

**LUGPA**

Integrated Practices  
Comprehensive Care

# 2023 ADVERTISER & SPONSOR PROSPECTUS

## Opportunities to Connect With Leaders in Urology



January February March April May June July August September October November December

# OPPORTUNITIES TO CONNECT WITH LEADERS IN UROLOGY

LUGPA is pleased to present our 2023 advertising and sponsorship opportunities. LUGPA members are energetic, engaged and thoughtful leaders in urology.

Regardless of setting, LUGPA believes in forming collaborative relationships with industry partners so each can leverage the work of the other. By working together, both LUGPA and industry partners can better serve, communicate with and educate 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 4,000 members and urology colleagues and a consistent 40%+ 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 via weekly communication to LUGPA members – experts and decision makers in the urology industry. Receive exclusive placement to provide premier 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  
Scot Davis, MPA, MBA, CMPE | Mark Eldredge, MHA  
Michael Fabrizio, MD | Larry Gervasi, MD  
Mitchell Hollander, MD | Alan Krieger, MD  
Scott MacDiarmid, MD, FRCPC | Eric Seaman, 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-dependent medications.  
<https://bit.ly/2LoWmde> @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. Trokel, 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 3,665 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, FRCPC

##### 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, FRCPC

##### Price Transparency: It's Just What the Doctor Ordered

Marni Jameson Carey, 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 "60 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, FRCPC

NOTE: *MEDIA MONITOR* IS SENT EVERY MONDAY\*

\*At least 50 weeks – short December holiday period excluded.



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# ADVERTISING OPPORTUNITIES (CONTINUED)

## E-Publications: Monthly

LUGPA's **monthly** e-publication with a reach of 4,000 members and urology colleagues and a consistent 40%+ 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 exclusive placement to provide premier exposure and quality traffic.

Frequency	Price
1 month	
3 months	
6 months	
1 year	

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NOTE: *NEWS STREAM* IS SENT THE THIRD 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 illogical discrepancies in reimbursement based on site of service; and the unremitting consolidation among health and hospital systems which threatens physicians in independent practice. These are not merely threats to independent practices; 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 Goldfisher, 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 Hafon, MD, Troy, MI. Dr. Hafon 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!

**Editors:** Evan R. Goldfisher, MD, MBA, Editor in Chief; David Chaikin, MD; Jonathan Henderson, MD; Celeste G. Kirschner, MHA; Alec S. Koo, MD; Bryan A. Mehlhoff, MD; Scott B. Sellinger, MD; Alan D. Winkler, MHA, FACMPE



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



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## 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

Per live broadcast

### Price

Contact Rachel  
Rusch for pricing!

## INDUSTRY THEATER 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

Per recording

### Price

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## INNOVATION THEATER ON LUGPA.ORG

Innovation Theater is an information hub for the future of urology! Educate LUGPA members on cutting-edge technologies 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 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!



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# LUGPA LEADERSHIP OPPORTUNITIES

- I. Virtual Meeting with 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 one (1) virtual opportunity each month. Work directly with LUGPA staff to coordinate this 1-hour virtual experience.
- II. In Person Meeting with LUGPA Board of Directors** - kick off an in person LUGPA Board Meeting with a 60-minute industry roundtable focused on the questions and challenges you wish to discuss with this elite group. The LUGPA Board meets four (4) times a year, so opportunities like this are limited. Available to two (2) industry partners per board meeting. Work directly with LUGPA staff to coordinate date, time and location.
- III. In Person Meeting with LUGPA Board of Directors + Dinner** - kick off an in person LUGPA Board meeting with a 60-minute industry roundtable and host dinner for this elite group. In addition to getting to know our dynamic leaders in a more intimate setting, you will be given 3-5 minutes to address the room before the meal is served. Available to two (2) industry partners per board meeting. Work directly with LUGPA staff to coordinate this exclusive opportunity.
- IV. LUGPA Board of Directors Dinner** - the LUGPA Board of Directors travels to various US locations four (4) times a year to discuss the rapidly changing healthcare landscape as well as activities related to LUGPA's Strategic Plan and other association programs, goals and activities. Host a dinner for this elite group during this Board activity and get to know LUGPA Leadership in a more intimate setting. You will be given 3-5 minutes to address the room before the meal is served. Available to two (2) industry partners per board meeting. Work directly with LUGPA staff to coordinate this exciting opportunity.

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## 2023 LUGPA Board Meeting Dates

- February 2-4, 2023 | Grand Hotel Cancun, Mexico
- May 5, 2023 | Camelback Inn, Scottsdale, AZ
- August 3-5, 2023 | Pendry West Hollywood, CA
- November 4, 2022 | (post Annual Meeting)  
Disney's Yacht Club Resort, Lake Buena Vista, FL



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## 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 2023 meeting sponsorship opportunities, please contact:  
**Rachel Rusch at [rrusch@lugpa.org](mailto: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 2023 LUGPA opportunities,  
please contact:

Rachel Rusch  
[rrusch@lugpa.org](mailto:rrusch@lugpa.org)  
312.794.7788

