

TO: PS, CNY BJ, Healthcare News, Mohawk Valley Health, In Good Health,
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FROM: Susan Neff
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FOR IMMEDIATE RELEASE

*Essure™, the first alternative to tubal ligation for women seeking birth control,
now available at Associates for Women's Medicine*

An estimated 700,000 American women undergo tubal ligation each year, making it the most common form of contraception in the United States. Typically done under general anesthesia, tubal ligations require an abdominal incision and 4 to 6 days of recovery time.

The Essure™ system by Conceptus®, has selected three Physicians to be trained in this new procedure based on their excellent hysteroscopic skills, offering women an alternative for permanent birth control, with a less invasive procedure and quicker recovery time. The selected Physicians are as follows: Richard Waldman, M.D., James Brown, Jr. M.D., and Douglass Powell, M.D.

“Essure™ is the latest and long awaited alternative for women who desire permanent sterilization without the risk, inconvenience and discomfort of the traditional tubal sterilization procedure. The ability to perform a sterilization procedure with only local anesthesia and sedation will revolutionize the permanent contraceptive options for women.” Says James Brown, Jr., M.D., Associates for Ob/Gyn of CNY, a division of Associates for Women's Medicine. “We are confident that our patients will choose the Essure™ procedure over the traditional method and it will soon be the primary choice for the country.”

The Essure™ system deploys a soft micro-insert into the fallopian tube through the cervix using a minimally invasive transcervical tubal access catheter. Once in place, the device is designed to elicit tissue growth in and around the micro-insert to form a blockage in the fallopian tube. No incisions are required, and the procedure can be performed in a less-costly setting without general anesthesia. A woman is expected to return home about 45 minutes after the procedure, returning to full activities within one to two days.

For more information, contact:

Richard Waldman, M.D. at Advocates for Women's Health, 770 James Street, Syracuse,
315-422-2222;

James Brown Jr., M.D., Associates in Ob/Gyn of Central New York, Village Medical Park,
792 ½ N. Main Street, N. Syracuse, NY 13212, 315-701-0500, or

Douglass Powell, M.D. at The Center for Women's Healthcare and Surgical Services,
4820 W. Taft Road, Suite 208, Liverpool, 315-451-2261.

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