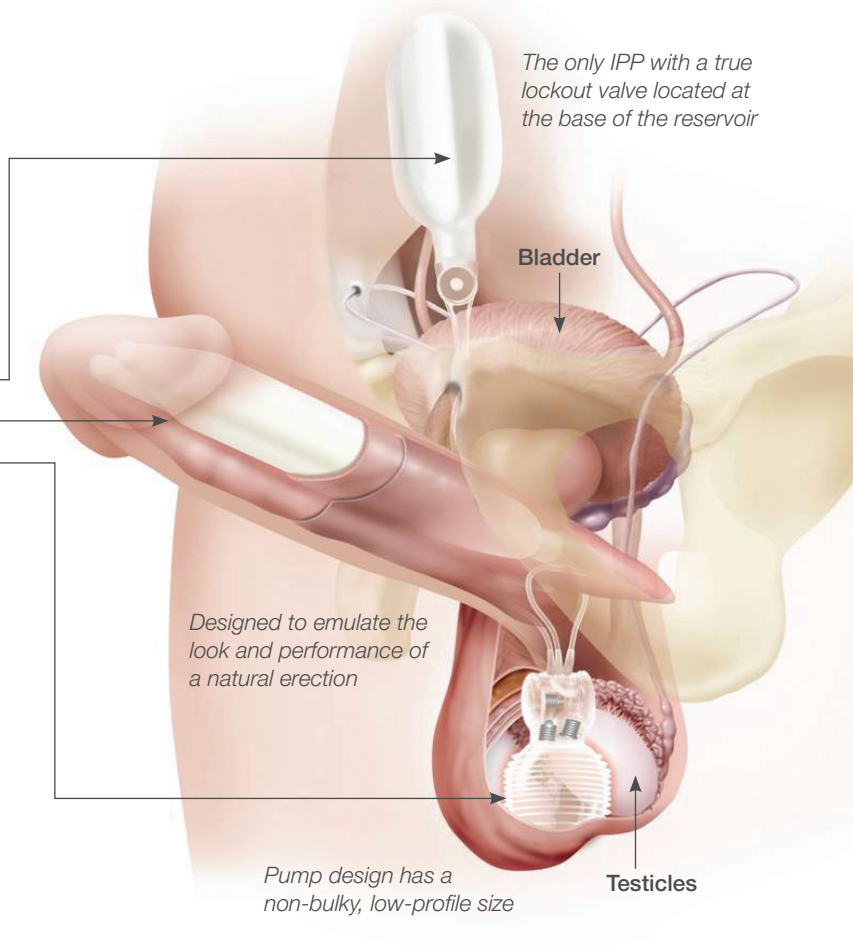
### The Titan Touch inflatable penile implant offers a dependable method of restoring sexual function.

- It is the result of advanced engineering and medical research designed with your needs in mind.
- It offers hope to many men with E.D.
- It provides an option where other treatments are not appropriate or have failed.

To learn more about the Titan Touch penile implant, please visit [straighttalk.net](http://straighttalk.net)

\*MRI conditional:

The Titan Touch penile implant allows patients to be safely scanned by an MRI machine when used according to the specified MRI conditions for use.



# Coloplast Penile Implant Facts

## Patient Satisfaction Rates

Patient satisfaction rates of 98% have been demonstrated for the Alpha 1® and Titan® penile implants in published journal articles.<sup>4</sup>

## Mechanical Reliability Rates

Recent studies show the Coloplast Alpha 1 and Titan to have mechanical reliability rates of 97.5% at 5 years on first-time implants.<sup>5</sup>

## Concealable

When implanted, the Coloplast Titan penile implant is not visibly noticeable. The penis appears relaxed and normal in the flaccid state, and it is not obvious by looking at a man that he has an implant.

## Lifetime Replacement Policy

Coloplast provides a lifetime replacement policy with all of its penile implants. Coloplast will replace the inflatable implant, or any component, for any reason during the lifetime of the patient.

## Surgical Risks

The Titan penile prosthesis requires surgery. Risks of surgery may include, but are not limited to, complications such as infection, scrotal swelling, pain and discomfort. Once implanted, the system may present the opportunity for infection or device malfunction which may require additional surgery.



## Titan® Touch Inflate/Deflate Instructions

### To Achieve an Erection:

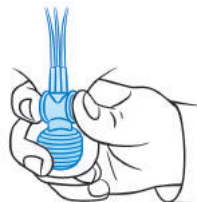
To transfer the fluid to the cylinders, locate the pump in the scrotum. Squeeze the pump firmly a few times between the thumb and fingers until an erection is achieved. Also, squeezing the pump in your scrotum with two thumbs may be helpful.

### To Return to a Flaccid State:

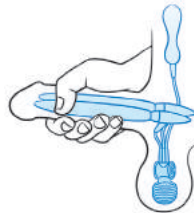
Fluid pressure in the cylinders is released when you momentarily depress the deflate valve button to enable fluid to return to the reservoir, thus returning the penis to the flaccid state.



Squeeze pump to inflate.



Momentarily depress the deflate valve button.



Grasp and squeeze.

## The Coloplast Patient Educator Program

Life with E.D. can be very lonely. You may experience a range of emotions, like sadness, depression, anxiety, anger and shame. You may have questions or concerns that you feel too embarrassed to discuss. Or, you may just wish you could talk to someone who has been there and come out the other side feeling happy and whole.

### That's why Coloplast developed the Patient Educator Program.

The Patient Education Program is a free service for those wishing to speak directly with a patient who has received or is considering an implant.

Our patient educators are not doctors, and they don't dispense medical advice. Rather, they are real men who once suffered from E.D. and, after receiving a penile implant, now lead healthy, active sex lives. You can set up an appointment to speak with them one-on-one about their experiences with E.D., and what he experienced before and after surgery.

Please contact your physician's office or Coloplast to arrange an appointment. Call Coloplast toll-free at (800) 258-3476 or visit [www.straighttalk.net](http://www.straighttalk.net) for more information

# How to Support a Partner with Erectile Dysfunction

## **DON'T blame yourself.**

When a man struggles with E.D., the partner tends to blame themselves first. They think it's their fault, that maybe their partner isn't attracted to them any longer. They often don't realize that their partner's E.D. is caused by a medical reason.

## **DO your homework.**

Many people view E.D. as a sexual issue, when in fact, it's usually a physical one. Conditions such as diabetes, high cholesterol, or early-stage heart conditions can all contribute to E.D. Even certain medications can bring on E.D. The faster you realize that this is a medical condition affecting your partner's body, the faster the healing can begin.

## **DON'T approach the issue with negative emotions.**

A man with E.D. will often experience deep feelings of shame, loneliness, anxiety and depression. He will often say that the inability to have an erection makes him feel like less of a man. In fact, he may be hesitant to kiss or cuddle you because he is embarrassed about where it might lead. Confronting him with feelings of hurt or anger may make him feel attacked, so he may withdraw even further.

## **DO open the lines of communication.**

Have a conversation with your man—but not in the bedroom. Put some time and space between your conversation and your last sexual encounter. Make your partner aware of the health conditions that can cause E.D., and gently suggest he see his doctor. Some men may ask you to join them at their appointment, while others may prefer to have a private conversation with their physician. Let him decide.

## **DON'T tell him that his E.D. doesn't matter.**

Some partners think they are being helpful by saying their partner's E.D. isn't a big deal. It matters deeply to him, and suggesting otherwise sends the message that you don't miss intimate, sexual contact with him, which can be very hurtful.





## Frequently Asked Questions

### **Q. Can I have an orgasm with a penile implant?**

A. You should be able to have an orgasm with a penile implant if you were able to have one before your procedure. Consult your physician about your expected outcome.

### **Q. Is the penile implant covered by insurance?**

A. A penile implant is prescribed by your physician. Most insurances, including Medicare, cover the implant. Check with your physician's office to determine your actual cost.

### **Q. What is the recovery time?**

A. Each individual is different and therefore their recovery will be different as well. Typical recovery is between 4-6 weeks. Your physician will determine what you can and cannot do during this time. It is important to follow the recommendations that your physician gives to you to ensure the best outcome.

### **Q. Will I lose any length after getting a penile implant?**

A. Each penile implant is custom fitted to your anatomy. Depending on your medical history, it may not be unusual to lose 1-2 cm. Discuss this in greater detail with your physician.

### **Q. Will anyone notice that I have an implant?**

A. Since the implant is completely placed inside your body, no one will see the implant. In fact, no one will know unless you tell them.

### **Q. Will I be able to have spontaneous erections with a penile implant?**

A. No. If you are still able to have erections on your own which are satisfactory for intercourse, you should consider very carefully whether or not an implant is the right choice for you. However, if you cannot have erections or if they are not satisfactory for intercourse, then an implant will be able to provide you with a more "instant" erection when compared to pills or vacuum devices.

### **Q. What makes the Genesis® and Titan® Touch different?**

A. Both implants provide you with the capability of having an erection satisfactory for intercourse. The main difference is that the Genesis penile implant is a malleable implant consisting of two soft pliable rods that are placed in the corpora cavernosa. There are no further parts to this implant. To have an erection, you only need to hold the penis and move it into the desired position. When you are finished, you return the penis to the previous position. With the Titan Touch penile implant, you inflate the cylinders by squeezing the pump bulb in the scrotum. You can control the firmness by pumping until you are satisfied with the erection. When you are finished, you press the deflate button, and the fluid in the cylinders return to the reservoir, thus deflating the penis. Discuss each implant option with your physician to make sure that you are getting the implant that is appropriate for you.

## Sexual Health Inventory for Men (SHIM)

This questionnaire is designed to help identify if you are struggling with E.D. Answer the questions, then share this page with your doctor.

**Over the past 6 months:**

1. How do you rate your confidence that you could get and keep an erection?		Very Low	Low	Moderate	High	Very High
		1	2	3	4	5
2. When you had erections with sexual stimulation, how often were your erections hard enough for penetration (entering your partner)?	No sexual activity	Almost never or never	A few times (much less than half the time)	Sometimes (about half the time)	Most times (much more than half the time)	Almost always or always
	0	1	2	3	4	5
3. During sexual intercourse, how often were you able to maintain your erection after you had penetrated (entered) your partner?	Did not attempt intercourse	Almost never or never	A few times (much less than half the time)	Sometimes (about half the time)	Most times (much more than half the time)	Almost always or always
	0	1	2	3	4	5
4. During sexual intercourse, how difficult was it to maintain your erection to completion of intercourse?	Did not attempt intercourse	Extremely difficult	Very difficult	Difficult	Slightly difficult	Not difficult
	0	1	2	3	4	5
5. When you attempted sexual intercourse, how often was it satisfactory for you?	Did not attempt intercourse	Almost never or never	A few times (much less than half the time)	Sometimes (about half the time)	Most times (much more than half the time)	Almost always or always
	0	1	2	3	4	5

Add the numbers corresponding to questions 1-5.

TOTAL: \_\_\_\_\_

The Sexual Health Inventory for Men further classifies E.D. severity with the following breakpoints:

**1-7** Severe E.D.

**8-11** Moderate E.D.

**12-16** Mild to Moderate E.D.

**17-21** Mild E.D.



## Your Next Steps

- Review this patient guide
- Visit [StraightTalk.net](https://www.straighttalk.net) for more information or to find a physician near you.
- Take the Sexual Health Inventory for Men (SHIM) survey found in this pamphlet and share it with your doctor.
- Speak with your doctor or a patient educator for more details on E.D. and treatment options.
- Confirm your insurance coverage.

Notes: \_\_\_\_\_

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## Patient Testimonials

### Jeffrey:

*"My self-esteem has improved and I feel more positive about my life. I feel younger. It is great to be able to be intimate again, when and where I want."*

### Jimmie:

*"We all think about getting old and how our sex lives may change. At one point (about age 58) I began to have E.D. My self-esteem fell very low. With my Titan® implant, I went from feeling 58 to feeling like I was 25. I am very, very satisfied."*

### Tom:

*"It is absolutely amazing to feel like a man again. Our (my wife and I) sexual relationship is better than ever, even better than prior to prostate cancer. My only regret was waiting so long to decide on the Titan implant."*

### Lillian:

*"The Coloplast Titan has given back the husband I knew of 25 years ago. His confidence is back and our intimacy is back two-fold. I couldn't be any happier."*

### Ron and Gail:

*"The Titan implant has enabled my Ron and I to continue a loving and close intimate relationship that we had before his E.D. became so severe as to prevent intercourse. The Titan gave us our life back!"*

### Bruce:

*"I had the Coloplast Titan OTR implanted and for 2 months I experienced severe pain. However, after 3 months, the pain was completely gone, and I was able to have normal sexual relations with my wife. Every time my wife and I have sex we thank the surgeon for giving us a normal life again."*

### Raymond:

*"The Coloplast Titan has brought the intimacy and spontaneity back to our love life. It was lost with the pills, pumps and shots, which all made it too mechanical and more of a chore than an expression of our love for each other."*

Please know that patient stories are not medical advice and do not promise certain results. Results will vary by patient. Please ask your doctor whether the Titan Touch inflatable implant is right for you. To protect patient privacy, photos of professional models have been substituted for photos of actual patients.



Please know that the patient testimonials are NOT medical advice and do NOT promise the same results. Results will vary per patient. Please ask your doctor whether the Titan inflatable penile implant is right for you. To protect patient privacy, photos of professional models have been substituted for photos of actual patients.



## DVD Contents

*Available in both English and Spanish*

- Learning About E.D.
- Inflate and Deflate Instructions
- Warnings and Precautions

## References

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### IMPORTANT SAFETY INFORMATION

A penile implant, also called a penile prosthesis, is concealed entirely within the body to address erectile dysfunction (impotence). The implant requires some degree of manipulation before and after intercourse to make the penis erect or flaccid.

Penile implants are surgical solutions requiring a healing period and have risks associated with surgery such as pain, anesthesia reactions, repeat surgery due to infections, or mechanical problems with the device. The implant eliminates the possibility of a natural erection. Considerations in choosing a penile implant may include your medical condition, lifestyle, personal preference, and cost.

This treatment is prescribed by your physician. Although many patients benefit from the use of this device, results may vary. Discuss the treatment options with your physician to understand the risks and benefits of the various options to determine if a penile implant is right for you.

For further questions, call Coloplast Corp. at 800-258-3476 and/or consult the company website at [www.coloplast.com](http://www.coloplast.com)

### AVAILABLE BY PRESCRIPTION ONLY

Ostomy Care  
Urology & Continence Care  
Wound & Skin Care

Coloplast develops products and services that make life easier for people with very personal and private medical conditions. Working closely with the people who use our products, we create solutions that are sensitive to their special needs. We call this intimate healthcare. Our business includes ostomy care, urology and continence care and wound and skin care. We operate globally and employ more than 7,000 people. The Coloplast logo, Alpha 1, Bioflex, Genesis and Titan are registered trademarks of Coloplast A/S. Cialis is a registered trademark of Lilly USA, Inc. Levitra is a registered trademark of Bayer Aktiengesellschaft and is used under license by GlaxoSmithKline and Shering Corporation. MUSE is a registered trademark of Meda Pharmaceuticals, Inc. Viagra is a registered trademark of Pfizer, Inc. © 2013. All rights reserved. Coloplast Corp., Minneapolis, MN USA.



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