

Giving the best care possible to the people of California is increasingly complicated and fraught with risk for physicians. Government and regulatory incursions threaten the urologic profession and risk undermining the quality of care provided to patients. Patients feel that when it comes to healthcare, physicians know a lot more than the politicians and bureaucrats.

You can take pride in knowing that the urologist you are visiting is a member of the California Urological Association (CUA).

With over 400 members, the CUA is the largest non-profit organization representing practicing urologists and advocating for their patients in California. Working with other organizations like the California Medical Association, the CUA plays a major role in raising the visibility of our grassroots advocacy, to ensure that the urologist voice is heard on important issues impacting health care in the state legislature and in Congress.



The CUA is a statewide, non-profit organization that is dedicated to improving patient access and reimbursement for evolving therapies, therapeutic agents, and devices through policy and legislative reform. Our mission is shaped through our representation and alliance with the American Urological Association and California Medical Association.



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What Your Urologist Wants you to Know About the *Challenges* Facing Healthcare



*Courtesy of the
California Urological
Association, Inc.*

Protecting the Profession of Urology

What we do and why it matters to you.

1. Protecting Access to Doctors

The very heart of the California Urological Association's (CUA's) efforts is to ensure that our patients continue to have access to specialty physicians, including urologists. It may sound simple, but there are many potential threats to your access to high-quality urologic care, including physicians' Medicare reimbursement, burdensome regulations, unlawful cancellation of health insurance, and healthcare reform. Additionally, payor issues, particularly with insurance companies and our government, frequently plague physicians and their practices. The CUA works to ensure that these threats do not interfere with the relationship you have with your physicians, including your urologist.

2. Protecting the Quality of Care

The CUA wholly supports efforts to improve the quality and effectiveness of healthcare, and our urologists are actively engaged in quality improvement efforts. We support positive incentives that assist urologists who are adopting new technologies, such as electronic medical records, which will enable them to provide the highest quality and most appropriate care for patients.

3. Health Reform

The fight for healthcare reform in Congress is not over. In many ways, it has just begun as Congress and the Administration move forward to implement a complex new healthcare law. Physicians care

deeply about their profession and their patients, and want to make sure that any reform helps to address the problems they face, not create additional challenges. While many physicians have differing views on how to do so, nearly all physicians agree on the need to preserve the access that people have to their doctors.

The CUA sends physician volunteers to Washington, DC, to engage our federal lawmakers, and we were on the ground during the federal health reform debate. We have fought long and hard to expand access to quality healthcare at the federal and state levels, and are committed to pursuing a health system reform that:

1. Safeguards the doctor-patient relationship as the foundation for our healthcare system;
2. Allows private contracting at the state and federal levels without penalty;
3. Repeals the outdated, flawed formula used by Medicare to determine physician reimbursement; and
4. Keeps future control of Medicare in the hands of our elected Members of Congress by virtue of the voters, not by allowing an unelected, unaccountable board to make cuts to Medicare reimbursement to physicians.

What you can do to help

It is the citizens of California who elect the legislators who create laws. Regardless of who wins an election, everyone has the right to voice their opinions to their legislators regarding the issues of importance to them. Legislators are responsive to the viewpoints of their constituents. That is why they are elected, and that is the only way they can do a good job.

If any of the above issues concern you, your urologist wants you to know that you can help!

As a participant in the legislative process and to help your legislators make good decisions, you should:

1. Go to the polls on election day;
2. Be informed about the issues and organized urology's position on them; and
3. Contact your representatives and let them know where you stand on the issues and why.

In order to help you with this task, the CUA has made tools available to help you communicate with your representatives. Please visit the CUA Web site (www.CUANet.org) for helpful resources, such as the contact information for your representatives, how to contact them and how to write a letter. We even have some sample letters available that you can use and personalize as you wish.

The CUA leadership is committed to our promise to advocate for our patients. To be successful in protecting your interests and the practice of urology, the CUA needs your support as a patient advocate now more than ever.

Please join with us in being heard, and together we can reform and improve healthcare in California.

You can communicate to Legislators via letter, fax, e-mail, telephone call, meeting, and so on

(often a combination of these).

To get started,

simply go to our website at www.CUANet.org and click on the

"You the Advocate" button.

Thank you!