

Including Acessa® Procedure Information on Your Website

***Disclaimer:*** *This is a content guide for physician offices and other external partners to reference when adding information about the Acessa procedure to their website. All content published by another entity other than Hologic is not endorsed, moderated nor controlled by Hologic. It is the responsibility of physician partners and any other external partner to ensure content is accurate and compliant. It is the discretion of the physician partners and any other external partner about what is published on their external website.*

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1. Why You Should Add Acessa to Your Site

By offering the Acessa procedure, you are helping women who suffer from uterine fibroids discover a safe and effective way to relieve their symptoms. And in doing so, you are elevating the total level of care that your office provides.

Similarly, adding information about the Acessa procedure on your website helps both your patients and your practice—it informs patients about the procedure driving them to schedule a consultation with you, and it helps position your office as being on the forefront of gynecologic care.

But did you know that it can also greatly increase the number of visitors to your site? It has to do with online searches. Consider these statistics:

* The term "Acessa procedure" is searched an average of 1,600 times per month
* "Acessa" alone is searched an average of 880 times per month
* In 2022, searches for "acessa procedure" led to 2,503 clicks while different words containing "acessa" (like "acessa surgery" and "acessa fibroid treatment") led to a total of 5,924 clicks

What this means is that if you have information about the Acessa procedure on your site (including key words like those mentioned above) and a person searches for those terms, your site will show up in their search engine results. This person can click into your site and could be converted into a patient now that they know you are offering a procedure they are interested in receiving. In other words, it can help patients find you. A win for patients and a win for your practice!

Read on for more information on exactly where to update your website and what information to include so that patients will find you!

2.0How to Update Your Website

Information about the Acessa procedure can be shared anywhere on the practice website. Here are a few ideas on where to incorporate it.

1. **HOME PAGE** – Incorporate “The Acessa Procedure for Fibroids” on the home page with a link to the services tab. We also recommend you link back to the procedure website: <https://gynsurgicalsolutions.com/patients/treatment-options/acessa/>.
2. **SERVICES:** If you list out the procedures you offer in a Services tab, “The Acessa Procedure” should be on the drop-down menu on the services tab, which links to its own informational page.
3. **SERVICES/CONDITIONS:** If “Fibroids”, “Uterine Fibroid Treatment Options”, “Gynecological Surgery” or something similar are listed as Services, the Acessa procedure should be a page within that.

**Example**

Below is a great example of how a practice has incorporated the Acessa procedure into their website: <https://www.awpnaples.com/> 

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3.0 Content You Can Use

To ensure the Acessa procedure is a seamless addition to your website, it is important to utilize our recommended language in the following sections below. Try including a brief description of what the Acessa procedure is, how it works, a quote about why the physician is offering the Acessa procedure, patient testimonials, and pictures or videos (included in your Website Toolkit). It is also suggested to include a more comprehensive section of answers to frequently asked questions about the Acessa procedure as well as an “About Fibroids” section. Please make sure to include the Important Safety Information on your website.

The following sections (3.1-3.3) provide website copy and visuals that you can copy and paste directly.

3.1 “About The Acessa® Procedure”

**About the Acessa® procedure**

The Acessa procedure is recommended for pre-menopausal women (typically younger than 55 years old)1 who are tired of living with the ongoing pain and discomfort of fibroids and are looking for a minimally invasive option that allows them to keep their uterus and return to daily life quickly after the procedure.1

**Clinical Study Results:**

* 94% of patients responded that the treatment had been somewhat, moderately, or very effective in eliminating their symptoms.1
* Only 11% of patients required additional reintervention after the Acessa procedure.1
* 98% reported that they would probably or definitely recommend the procedure to their friends with the same health problem.1

The Acessa® procedure is also known as Laparoscopic Radiofrequency Ablation (LAP-RFA) and essentially delivers heat directly into a fibroid to destroy its tissue and in turn relieve your symptoms. It is a minimally invasive treatment for symptomatic fibroids that is an alternative to other procedures, such as hysterectomy and laparoscopic myomectomy. The procedure requires only two surgical operating ports, one in your belly button and one below your bikini line. Post procedure you will wake up in the recovery room and most patients are cleared to go home the same day.1 Women typically feel ready to return to work after 4-5 days.1,3 In terms of when you will see symptom relief – it depends on how big the fibroid is and what symptoms you’re experiencing.

The procedure contains 6 steps.2

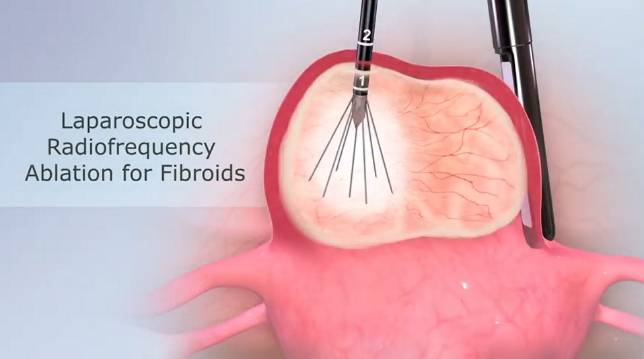
1. Prep – You are prepped and brought into the operating room for anesthesia.
2. Access – Your physician makes three small incisions-one in your belly button - one below your bikini line - and inserts a tiny camera and ultrasound into each incision.
3. Visualize – Your Physician precisely located each fibroid with the Acessa ultrasound probe and guidance mapping, allowing full view of your uterus.
4. Deploy – Next, your physician deploys the tip of the Acessa handpiece into the fibroid while preserving healthy uterine tissue.
5. Treat – The physician deploys controlled heat through the Acessa handpiece to destroy the fibroid tissue. The physician repeats this process until every targeted fibroid is fully treated. Once the procedure is complete, your physician stitches the small incisions on the skin.
6. Recover – You will wake up in the recovery room. Most patients get cleared to go home the same day s.1 Women typically feel ready to return to work after 4-5 days.1,3 In terms of when you will see symptom relief – it depends on how big the fibroid is and what symptoms you’re experiencing.

**Acessa Procedure Important Safety Information:**

The Acessa ProVu system is intended to identify and shrink symptomatic uterine fibroids. The Acessa ProVu system is used by trained physicians during laparoscopic surgery under general anesthesia. Rare but serious risks of this procedure include, but are not limited to, infection, internal injury, blood loss and complications related to laparoscopic surgery and/or general anesthesia. This procedure is not recommended for women who are planning future pregnancy. This information is not medical advice. Please discuss the risks and benefits with your doctor to find out if the Acessa procedure may be right for you.

**A white plate topped with a cut in half

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**[](https://www.youtube.com/watch?v=TmEC_rjqeyk)**

Animated video about procedure – [**link here**](https://www.youtube.com/watch?v=zMCgGuBRIrc). You can embed this video on your site or link to it.

[Graphical user interface, text, application

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***Sources:***

1. SG Chudnoff, et al. Outpatient Procedure for the Treatment and Relief of Symptomatic Uterine Myomas. Obstetrics and Gynecology, 2013;121(5):1075–82.
2. The Acessa procedure ProVu Instructions for Use, ProVu Users Guide PL-01-0040
3. Galen DI, Pemueller RR, Leal JG, Abbott KR, Falls JL, Macer J. Laparoscopic radiofrequency fibroid ablation: phase II and phase III results. JSLS. 2014 Apr-Jun;18(2):182-90.

3.2 “Frequently Asked Questions”

**Who is this procedure for?**

The Acessa procedure is recommended for pre-menopausal women (typically younger than 55 years old)1 who are tired of living with the **ongoing pain** and discomfort of **fibroids** and are looking for a **minimally invasive** option that allows them to **keep their uterus** and **return to daily life quickly** after the procedure.1

**What size, location, and types of fibroids can Acessa treat?**

Size and location of fibroids are important factors in what procedure is right for you. That’s why physicians do an MRI or ultrasound prior to determining if you are a candidate for the procedure.

The Acessa procedure has been studied on fibroids up to 7CM.2 The procedure can be used to treat most types of symptomatic fibroids, including subserosal, intramural, transmural, and certain submucosal.1

**How does Acessa compare to other common fibroid treatment options?**

Common treatment options include hysterectomy, laparoscopic myomectomy, and uterine artery embolization (UAE). Of these options, laparoscopic radiofrequency ablation (Lap-RFA) or Acessa is the only one that allows the patient to go home the day of the procedure.6

**Vs. Hysterectomy** – The Acessa procedure allows you to keep your uterus and has a quicker recovery time than a hysterectomy. However, hysterectomy is a definitive treatment, so after recovery, there is no chance fibroid symptoms will return.

**Vs. Laparoscopic Myomectomy** – Both are laparoscopic surgeries. While laparoscopic myomectomy surgically removes fibroid tissues from the uterus, the Acessa procedure applies heat directly into the fibroid, causing it to shrink over time.

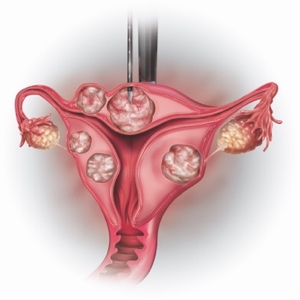
**Vs. UAE** – UAE is an outpatient procedure that restricts blood flow to fibroids which causes the fibroids to shrink.

Diagram

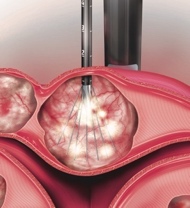
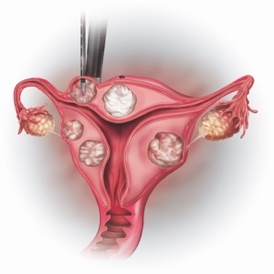
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**How does the procedure work?**

* The clinical terminology for the procedure is Laparoscopic radiofrequency ablation (Lap-RFA) for fibroids.
* The Acessa procedure is an outpatient procedure, and patients generally go home the same day, on NSAIDS.1
* The Acessa procedure works by heating the fibroid cells using radiofrequency ablation. The treated fibroid cell shrinks overtime, ultimately resolving fibroid symptoms.1



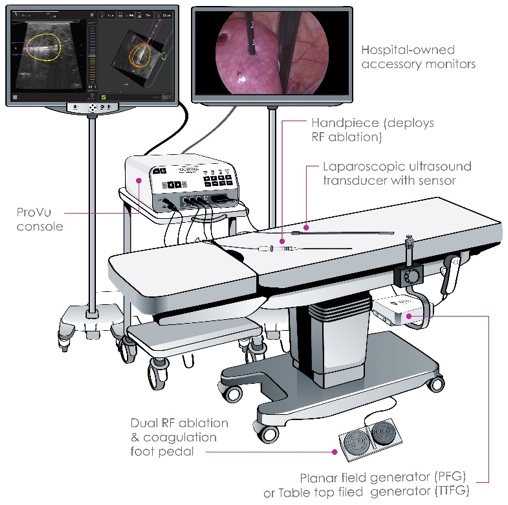
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* After the fibroid is treated, the consistency of the fibroid tissue changes. Imagine a hard baseball turning into a soft marshmallow.4,5

Diagram

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* The change in the consistency is what creates the relief from the fibroid symptoms.4,5
* The treated fibroid tissue is not harmful, and typically gets reabsorbed into the body.2
* The Acessa system handpiece is designed to treat only the fibroid tissue and does not require suturing to the uterine lining. As a result, the healthy uterine tissue around the fibroid is left intact.4

**Are there external scars?**

There are a minimum of three incisions, one in the belly button, one above the bikini line, and one small incision that does not typically leave a scar by the bikini line.

**Where can I learn more?**

Learn more about the Acessa procedure at <https://gynsurgicalsolutions.com/patients/treatment-options/acessa/>

**I’m interested, what’s next?**

Call to schedule an appointment today!

**What are common results for the Acessa procedure?**

* Most patients report they have significantly lighter periods and alleviated pelvic pain and pressure.1
* In clinical studies, there was an average shrinkage of 45% in fibroid size post-procedure. This number is contingent on where the fibroid is located and the size. 1
* Women typically see the most symptom improvement within 3 months of the procedure with continued improvement throughout the first year. 1
* Studies have shown both clinically and statistically significant reduction in period blood loss.1
* Significant reduction in fibroid and uterine volume. 1
* **BY THE NUMBERS:**
  + **98%** reported that they would probably or definitely recommend the procedure to their friends with the same health problem.1
  + **94%** of patients responded that the treatment had been somewhat, moderately, or very effective in eliminating their symptoms.1
  + Only **11%** of patients required additional reintervention after the Acessa procedure.1

***Sources:***

1. SG Chudnoff, et al. Outpatient Procedure for the Treatment and Relief of Symptomatic Uterine Myomas. Obstetrics and Gynecology, 2013;121(5):1075–82.
2. The Acessa procedure ProVu Instructions for Use, ProVu Users Guide PL-01-0040
3. Mayo Clinic – Uterine Artery Embolization - https://www.mayoclinic.org/tests-procedures/uterine-artery-embolization/about/pac-20384713
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**Important Safety Information**

The Acessa ProVu system is intended to identify and shrink symptomatic uterine fibroids. The Acessa ProVu system is used by trained physicians during laparoscopic surgery under general anesthesia. Rare but serious risks of this procedure include, but are not limited to, infection, internal injury, blood loss and complications related to laparoscopic surgery and/or general anesthesia. This procedure is not recommended for women who are planning future pregnancy. This information is not medical advice. Please discuss the risks and benefits with your doctor to find out if the Acessa procedure may be right for you.

3.3 “About Fibroids”

* **What is a fibroid?** Fibroids are non-cancerous tumors that grow from the muscle tissue of the uterus.1
* **What are the different types of fibroids?** 
  + **Intramural fibroids**: These are the most common type of fibroids. Intramural fibroids appear in muscular wall of the uterus. Intramural fibroids may grow larger and can stretch your womb.1
  + **Subserosal fibroids**: These form on the area outside of your uterus, which is called the serosa. They may grow large enough to make your womb appear bigger on one side.1
  + **Pedunculated Fibroids**: Subserosal tumors can develop a stem, a slender base that supports the tumor. When they do, they are known as pedunculated fibroids.1
  + **Submucosal Fibroids**: These types of tumors develop in the middle muscle layer, or myometrium, of your uterus. Submucosal tumors aren’t as common as the other types.1
* **What causes fibroid symptoms?** Fibroid symptoms are often caused by the consistency, size, and location of the fibroid.1
* **What are the symptoms of fibroids?** Not all women with fibroids will experience symptoms, but many women will experience a variety of symptoms. Women experience a variety of symptoms from fibroids that can become extremely debilitating and affect their everyday lives. Symptoms such as heavy and painful periods, periods lasting longer than 7+ days, stomach, lower-back, and pelvis pain, stomach protrusion which causes women to look pregnant when they aren’t, anemia, infertility, painful sex, urinary frequency, and G.I. issues like gas and constipation.1,2,3
* **What is the average age of women with fibroids?** Women are typically between the ages of 30-50 when they develop fibroids.Though this is the most common age, women can develop fibroids at any stage of their life.4,5

***Sources:***

1. Mayo Clinic—Uterine Fibroids—www.mayoclinic.org/diseases-conditions/uterine-fibroids/symptoms-causes/syc-20354288
2. Baird DD, Dunson DB, Hill MV, Cousins D, Schechtman JM. High cumulative incidence of uterine leiomyoma in black and white women: ultrasound evidence. Am J Obstet Gynecol. 2003; 188:100—107.
3. Cologne, Germany: Institute for Quality and Efficiency in Health Care (IQWiG); 2006. Uterine fibroids: Overview. 2014 Oct 22 [Updated 2017 Nov 16]. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK279535/>
4. American College of Obstetricians and Gynecologists. (2021). Uterine Fibroids: Frequently Asked Questions. <https://www.acog.org/womens-health/faqs/uterine-fibroids>
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