



**LUGPA**  
Integrated Practices  
Comprehensive Care

# 2024 ADVERTISER & SPONSOR PROSPECTUS

Opportunities to Connect  
With Leaders in Urology



# OPPORTUNITIES TO CONNECT WITH LEADERS IN UROLOGY

LUGPA is pleased to present our 2024 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

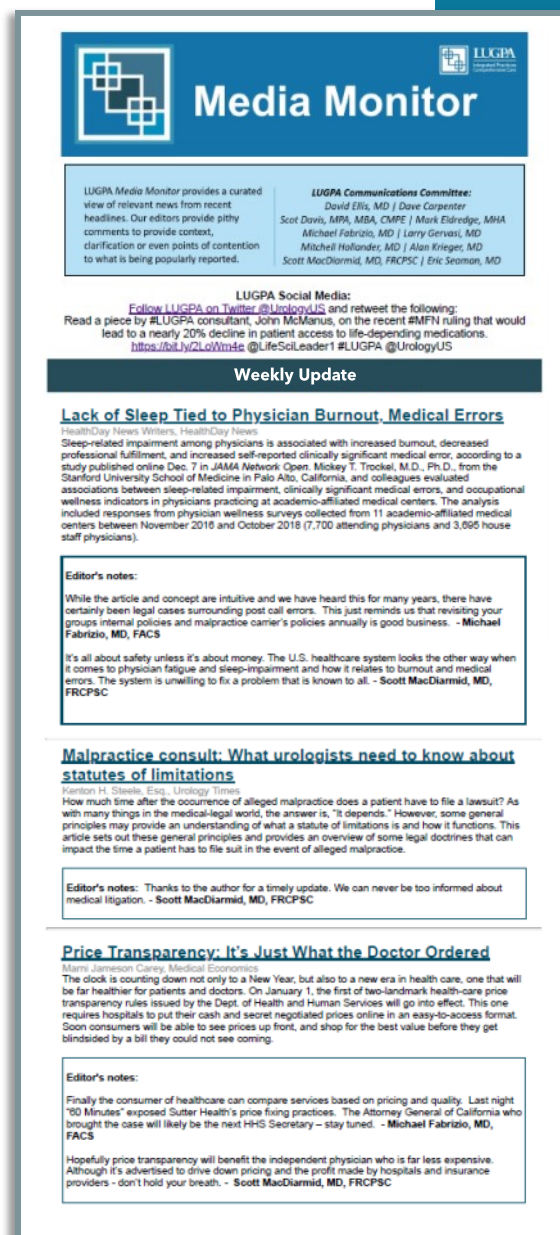
## E-Publications: Weekly

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!



The screenshot shows the LUGPA Media Monitor interface. At the top, there's a header with the LUGPA logo and the title "Media Monitor". Below this, there's a section for "LUGPA Social Media" with a list of social media handles. The main content area features a "Weekly Update" section with a headline "Lack of Sleep Tied to Physician Burnout, Medical Errors" and a sub-headline "HealthDay News Writers, HealthDay News". The article text discusses sleep-related impairment among physicians. Below the article, there's an "Editor's notes" section. The interface also includes a "Malpractice consult: What urologists need to know about statutes of limitations" section and a "Price Transparency: It's Just What the Doctor Ordered" section.

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; inequitable 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 Goldfischer, MD, Poughkeepsie, NY, President-Elect; Scott Selinger, 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. Goldfischer, 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. Selinger, 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

Contact Rachel Rusch for pricing!



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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

Per opportunity

## Price

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

Per clinical trial

## Price

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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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## LUGPA Board Meeting Dates

- February 1 – 3, 2024 | Key West, FL
- June 7, 2024 | Las Vegas, NV
- July 25–27, 2024 | Toronto, Ontario, Canada
- November 16, 2024 | Chicago, IL (Dinner only; inquire about price and availability.)



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## EDUCATIONAL MEETINGS

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

- Annual Meeting
- Regional Meetings
- Urology Resident Summit and Job Fair
- New: ASC Academy
- And more! Visit [LUGPA.org/events](https://lugpa.org/events) for details.



To learn more about meeting sponsorship opportunities, please contact:

**Rachel Rusch at [rrusch@lugpa.org](mailto:rrusch@lugpa.org) or 312.890.3167.**

## 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



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[rrusch@lugpa.org](mailto:rrusch@lugpa.org)  
312.890.3167

