

LIFTING THE KILT

MHDU NEWS UPDATE

Welcome to our New Year edition of *Lifting the Kilt* — the Mens’ Health Downunder (MHDU) news update.

MHDU is proud to have just celebrated a decade of delivering innovative and effective pharmacist-led support services to Australian men. We continue to work to help urologists to improve patient outcomes, destigmatise mens health issues and bring these conversations out from under the kilt.

Back in 2013 when we began working with urologists, it was apparent that not only did patients want more information and ongoing support, but that this support would also benefit urology specialists and associated professionals in their day-to-day work. We know urologists are busy specialists with many patients and commitments, so MHDU has evolved to support

urologists to optimise patient outcomes through our broad range of products and services, while simultaneously freeing up urologists’ time. Our results and feedback from both patients and urologists clearly highlight the advantage of this collaborative approach.

Last year MHDU developed some useful tools and unearthed some unique medical devices that will be useful in your arsenal of treatment options for conditions ranging from ED to PE, penile rehabilitation to vasectomy recovery, incontinence management to phimosis.

2023 was a whirlwind year for MDHU, with me visiting regional and remote patients and practitioners

across Australia and driving awareness on mens’ urological health issues, management and referral options. After connecting with more than 200 patients, pharmacists and allied healthcare practitioners, we’re excited to further invest in those partnerships in 2024 to continue to assist patients to live a happier and healthier life.

I appreciate your time, interest and above all your support. I’d also like to acknowledge the support of the organisations below who have so willingly advocated for what we do.

I look forward to further connecting with you this year and perhaps even seeing you at the MHDU conference in Sydney in October 2024.

INSIDE YOU’LL FIND AN UPDATE ON

- our Big Lap around Australia to promote mens’ health conversations
- recent pharmacist additions to our program from across Australia
- upcoming events and the MHDU conference

Brad Butt
Pharmacist and
MHDU Founder



SUPPORTED BY



Therapeutic update on treatment options

Improvements continue to be made in medical devices and treatment options for men with a range of urological conditions. Below we have included some information on several new products we have been utilising in our clinics.

Phimosis



NOVOGLAN

Until recently there have been very few non-surgical options for men who suffer with phimosis. While steroid creams were perhaps the mainstay of the non-surgical options, there has been a general lack of evidence in the scientific literature of its efficacy in treating phimosis in adult males. Patients often reported unsatisfactory treatment outcomes. The stress of this for many men was immeasurable, almost as concerning as the prospect of circumcision, especially for the ever-increasing cohort of men with a personal preference to keep their foreskin intact.

Australian company **Novoglan** has recently developed a non-surgical phimosis solution—with TGA approval and independent clinical studies to support its use—that can be offered to males over 18 years. Novoglan is used for 6-8 weeks (used daily for 30 minutes) and it gently and gradually stretches the foreskin, promoting increased volume of foreskin tissue. Trials show full retraction resolution in 93% of cases (in the absence of pronounced BXO scar tissue or adhesions).

It is exciting to at last have a simple and effective product to offer patients. Our personal experience in recommending this product to date has been nothing short of great. As stockists and advocates for Novoglan, our expert team is ready to support patients embarking on phimosis management and can support patients to remain compliant to get the best results.

We enclose a pamphlet on this new product for your further perusal and would be happy to further discuss it as required.

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Benign prostatic hyperplasia



WIDDLEOMETER

The **Widdleometer**—a device which measures urinary flow—could well be considered a novel Valentine’s gift for the hard-to-buy for man but it also could be what’s needed to encourage men to take that next step in seeking assistance for their BPH. Designed and made locally in Australia by GP Dr Adrian Sheen, this is a medical device we are proud to stock and assist in the common battle to get men to talk about their urological health.

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Erectile Dysfunction



FIRMTECH RING

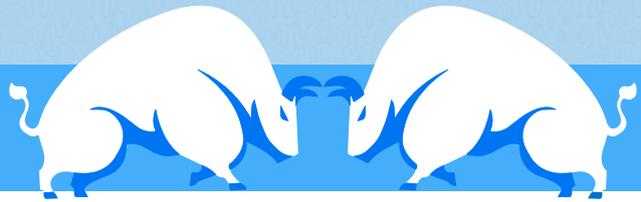
Perhaps one of the more innovative and certainly one of the most applauded products we have adopted in the last 12 months, the FirmTech range of penile constriction rings are redefining how we can optimise ED management. These rings have been quite successful for men experiencing venous leakage where they can achieve a reasonable erection (with or without the assistance of a PDE5i or even with a slightly subtherapeutic dose of ICI) but who then find it waning sooner than hoped.

Compared to the traditional restriction rings typically loaded with a vacuum pump to the base of the penis, and which crudely resemble a castration ring, the FirmTech rings loop around the shaft of the penis and latch back on themselves, making them adjustable as well which is useful. The other benefit of the Tech Ring is its ability to assess erectile strength and duration. The Tech Ring can record and graph nocturnal erections. It is worn overnight and collects the data before linking back to the patient’s smart device in the morning. As it’s both comfortable to wear and super effective for the user, we can’t speak highly enough of these new age rings.

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Battle of the Titans



PACEY CUFF vs WIESNER

Until recently men had very few 'clamp' options and certainly very few that might be considered effective and comfortable. The Pacey Cuff in many respects the answer, its popularity growing. We've included a demo Pacey Cuff device as the new and improved option for men with urinary incontinence.

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However, in terms of the more traditional style clamp (as opposed to the cuff style solution), the Wiesner is hands-down the pick of the group: sales volumes and patient feedback put the Wiesner clamp head and shoulders above similar clamps style devices.

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TADALAFIL vs VED ACTIVE PUMP



We see patients using a variety of medications and devices for penile rehabilitation but often there is a lack of consistency and patient clarity around what they have been directed to do. The void is filled with google searches, questionable YouTube videos and plenty of misinformation coupled with low quality advice from so called 'influencers'.

We've found that a low dose (5mg) tadalafil daily with the use of a VED 10 minutes daily (at least five times a week) is perhaps the optimal spot for patient compliance and outcomes. Medintim, manufacturer of the Active3 VED (hands down the best VED globally for penile rehab and ED management), is currently undertaking a large study to demonstrate this, which is ground-breaking as until now there has been little concrete evidence and many of the recommendations were based on a best guess scenario. Results of this study will be presented at EAU Conference Paris 2024.

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For now, you can be confident using low dose tadalafil (for which the generic brands have made it price comparable to sildenafil 25mg daily) in conjunction with the medical grade Active VED range (both a battery operated and manual device are available). As the importer and supplier of the Active VED range to Australian patients, MHDU ensures every patient receives crucial advice and support with the device, optimising patient compliance, outcomes and satisfaction.

If you would find a demonstration Active VED of benefit please call or email us and we will see what we can arrange ([1300 00 6438](tel:1300006438) or info@menshealthdownunder.com.au).



MHDU Big Lap of Australia and Pharmacist Outreach

MHDU whipped up a bit of media attention as Brad left Canberra at Easter in 2023 with his wife, four kids and an enormous caravan in tow to take MHDU on the road around rural and remote Australia, to promote urological health conversations and referrals.

Along with local media coverage, interviews on SkyNews and on the Tommy Little and Carrie Bickmore show on FM radio set the tone for coverage of our Big Lap and helped bring men's health issues into the public space.

[LISTEN TO THE INTERVIEWS](#)



IMAGE

APRIL 19 2023
All systems go! Had a little session outside Brisbane with @skynews talking about prostate cancer and the trip. Isn't it funny what one sees on the TV versus real life.

Brad found it extremely rewarding engaging with and talking to so many men and their partners around Australia. He reported that one of the biggest revelations on the trip was that many men out bush are battling incontinence day and night and that this, surprisingly, is their biggest concern, even moreso than ED.



It was great to be able to support these men with information about incontinence management, CAPS funding applications, physio referrals and referrals back to their GP/urologist to further discuss options for the issues which were discussed. It was interesting to note that many patients reported having not checked back in with their primary care team or admitted there was an unresolved issue to them, signaling the need for further work in destigmatising men's urological health and incontinence issues and making support available.

Again, we are grateful to the support from the groups listed on the cover of this update in supporting this trip.

Upcoming events

EAU24 | PARIS, FRANCE
5-8 April 2024



39TH ANNUAL EAU CONGRESS PARIS, APRIL 2024

In 2024 we are committed to ongoing education and progressing what we can offer patients, urologists and the multidisciplinary teams which we work with. The European Association of Urology Congress will be an opportunity to learn from the global community, explore a comprehensive scientific program, discuss innovations and network with key stakeholders from abroad.

MHDU2024 | SYD AUS
AUGUST 2024

MHDU CONFERENCE



MHDU CONFERENCE SYDNEY, AUGUST 2024

Our annual conference returns in 2024 and is open to anyone with an interest in bettering the health of patients with urological health concerns.

With education sessions by urologists, prostate cancer nurses, niche and expert pharmacists from a number of areas including oncology, compounding, and from our very own men's health interest group, it promises to expand the horizons of the multidisciplinary teams and allow us all the opportunity to learn, network and work together.

To learn more about MHDU or receive updates as they become available, please head to www.MHDU2024.com.au

MHDU SUBSCRIBERS

If you are interested in receiving more regular information and updates from MHDU, please scan the QR code to join our mailing list, or email us at info@menshealthdownunder.com.au

That brings to an end our first [MHDU News Update](#) for 2024. May it be a happy, healthy and prosperous year.

Regards

Brad and the MHDU team

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