



LUGPA

Integrated Practices
Comprehensive Care

2021 Advertiser and Sponsor Prospectus

New Opportunities to Connect
with Leaders in Urology



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LUGPA is pleased to announce our 2021 advertising and sponsorship opportunities. LUGPA members are energetic, engaged and thoughtful leaders in urology. Regardless of the setting, LUGPA believes in forming collaborative relationships with industry supporters so each of us can appropriately leverage the important work of the other. By working together, both LUGPA and industry supporters can better serve and communicate with the urology community.



Benefits of Engagement

- Opportunities for networking and multi-layered visibility.
- Clear and consistent positioning of LUGPA industry relationships to internal and external audiences.
- Increased parity between the investment made and the value received for marketing commitments.
- Increased value for LUGPA and its member practices through more meaningful relationships.
- New opportunities to develop relevant engagement and connections to the LUGPA audience.

Advertising Opportunities

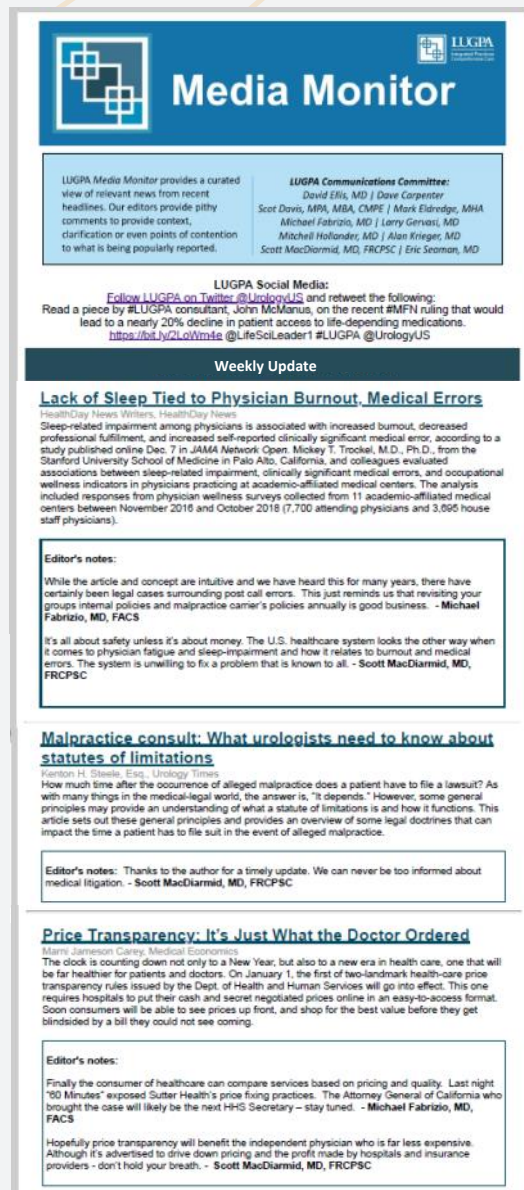
E-Publications: Weekly

LUGPA's **weekly** e-publication with a reach of 3,000 members and urology colleagues and a consistent 20%+ open rate. LUGPA's *Media Monitor* thoughtfully presents today's most relevant stories gathered from leading news sources and critical industry publications.

Sponsoring the *Media Monitor* solidifies your place among weekly communication to LUGPA members, the top tier experts and decision makers in the urology industry. Receive premier logo placement to provide top exposure and quality traffic.

Frequency	Price
1 month	
3 months	
6 months	
1 year	

Contact Rachel Rusch for pricing!



Media Monitor

LUGPA Media Monitor provides a curated view of relevant news from recent headlines. Our editors provide pithy comments to provide context, clarification or even points of contention to what is being popularly reported.

LUGPA Communications Committee:
David Ellis, MD | Dave Carpenter
Scott Davis, MBA, MBA, CMPE | Mark Eldredge, MBA
Michael Fabrizio, MD | Larry Genova, MD
Mitchell Hollander, MD | Alan Krueger, MD
Scott MacDiarmid, MD, FRCPSC | Eric Seeman, MD

LUGPA Social Media:
Follow LUGPA on Twitter @UrologyUS and retweet the following:
Read a piece by #LUGPA consultant John McManus, on the recent #MFN ruling that would lead to a nearly 20% decline in patient access to life-dependending medications.
<https://bit.ly/2LwWmde> @LifeSciLeader1 #LUGPA @UrologyUS

Weekly Update

Lack of Sleep Tied to Physician Burnout, Medical Errors
HealthDay News Writers, HealthDay News
Sleep-related impairment among physicians is associated with increased burnout, decreased professional fulfillment, and increased self-reported clinically significant medical error, according to a study published online Dec. 7 in JAMA Network Open. Mickey T. Trockel, M.D., Ph.D., from the Stanford University School of Medicine in Palo Alto, California, and colleagues evaluated associations between sleep-related impairment, clinically significant medical errors, and occupational wellness indicators in physicians practicing at academic-affiliated medical centers. The analysis included responses from physician wellness surveys collected from 11 academic-affiliated medical centers between November 2016 and October 2018 (7,700 attending physicians and 3,666 house staff physicians).

Editor's notes:
While the article and concept are intuitive and we have heard this for many years, there have certainly been legal cases surrounding post call errors. This just reminds us that revisiting your groups internal policies and malpractice carrier's policies annually is good business. - Michael Fabrizio, MD, FACS
It's all about safety unless it's about money. The U.S. healthcare system looks the other way when it comes to physician fatigue and sleep-impairment and how it relates to burnout and medical errors. The system is unwilling to fix a problem that is known to all. - Scott MacDiarmid, MD, FRCPSC

Malpractice consult: What urologists need to know about statutes of limitations
Kenton H. Steele, Esq., Urology Times
How much time after the occurrence of alleged malpractice does a patient have to file a lawsuit? As with many things in the medical-legal world, the answer is, "it depends." However, some general principles may provide an understanding of what a statute of limitations is and how it functions. This article sets out these general principles and provides an overview of some legal doctrines that can impact the time a patient has to file suit in the event of alleged malpractice.

Editor's notes: Thanks to the author for a timely update. We can never be too informed about medical litigation. - Scott MacDiarmid, MD, FRCPSC

Price Transparency: It's Just What the Doctor Ordered
Merrin Jamerson Coffey, Medical Economics
The clock is counting down not only to a New Year, but also to a new era in health care, one that will be far healthier for patients and doctors. On January 1, the first of two-landmark health-care price transparency rules issued by the Dept. of Health and Human Services will go into effect. This one requires hospitals to put their cash and secret negotiated prices online in an easy-to-access format. Soon consumers will be able to see prices up front, and shop for the best value before they get blindsided by a bill they could not see coming.

Editor's notes:
Finally the consumer of healthcare can compare services based on pricing and quality. Last night "80 Minutes" exposed Sutter Health's price fixing practices. The Attorney General of California who brought the case will likely be the next HHS Secretary - stay tuned. - Michael Fabrizio, MD, FACS
Hopefully price transparency will benefit the independent physician who is far less expensive. Although it's advertised to drive down pricing and the profit made by hospitals and insurance providers - don't hold your breath. - Scott MacDiarmid, MD, FRCPSC

NOTE: MEDIA MONITOR IS SENT EVERY MONDAY*

*At least 50 weeks - short December holiday period excluded.



Advertising Opportunities (continued)

E-Publications: Monthly

LUGPA's **monthly** e-publication with a reach of 3,000 members and urology colleagues and a consistent 20%+ open rate. LUGPA's *News Stream* is a timely collection of the association's events, announcements and other member activities.

Sponsoring the *News Stream* puts you in front of urology decision makers and practice leaders.

Receive premier logo placement to provide top exposure and quality traffic.

Frequency	Price
1 month	
3 months	
6 months	
1 year	

Contact Rachel Rusch for pricing!

NOTE: NEWS STREAM IS SENT THE 3RD THURSDAY OF EVERY MONTH

LUGPA News Stream

2020 Annual Meeting Recap

Though we couldn't meet in person this year, our two-day virtual meeting was jam-packed. We exchanged ideas, heard valuable insights, and discussed solutions to enhance, improve, and grow our individual groups. The opportunity for LUGPA members to convene annually was the reason for our foundation and it remains one of the most valuable aspects of our organization. This year's theme was **Facing the Future Together** – which is quite timely as we face the challenges ahead amid the COVID-19 pandemic. More than 600 registered for the meeting and approximately 400 attended the event live and on demand so far. We could not have done it without all of your hard work and participation.

[Read the entire recap and see images from the virtual meeting here.](#)

Dr. Henderson Elected President of LUGPA
LUGPA Announces 2020-2021 Board of Directors

This month, Jonathan Henderson, MD, was elected to a two-year term as president of LUGPA's Board of Directors. Dr. Henderson is CEO of Regional Urology in Shreveport, LA. Prior to being elected LUGPA president, Dr. Henderson served as president-elect and secretary, and has been a member of the LUGPA Board of Directors since 2011.

"I am deeply honored to be elected president of LUGPA and to build on the vital work of my predecessors," said Dr. Henderson. "I look forward to carrying out LUGPA's mission. Specifically, I will focus on protecting and preserving the independent practice of urology in the face of an unprecedented assimilation of threats: the ongoing COVID-19 crisis; an expanding Federal regulatory environment; unequitable and logical discrepancies in reimbursement based on site of service; and the unrelenting consolidation among health and hospital systems which threatens physicians in independent practice. These are not merely threats to independent practice; these are threats to the health of the American public. It will be my priority to communicate with Congress about what is best for our member practices, and most importantly, our patients during this period of prolonged uncertainty."

The other newly elected Officers are: Evan Goldfschic, MD, Poughkeepsie, NY, President-Elect; Scott Sellinger, MD, Tallahassee, FL, Secretary; and Dave Carpenter, St. Paul, MN, Treasurer. Newly elected as a member of the LUGPA Board of Directors is Jason Hahon, MD, Troy, MI. Dr. Hahon is a partner and Director of Research at Michigan Institute of Urology. He serves as the Chair of LUGPA Forward and is a member of the LUGPA Program Committee. For more information about the LUGPA Board, [visit our website.](#)

Second Edition of LUGPA's Guidebook Now Available

Practice Management for Urology Groups. LUGPA's Guidebook was created to provide today's urology group practice with a "guidebook" that provides the basics of group practice management and explores more advanced topics that serve as a catalyst for groups to advance patient care by adopting an integrated approach to care delivery. This new second edition adds a dozen new chapters and critical topics of relevance to today's dynamic urology groups. This book is a must read for all group practice leaders – physicians and administrators alike.

In *Practice Management for Urology Groups*, LUGPA's Guidebook, you'll learn:

- How to form and merge group practices
- Group governance and operations
- Essential tips for managing your practice
- Physician compensation methods and alternatives
- Key considerations in private equity deals
- Negotiations with hospitals for service line agreements
- How to establish a comprehensive bladder cancer clinic, and more!

LUGPA MEMBERS: DOWNLOAD THE BOOK HERE
[\[login required\]](#)

Editors: Evan R. Goldfisher, MD, MBA, Editor in Chief; David Chaikin, MD, Jonathan Henderson, MD, Coleeta G. Kozlchner, MHS, AAC S. Koo, MD; Bryan A. Melthoff, MD; Scott B. Sellinger, MD; Alan D. Winkler, MHA, FACMPE

Food for Thought

- Broadcast your live educational program or series during the lunch hour.
- Leverage the LUGPA database to ensure the best audience for your broadcast.
- Establish a one-on-one connection with LUGPA members during your exclusive program.



Frequency	Price
Per live broadcast	

Contact Rachel Rusch for pricing!

Industry Theatre on LUGPA.org

Place a pre-recorded promotional talk on the LUGPA website and we will drive attendance using social media and other LUGPA marketing channels.

- Provide additional visibility to your company.
- Highlight key products and services to LUGPA members.
- Recordings to remain on lugpa.org for 1 year.

Frequency	Price
Per recording	

Contact Rachel Rusch for pricing!





Innovation Theatre on LUGPA.org

Innovation Theatre is an information hub for the future of urology! Educate LUGPA members on cutting edge technologies in areas like **genomics, artificial intelligence, laser prostatectomy, flexible robotics, prostate focal therapy and renal cryoablation.**



- Exclusive area on lugpa.org to feature industry presentations, podcasts, white papers and articles on new research findings and/or products.
- Leverage this opportunity to showcase your new technology; increase your visibility and gain access to urologists in key decision making roles.
- LUGPA will drive awareness to this page using social media and other marketing channels.

Frequency	Price
Per opportunity	

Contact Rachel Rusch for pricing!

Clinical Trials on LUGPA.org

Promote your clinical trials on LUGPA’s website to accelerate your recruitment process and provide general information on how LUGPA’s independent urology groups can get more involved. LUGPA will drive awareness to this page using social media and other marketing channels.

- Advertising to doctors can be a good idea to reach those patients who are most comfortable learning about trials from their own physician.
- Capture the attention of LUGPA physicians to help them take the next step.
- Educate the LUGPA audience on best practices when conducting a clinical trial.

Frequency	Price
Per clinical trial	

Contact Rachel Rusch for pricing!

Buyer’s Guide on LUGPA.org

The LUGPA Buyer’s Guide provides a valuable resource for LUGPA members in their search for professional services.

- Efficient, affordable medium to reach your target audience.
- Gain visibility in front of decision makers in major urology practices.
- LUGPA actively promotes our Buyer’s Guide in our weekly and monthly e-publications, expanding the audience reach on your behalf.



Frequency	Price
12 months	

Contact Rachel Rusch for pricing!

LUGPA Leadership Opportunities

Exclusive Virtual Meeting with the LUGPA Board of Directors – participate in a Virtual Industry Roundtable with the LUGPA Board. This opportunity allows for intimate and focused conversation with LUGPA Leadership and is limited to 1 virtual opportunity each month. Work directly with the LUGPA staff to coordinate this 1-hour virtual experience.

Frequency	Price
1x	

Contact Rachel Rusch for pricing!



Exclusive Virtual Meeting with the LUGPA Practice Administrators Committee – participate in a Virtual Industry Roundtable with the administrative experts at our LUGPA practices. This opportunity allows for direct access to members of the LUGPA Practice Administrators Committee to gain insight to this section of urology thought leaders. Work directly with the LUGPA staff to coordinate this 1-hour virtual experience.

Frequency	Price
1x	

Contact Rachel Rusch for pricing!

Educational Meetings

LUGPA holds many events for independent urologists every year, including:

- Annual Meeting
- Regional Meetings
- Rising Chief Resident Summit
- And more! Visit [LUGPA.org/events](https://lugpa.org/events) for details.

To learn more about 2021 meeting sponsorship opportunities, please contact: **Rachel Rusch** at rrusch@lugpa.org or 312.794.7788.

Guidelines

- LUGPA builds relationships that advance LUGPA's mission and values and in no way pose a conflict of interest or impact the objectivity of the Association.
- LUGPA shall control what items and services are included as sponsorship benefits.
- Communications to all LUGPA stakeholders shall be transparent and straightforward regarding the purpose and activities of the sponsorship program.
- LUGPA does not endorse any commercial products. View LUGPA's principles of partnership [here](#).

Contact

To learn more about the 2021 LUGPA opportunities, please contact: **Rachel Rusch**; rrusch@lugpa.org; 312.794.7788

