



Health Awareness

Making It Easier For Men To Talk To Their Doctors Ⓜ

(NAPSA)—A new online resource may help men get treatment for important conditions that can be difficult to discuss with physicians because they relate to sexual health. Sexual health conditions are more common than many men realize. Erectile dysfunction (ED) for example, affects an estimated 30 million men in the U.S. alone.

A New Resource

Research shows that despite advancements in treatment options, many men who suffer with sexual conditions, including half of all ED sufferers, remain untreated, often because they are too embarrassed to speak up about their condition or because they do not know how to get help. That's where a new online resource comes in—the Men's Sexual Health Referral Network (MSHRN). It provides men with confidential access to information on hundreds of highly qualified health care professionals across the U.S. Men can research regional experts online and find tips on how to initiate important conversations with their doctors about sexual health. For example, some talking points that may help ease the transition include:

- "My sex life isn't like it used to be. Any idea what might be happening?"
- "I have high blood pressure. I heard that it can cause erection problems. Is this true?" (You can also use this opening line if you have erection problems and other medical conditions such as diabetes.)
- "Is it possible that the medicines I take are causing me to have erection problems?"
- "Can you tell me more about sexual health conditions like ED and the treatments available?"

The online referral network—www.SexualHealthDoctors.com—

was established by Pfizer, Inc. and the New York University School of Medicine. Visitors to the Web site can locate a nearby physician or counselor by simply typing in their zip code. Every physician and counselor in the network is committed to helping men im-

"This referral network makes it easier for men with sexual health concerns to get treatment."

—Dr. McCullough

prove their sexual health.

"A lack of physical intimacy, due to either decreased libido or a physical condition such as ED, can take a toll on a man's relationship with his partner. ED can also be a sign of a number of medical conditions, including depression, diabetes, and heart disease," says Dr. Andrew McCullough, Associate Clinical Professor, Department of Urology, and Director of Male Sexual Health, Fertility, and Microsurgery at New York University School of Medicine. "This referral network makes it easier for men with sexual health concerns to get treatment."

Dr. McCullough established the strict criteria health care professionals are required to meet before becoming part of MSHRN. Among other things, network members must have extensive experience treating sexual health conditions. They also must demonstrate a desire to help men improve their sexual health.

A New Outlook

Treatment options are better today than ever before. More and more doctors are comfortable with discussing sexual health concerns, and with MSHRN, finding a doctor has never been easier. MSHRN enables men to address

their sexual health needs with a qualified and concerned health-care professional—an important step toward a healthy life.

Tips on Talking With Your Doctor

As Dr. McCullough notes, "A guy with ED might avoid getting treatment because he's worried how his doctor will react. MSHRN removes this obstacle since these health care professionals treat sexual health conditions all the time and are very comfortable discussing treatment options with patients."

Even though this online resource makes it easier to seek treatment, you may still find it difficult to discuss your sexual health. It is important to be open and honest with your doctor about concerns you may have in order to get necessary treatment. Remember, sexual health conditions like ED can be the result of an underlying physical problem, with many possible causes. There is nothing to be embarrassed about. Most doctors have probably treated similar cases many times, and their goal is to help patients stay healthy.

Some men feel embarrassed when calling to make an appointment because they're not comfortable sharing their condition with the doctor's office staff. Here's a tip: Call your doctor's office and just ask for a routine checkup. Then, once you are there, bring up the topic of sexual health and ED with your doctor.

It's a good idea to bring up the subject with your doctor at the beginning of the appointment. That way there is sure to be enough time to discuss any concerns about your sexual health and appropriate treatment options.

For more information, visit www.SexualHealthDoctors.com.