



spotlight on health

A Growing Number of Men Are Seeking Help for Erectile Dysfunction

(NAPSA)—A new survey has revealed a shift in attitudes about erectile dysfunction, also known as ED, since the breakthrough treatment Viagra® (sildenafil citrate) was introduced three years ago for ED.

According to the survey, sponsored by Pfizer Inc, nearly 75 percent of men older than 40 say they would seek professional treatment if they experienced ED. That's compared to only one-half of the men surveyed in 1997.

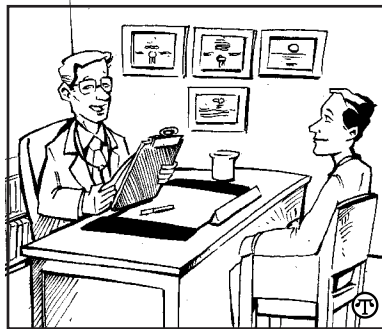
In addition, the survey suggests that more physicians seem to be discussing ED with their patients. Forty-two percent of men surveyed said that their physician first raised the issue of sexual functioning with them compared to only 26 percent of men surveyed in 1997.

Partners also appear to play an important role in prompting men to seek treatment. The survey showed that almost 80 percent of men say they would be extremely or somewhat likely to see their physician if encouraged by their partner.

There may be a reason for this increased communication about ED. "The availability of Viagra may have broken down some of the taboos associated with talking about sexual problems," explains Marian Dunn, Ph.D., clinical associate professor in the Department of Psychiatry and director of the Center for Human Sexuality at the State University of New York (SUNY) Downstate Medical Center at Brooklyn.

"Men seem more willing to speak to their doctors about ED and to talk more openly with their partners. Since partners are affected by ED, it's important that the couple be able to discuss what's happening and how to deal with it," Dr. Dunn added.

ED is one of the most common male health problems, affecting an estimated 30 million men to some degree in the U.S. and approximately 140 million men worldwide. However, while more men and physicians than ever before are willing to discuss ED and its treatment, there is still room for improvement. For example, 52 percent of men say they had to broach



According to a recent survey, 75 percent of men over 40 say they would seek treatment for ED.

the topic of sexual function first with their doctor in order to initiate a discussion.

In addition, according to Richard Sadovsky, M.D., associate professor in the Department of Family Practice at SUNY Downstate Medical Center at Brooklyn, "While men may be more open to discussing ED than they have been in the past, many are still not actively seeking treatment."

"It is critical that both patients and physicians feel comfortable with discussing ED, whether through conversations about sexual history or through evaluation of risk factors including high blood pressure and diabetes," Dr. Sadovsky added.

Discovered and developed by Pfizer, Viagra (sildenafil citrate) was approved by the U.S. Food and Drug Administration in March 1998. The medicine has since been approved in more than 100 countries around the world. More than 40 million prescriptions for Viagra have been written and 480 million tablets dispensed for over 13 million men worldwide.

Viagra is a prescription medication available only from doctors and should always be used in accordance with its approved labeling. Viagra is contraindicated in patients who use nitrates in any form at any time. The most common side effects of Viagra are headaches, facial flushing and indigestion.

To learn more about ED and its treatment, please see the accompanying package insert or visit the Viagra Web site at www.viagra.com.