

A Paradigm Shift in the Treatment of the Enlarged Prostate: The Non-Invasive Era

Panel :

Shmuel Ben-Ezra, CEO

Benign prostatic hyperplasia (BPH) is a highly prevalent condition affecting more than half of all men over 50 and up to two-thirds of men over 60. Despite its profound impact on daily life, the majority of symptomatic men avoid seeking care because traditional treatments force a difficult choice between lifelong medications and invasive surgeries.

NINA Medical is changing this reality by introducing the first completely non-invasive BPH treatment. Our unique contribution to the field is approaching the prostate directly from the perineum, meaning no instruments ever enter the body.

This breakthrough is enabled by our proprietary High-Intensity Focused Ultrasound (HIFU) imaging technology. We invented a novel ultrasound sequence that provides real-time imaging of the therapeutic beam's profile and focal point inside the body at low power. This allows physicians to visually verify the exact target before ablation begins, ensuring exceptional safety and precision.

Currently advancing through First-in-Human clinical trials, NINA Medical is transforming prostate care into a simple, walk-in outpatient procedure, empowering men to confidently treat their condition and reclaim their quality of life.