



**BRO  
SECTOMY®**



**“THE FIRST RULE OF FIGHT  
CLUB IS, YOU DO NOT TALK  
ABOUT FIGHT CLUB!”**

Introducing **BROSECTOMY**, an idea to challenge that instinct to keep quiet.

The first rule of Brosectomy should actually be...

**“TALK ABOUT BROSECTOMY!”**

# **LADIES AND GENTLEMEN, DR BLANKS WELCOMES YOU TO A BETTER WORLD, ONE WHICH HAS, AT ITS CORE, BETTER HEALTH OUTCOMES FOR MEN AND WOMEN ALIKE, ACROSS AUSTRALIA.**

Now, let's talk about, Brosectomy.

The word **"BROSECTOMY,"** joins the matey **"BRO"** and the medical term **"VASECTOMY."**

We define the colloquial abbreviation of brother, "bro" as the spirit of mateship, binding **SAFETY, LOYALTY** and **UNITY.**

"Vasectomy," is the popular and extremely effective medical procedure which helps men stop the fathering process once their family is complete.

Using "bro," (alongside a traditional medical term) aims to boost supportive awareness to these minimally invasive, quick and effective keyhole procedures.

Dr Blanks believes Brosectomy, as a movement, will help revolutionise a very common procedure, to a vastly more rewarding, effortless and enjoyable experience for people looking to finally take the stress out of contraception. We see its potential to become a blazing force for men's health matters and medical contraceptive awareness around Australia.

On the surface, Brosectomy appears to celebrate men who choose to grapple contraceptive responsibility head on. We already know that these men believe in initiative, responsibility and courage. They have taken action on a key aspect of life...contraception, a responsibility traditionally monitored by women.

## **BUT HOW DOES BROSECTOMY RELATE TO ALL PEOPLE AND THE BROADER HEALTHCARE COMMUNITY?**

During clinical practice, Dr Blanks has observed that when we, as people, (when attempting to do things alone) may struggle, but in teams of two (or more) a challenge can suddenly feel meaningful, supportive, and even more enjoyable. Think of time when you may have had something weighing down on your mind, a fear keeping you awake into the early hours, and the wave of **FREEDOM RELIEF** when you **SHARE, COMMUNICATE** and **BRAINSTORM** with a fellow person.

Similarly, when men have the option of presenting for their consultation and procedure with a mate, we have seen the experience shifting into something more rewarding, relatable and productive.

Brosectomy aims to cultivate human camaraderie on the backbone of mutual interpersonal support and excellent healthcare. We have seen the good a healthy dose of humour, lively yarns, and banter (when mates show up for their consultations together) can do. Suddenly, it evolves from a clinical procedure, and reveals a holistic approach to male health. Brosectomy encourages good mental health practices, sharing and communicating with strength, confidence and without secrecy.

Through all this, we glimpse at a better world, nurturing a collective reproductive and health responsibility. A world where the spirit of our Brosectomy movement extends past vasectomies and sweeps holistically, across normal life and healthcare (whether it be cancer care, eye health, palliative care, mental health, aged care etc)..

Imagine living in a society where patients could network and share their different journeys together, should they wish. Only then we may achieve a better “me” through a better “us.”

## **STILL, THE DR BLANKS TEAM HAS ASKED: WHAT IS BROSECTOMY'S ULTIMATE UNDERLYING DRIVE? WHAT IS OUR CONSTITUTION, IF YOU WILL?**

1. To generate massive large scale awareness and support for men's health matters around Australia.
2. To finally end the resistance often associated with men needing to present to doctors for physical or mental health concerns. We hope this, in turn, promotes better health outcomes and wellbeing for men.
3. To increase the awareness of a minimally invasive, quick and effective contraceptive alternative - away from the endemic hormone pills, injections and implants.
4. To share the responsibility of contraception and healthcare.

We are excited that the official Brosectomy launch may eventually become a leading contributor to men's health charities, movements and support groups around Australia. We hope that it elevates men's health matters more out of the unspoken, musky "fight-club" like dungeon, into the proud connected light of better healthcare, information and conversation.

## **10% OF BROSECTOMY PROCEEDS WILL GO TO THE FOLLOWING MEN'S HEALTH AWARENESS GROUPS AT THE END OF EVERY MONTH.**

- Movember
- Beyond Blue
- Foundation 49
- White Owl
- Australian Men's Shed Association
- Prostate Cancer Foundation Australia
- Cancer Council (Testicular Cancer)

## **“WE FEEL THAT MEN’S AND WOMEN’S HEALTH ARE INEXTRICABLY LINKED, A YIN AND YANG.”**

Women have sons, brothers or partners who are men, and who they love in different ways. Seeing an open forum to healthcare that aims to alleviate men’s adversity may help to offer relief to many women as well, not just with contraception but with mental and physical wellbeing too.

We hope that Brosectomy ultimately allows men and women alike to feel better, to live better and to love better.

### **The Dr Blanks Team**

Melbourne  
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