

Dear Colleagues,

As you know, LUGPA provides monthly toolkits as a resource to member practices, focusing on important awareness events and key issues, to help build the leadership of all independent member practices within their communities.

In July, LUGPA is focusing on drug pricing. Stay tuned for more in August!

What is Included in the Toolkit:

- **Press Release Template:** This press release is a news item to increase awareness of a certain topic. The template includes spaces for your practice to add a quote from your leadership and additional information about your practice or community in relation to the monthly topic. The press release can then be published within any organizational materials, such as a newsletter, and/or shared with local press in your community.
- **Social Posts:** To further expand the reach of your practice and spread awareness on these issues, you can adapt these posts about the monthly topic for use on your practice's social channels.
- **Local Media Interview How-To:** This resource includes an explanation of different kinds of local media, tips for working with reporters and preparation for media interviews.

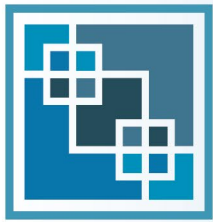
Be sure to tag LUGPA in your posts, so we can engage on our social channels!

- Twitter: @UrologyUS
- Facebook: @LUGPA
- LinkedIn: @LUGPA

We appreciate your practice taking part in this initiative to help increase the thought leadership of our member practices around these critical topics.

Sincerely,

Evan Goldfischer, MD, MBA, FACS
David Ellis, MD, FACS



[YOUR ORGANIZATION] Calls for Drug Pricing Reforms to Protect Patient Access to Care

[LOCATION], [DATE] – Lowering the cost of prescription drugs is a top health care priority for millions of Americans, particularly for those undergoing treatment for chronic disease such as urologic cancers. **[YOUR ORGANIZATION]** supports policies to expand patient access to care and the ability of urologists to provide appropriate treatment.

Cancer is one of the most expensive medical conditions to treat, with individual drugs commonly costing more than \$10,000 a month. Patients who receive treatment for cancer are impacted by financial toxicity, which means the harmful effects of high cost of treatment on a person's quality of life. This burden can lead to many negative outcomes for patients and their families, and it could ultimately prevent patients from receiving effective care. Recent legislative efforts on Capitol Hill aim to combat this issue.

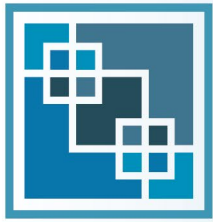
In May 2023, The Senate Health, Education, Labor, and Pensions (HELP) Committee advanced several bipartisan bills designed to lower the cost of prescription drugs, including reforms to the practices of pharmacy benefit managers (PBM). PBMs, who act as middlemen between insurers and pharmacies, have received scrutiny for their role in increasing drug costs for patients, limiting drug choices and undercutting the physician-patient decision-making process. Proposed reforms aim to improve the transparency of PBMs and reduce practices that result in unnecessarily high costs.

Another practice that calls for reform is step therapy, which requires patients to try and fail specific treatments before allowing access to other, possibly more expensive treatments. While designed to reduce costs, this policy can in practice increase the long-term cost of care, as well as harm patients by delaying access to necessary treatments. Step therapy is particularly threatening for cancer care, as timely treatment is often critical.

[INSERT QUOTE FROM YOUR LEADERSHIP]

[IF APPLICABLE, DESCRIPTION OF YOUR ORGANIZATION'S ACTIONS TO ADDRESS THIS TOPIC AND IMPACT ON YOUR ORGANIZATION/COMMUNITY]

"As independent urologists, the increasing cost of prescription drugs is of great concern to us, our patients and the health care system," said Evan Goldfischer, M.D., president of LUGPA. "Pharmacy benefit managers, as well as policies around step therapy, stand in the way of physicians and patients working together to decide the best course of treatment. Congress must reform drug pricing so that patients have needed access to lifesaving medications."



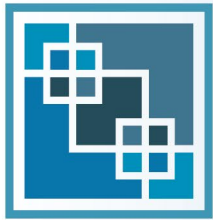
Americans can contact their Congressional representatives and let them know they support policies that provide them with greater access to cost-effective, quality health care. To find your Congressional representative, visit <https://www.house.gov/representatives/find-your-representative>.

[ABOUT YOUR ORGANIZATION]

About LUGPA

LUGPA is the only nonprofit urology trade association in the US. Since its founding in 2008, LUGPA has earned national recognition in the pursuit of its mission to preserve and advance the independent practice of urology while demonstrating quality and value to patients, vendors, third-party payors, legislators and regulatory agencies. The robust resources LUGPA provides help member groups to meet the challenges of independent practice in today's rapidly changing healthcare marketplace. For more information, visit www.lugpa.org

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SOCIAL POST 1

#PBMs and #StepTherapy threaten patient access to care and the ability of #urologists to provide appropriate treatment, which is why [YOUR ORGANIZATION] supports reforms. Learn more: [link to press release]. [tag LUGPA]

SOCIAL POST 2

Lowering the cost of prescription drugs is a top #healthcare priority for millions of Americans. Contact your representative today to protect patient access to care: <https://www.house.gov/representatives/find-your-representative> [tag LUGPA]

SOCIAL POST 3

[insert sentence from your leadership's quote in press release]

[YOUR ORGANIZATION] discusses recent Congressional efforts to address high drug prices. Learn more: [link to press release]. [tag LUGPA]

SOCIAL POST 4

"As independent #urologists, the increasing cost of prescription drugs is of great concern to us, our patients and the #healthcare system." – Dr. Evan Goldfischer, president of LUGPA [tag LUGPA]

Learn more about recent efforts to address high drug prices: [link to press release]

Social Media Images

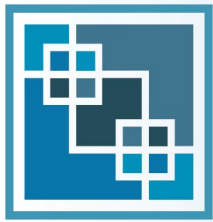
Download here

Accounts to Tag

Twitter: @UrologyUS

Facebook: @LUGPA

LinkedIn: @LUGPA



This document may be referenced as you are engaging with local media reporters on the subject of urology health on behalf of LUGPA.

Training and preparation help to build a foundation for a successful conversation with journalists. Whether you are new to speaking with the media or a seasoned spokesperson, this process will help ensure a successful outcome.

Types of Media Interviews

| PRINT | BROADCAST | ONLINE | PODCAST |
|---|--|--|---|
| <ul style="list-style-type: none">• Newspapers/ Magazines• Usually via phone or Zoom; sometimes in-person• 20-30 minutes• Conversational in style• Opportunity to get 2-3 key messages into story• Coverage likely to be 1,000 words or less | <ul style="list-style-type: none">• TV/Radio• TV in-studio or remote via Zoom• Segments typically under 2 minutes• Opportunity for ~two 00:08 second sound bites depending upon format• Can be one-on-one interview or edited into segment | <ul style="list-style-type: none">• Online news outlet or blogger• Reporters typically ask for answers to questions in writing• Sometimes opportunity for video recorded interview depending on site composition and needs | <ul style="list-style-type: none">• Pre-taped interview; sometimes edited• Can last up-to-an hour• Scheduled in advance of airing |

Rules of the Road

As you head into your interview with a reporter, here are three key points to keep in mind:

- Nothing is truly "off the record" so always assume anything you say can end up in print.
- Be truthful; if you do not know the answer, say so and be prepared to follow up post-interview.
- Be prepared and stick to the 3 key messages.

Local Media Interview Prep

Prior to participating in a media interview, conduct the following:

1. Confirm the format of the interview to determine if it will be live or taped and conducted via phone, Zoom or in-person.
2. Review past stories or segments from the reporter to prep for potential questions.
3. Audit the current news landscape to identify any current events that may be brought up during your conversation.
4. Identify your top three messages that you want to get across in your conversation.