

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 October, LUGPA is focusing on prior authorization. Stay tuned for more on Bladder Health Awareness Month in November!

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.

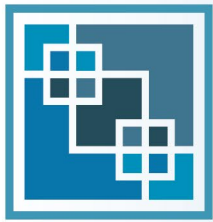
Be sure to tag LUGPA in your posts, so we can engage on our social channels!

- 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] Supports Reforms to Prior Authorization

[LOCATION], **[DATE]** – **[YOUR ORGANIZATION]** supports policies and regulations that protect cost-effective, timely and quality care for patients. Payor policies, such as prior authorization (PA), frequently delay treatment, limit patients' access to care and ultimately, interfere with a physician's ability to provide appropriate treatment for their patients. As Congress further reviews the Improving Seniors' Timely Access to Care Act, we urge policymakers to consider the positive impact it could have on both the quality of care for patients and patient outcomes.

In a 2022 survey from the American Medical Association, 94 percent of physicians reported that PA causes delayed access to necessary care, and 80 percent reported that it can lead to abandoning their recommended course of treatment. Consequently, 33 percent of physicians report that PA has led to a serious adverse event for a patient in their care, some of which can be fatal.

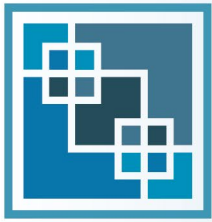
[INSERT QUOTE FROM YOUR LEADERSHIP]

Recently, Congress and the Centers for Medicare & Medicaid Services (CMS) have taken an interest in addressing these issues through much-needed reforms. In July, the House Ways and Means Committee passed the Improving Seniors' Timely Access to Care Act, which would improve the PA process for Medicare Advantage. This passage from the Committee closely follows a bipartisan letter from Congress urging CMS to finalize a pending regulation which would streamline the PA process for federal health programs. The proposals from both Congress and CMS aim to reform PA through a variety of methods, including establishing an electronic process, creating time requirements to expedite the process, increasing transparency and ensuring that decisions come from evidence-based medical guidelines.

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

"As independent urologists, we know that prior authorization interferes with our ability to provide the best care for our patients," said Evan Goldfischer, M.D., president of LUGPA. "This inefficient and burdensome process ultimately harms patients and physicians. In fact, on average, practices complete 45 PAs a week – taking up nearly two business days. However, the future of health care does not need to be this way; these negative outcomes can and should be prevented. Policymakers must reform prior authorization so that patients can access the life-saving care they need."

Americans can contact their Congressional representatives and let them know they support policies that provide them with access to timely, cost-effective and quality health care. To find your



LUGPA
Integrated Practices
Comprehensive Care

OCTOBER TOOLKIT
Press Release

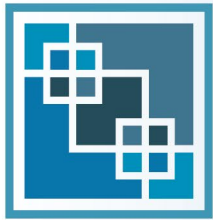
Congressional representative, visit <https://www.house.gov/representatives/find-your-representative>.

[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

###



SOCIAL POST 1

#PriorAuthorization often delays treatment, limits patients' access to care and interferes with a physician's ability to provide appropriate treatment, which is why [YOUR ORGANIZATION] supports reforms. Learn more: [link to press release]. [tag LUGPA] #PriorAuth

SOCIAL POST 2

Payor policies like #PriorAuthorization can negatively impact the quality of patient care and patient outcomes. Contact your representative today to support reforms:
<https://www.house.gov/representatives/find-your-representative> [tag LUGPA] #PriorAuth

SOCIAL POST 3

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

[YOUR ORGANIZATION] supports policies and regulations that protect cost-effective, timely and quality care for patients. Learn more: [link to press release]. [tag LUGPA] #PriorAuth
#PriorAuthorization

SOCIAL POST 4

"As independent urologists, we know that #PriorAuthorization interferes with our ability to provide the best care for our patients." – Dr. Evan Goldfischer, president of LUGPA [tag LUGPA]

Learn more about recent efforts to protect patients' access to care: [link to press release] #PriorAuth

Social Media Images

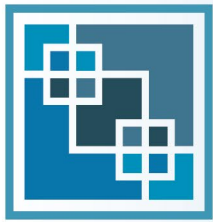
Download here

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.