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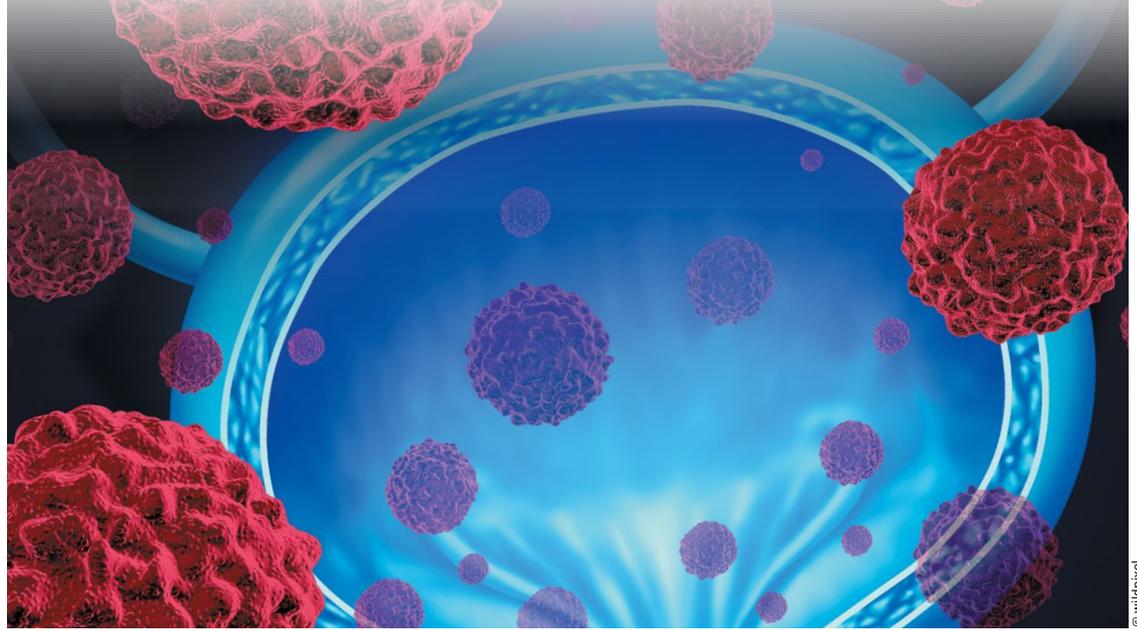
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# Newsletter

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## Corporate Sponsors



## SIU-ICUD Joint Consultation on Bladder Cancer Produces an Invaluable Educational Document

The SIU-ICUD Joint Consultation on Bladder Cancer was held on Thursday, October 19, 2017 at the SIU Congress in Lisbon. The Consultation, chaired by Paolo Gontero (Italy) and Peter Black (Canada), brought together an impressive group of bladder cancer KOLs, who presented the consensus on the most salient aspects of clinical care in this field. A prior consultation was prepared in 2011 and published in 2012, but there have been so many advances in bladder cancer since then that the ICUD steering group, under the leadership of Paul Abrams (UK), selected bladder cancer as an important topic worthy of an updated consultation.

In order to prepare for this Consultation, nine committees were formed, and each was assigned the responsibility to present one major aspect of bladder cancer. The contribution of each committee also represents one chapter in the e-book that will be created from this consultation. Each committee benefitted from broad international and multidisciplinary representation.

In preparation for the Consultation, each committee reviewed the literature to compile a comprehensive review of its area of bladder cancer, including recommendations for clinical practice that were assigned both levels of

evidence and grade of recommendation according to the ICUD Modified Oxford Centre for Evidence-Based Medicine Grading System. The key points from this draft document were presented and discussed at the Consultation in Lisbon, providing international consensus for each committee's recommendations.

This year's Consultation tackled some contentious issues, and addressed all the recent advances in the field. The chapter on localized muscle invasive disease, for example, reported on the new randomized trials comparing robotic and open radical cystectomy. The same chapter also highlighted the rise of trimodal therapy as an alternative to radical cystectomy for muscle invasive bladder cancer.

The chapter on urinary diversion critically appraised the issue of open versus robotic surgery, but in the context of intracorporeal urinary diversion after radical cystectomy.

One of the biggest advances in the management of bladder cancer has been the advent of systemic immunotherapy for patients with metastatic bladder cancer. This was an important addition to the chapter on systemic therapy, and was also relevant in the chapters on biomarkers and basic science.

*Continued on page 3*

# Message from the Publications Chair



Dr. Mototsugu Oya

## A Paradigm Shift in RCC Therapy

According to the World Cancer Research Fund, kidney cancer is the 12th most common cancer in the world. Smoking, obesity, and alcohol consumption are the biggest risk factors. About 59% of kidney cancer cases occur in more developed countries. The study of this disease has been a particular interest of mine because of the exciting developments in treatment strategies made of late.

In the past decade, treatment options for renal cell carcinoma (RCC) have been expanding, leading to more laboratory-based and molecular-targeted therapies. RCC has typically been a rare cancer in which immunotherapy, including interleukin-2 or interferon- $\alpha$ , were widely used before the advent of targeted therapies. The United States Food and Drug Administration (FDA) approved one vascular endothelial growth factor (VEGF) antibody (bevacizumab), four tyrosine kinase inhibitors (TKIs) (sorafenib, sunitinib, pazopanib, axitinib), two mammalian target of rapamycin (mTOR) inhibitors (everolimus, temsirolimus), and an immune check point inhibitor (nivolumab) to treat RCC. These introductions represented a paradigm shift in metastatic RCC therapy.

RCC has been nicknamed an unpredictable and elusive cancer. This may be due to the heterogeneous nature of RCC biology. RCC also has several peculiar characteristics not observed in other cancers, including late recurrence, prominent hypervascularity, high frequency of paraneoplastic syndrome, and spontaneous regression of metastatic lesions after primary tumor excision. These observations suggest cytokines or growth factors and immunological cells are important in the cancer microenvironment. Accordingly, molecular targeted therapy for RCC targets vascularization of RCC induced by VEGF. Immune-checkpoint inhibitors, including the PD-1 antibody nivolumab, were introduced to treat metastatic RCC. Nivolumab is currently indicated as second-line therapy after TKIs. While TKIs prolong the survival of patients with metastatic RCC, lack of durable responses or rebound phenomenon has been observed after treatment cessation. In contrast, nivolumab can achieve a longer durable response in about 20% of patients.

Surprisingly, pathological studies have indicated that accumulating T cells negatively impact the prognosis of RCC. This suggests a very special microenvironment in terms of cancer immunity might exist in RCC. Translational research is underway to elucidate the mechanism with a goal of identifying predictive biomarkers to treat this unpredictable cancer. ●

## Editor's Note

Dear Readers,

Judging by the sheer diversity of stories in our first newsletter of 2018, it has never been a better time to be part of the SIU family. We have seen breakthrough advances in urology facilitated by new technology combined with the human touch of health care professionals from every corner of the globe. Take bladder cancer as an example: the SIU-ICUD Consultation on bladder cancer, which took place in Lisbon during the SIU Congress, saw nine different committees of experts tackle different areas of the disease to create a truly unique, current, and potentially life-saving document. SIU members will receive access to this publication via SIU Academy, and we're confident it will be one of our most popular offerings. Don't forget to read more about what's new at SIU Academy in these pages as well.

SIU members also find inspiring ways to bring the human touch to their practice. This month we invite you to read an uplifting feature on an SIU member who puts philanthropy first. Dr. Ramón Virasoro and his team volunteer for Physicians For Peace, an organization that sponsors physicians to deliver medical aid to patients in less fortunate countries. The progress Dr. Virasoro and his team have made in the Dominican Republic is astounding and speaks to his overall character. We are all grateful for their dedication to making urology accessible to everyone.

We're proud of our connections and ties to truly excellent people and organizations around the world. Read about the inroads we've made in Cuba, Abu Dhabi, and with readers of the *World Journal of Urology*. Get a better sense of our latest and greatest initiative poised to change the face of urological research: the uCare research platform. Learn about the value of social media in urology by checking out our advice specifically tailored for you. And catch up on the remainder of the reports from SIU 2017, an event that took 2,000 of us to beautiful Lisbon.

The SIU believes that when new technologies and developments are in the hands of people who hold tried-and-true values, anything is possible. If you have a story about great people doing great things in urology, don't hesitate to send your suggestions to [communications@siu-urology.org](mailto:communications@siu-urology.org). Also, a friendly reminder to our readers interested in attending SIU 2018 that taking advantage of early registration rates is a savvy move! Act now to register before June 15th and you'll benefit from up to €100 in savings. We hope to see you all there! ●



## Newsletter

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**SUBMISSION DEADLINE**  
FOR NEXT ISSUE:  
5 PM EST, MARCH 16, 2018

# SIU-ICUD Joint Consultation on Bladder Cancer Produces an Invaluable Educational Document

*continued from page 1*



Dr. Paolo Gontero



Dr. Peter Black

The chapter on pathology featured some exciting new aspects, including specially-updated criteria for morphologic classification of variant histologic subtypes and new concepts on immunohistochemistry for disease classification. New elements of staging and grading have been incorporated, as well as content from the 2017 International Collaboration on Cancer Reporting as it pertains to bladder cancer. This chapter provides an overview of bladder cancer pathology that is unique in this type of bladder cancer consultation document.

For the first time, the Consultation includes a chapter on the basic science of bladder cancer. With so much recent progress in understanding the molecular biology of bladder cancer, this chapter has developed into a critical and innovative component of the Consultation. Drs. David McConkey (United States) and Seth Lerner (United States) engaged a remarkable team of highly accomplished scientists from around the globe to assemble a comprehensive but concise overview of a broad

spectrum of topics, from molecular subtypes and metabolomics to animal models and bladder cancer stem cells. This section will become essential reading for all urologic trainees in the clinic and the lab, as well as those interested in catching up with all recent advances in this field.

The next steps for the Consultation include finalization of each draft by the respective committees and submission for compilation into one published volume that will be made available in digital form to all SIU members through the SIU Academy. This will be a valuable international reference on bladder cancer. Each committee will also be invited to contribute a manuscript summarizing their report to the *World Journal of Urology*.

The SIU and the ICUD would like to convey their great appreciation to the chairs and committee members for their hard work in preparing this outstanding reference on bladder cancer. ●

Committee Titles	Committee Chairs
Epidemiology, Prevention, Screening, Diagnosis and Evaluation	Ashish Kamat (USA) Maurizio Brausi (Italy)
Pathology	Eva Comperat (France) Marek Babjuk (Czech Republic)
Basic Science	David McConkey (USA) Seth Lerner (USA)
Molecular Markers	Shahrokh Shariat (Austria) Yair Lotan (USA) (presented by Brant Inman (USA))
Management of NMIBC Urothelial Carcinoma	Wassim Kassouf (Canada) Fred Witjes (The Netherlands)
Localized Muscle Invasive Bladder Cancer	Arnulf Stenzl (Germany) Joaquim Bellmunt (USA) Jason Efstathiou (USA)
Urinary Diversion	Oscar Rodriguez-Faba (Spain) Joan Palou (Spain) Richard Hautmann (Germany)
Systemic Therapy for Metastatic Urothelial Carcinoma	Cora Sternberg (Italy) Axel Merseburger (Germany)
Non-Urothelial Cancer of the Urinary Bladder	Badrinath Konety (USA) Antonio Lopez-Beltran (Spain)

# A Winning Combination: SIU and WJU

The *World Journal of Urology* is the official journal partner of the SIU. This collaboration has benefitted both parties, and we are grateful for the WJU's generous support and cooperation in delivering key benefits to our members as well as in presenting us with unique opportunities to expand our reach. Below you'll find an interview with our Associate Editors Peter Black and Pilar Laguna that sheds light on the benefits of this partnership.

## Can you tell us how the WJU became the official journal of the SIU?

The SIU has partnered with different journals in the past. At regular intervals the Board of Directors, under the leadership of the Publications Committee Chair, reviews the results and shapes a strategy for the future. The journal partner of a major urological association is an important part of what the organization offers its members, and it must reflect the character and philosophy of the organization. In 2015, we decided that the *World Journal of Urology* was the best fit for the SIU, especially with its international flavor and its dynamic editorial board.

## How does the WJU enhance SIU membership?

The partnership between the SIU and the WJU is really a win-win relationship for both parties.

The WJU is one of the leading urological journals that publishes across the entire disease spectrum, including all aspects of clinical and experimental urology. It provides regular (at least 6 times per year) Topical Issues dedicated to a specific area of current interest in urology, led by world experts in that particular field of urological care. It invites contributions from urologists around the world to maintain its international character.

The WJU is published 12 times a year and offers a platform for SIU members from all corners of the globe to publish their research. Members of the WJU editorial board have also presented sessions at the annual SIU Congress focusing on preparing manuscripts for publication and conducting peer reviews of scientific articles. We always encourage SIU members to take an active role in the peer review process of their journal. In addition, the WJU has welcomed a significant number of SIU members to its editorial board, offering a valuable academic opportunity for these members while simultaneously enhancing the Journal's international representation.

## How does the SIU enhance the WJU?

The WJU benefits from additional subscribers and increased readership from SIU members: there has been a clear increase in the number of clicks on the Journal's website, and both organizations promote each other's activities on social media, notably on Twitter and Facebook.

The SIU contributes to the content of the WJU to make it as strong as possible. In addition to the editorial board members, we as associate editors are involved in the strategic planning of the WJU's future. The WJU has a young and dynamic core of editors-in-chief, associate editors and managing editors who, with the support of Springer, are working to keep the Journal fresh and attractive for its readers. This team is always open to suggestions from readers and SIU members.

In addition, the SIU is responsible for putting together three topical issues per year for the WJU. These include summaries of recent SIU-ICUD consultations, with an issue on image-guided therapy of kidney and prostate cancer expected in early 2018, an issue on Urologic Management of the Spinal Cord Injured Patient (eds. Reynaldo Gomez and Sean Elliott), and another on bladder cancer later in the year (guest editors Drs Peter Black and Paolo Gontero). The SIU Innovators, who represent early career urologists, also contribute one topical issue per year. The next one from this group will focus on the evolution of technologies in urology, for which Dr Nathan Lawrentschuk is acting as guest editor.

During the coming year, we will work hand in hand with the WJU to improve the value proposition to our members and continue to feature research from our global community. ●

## A Word From our SIU 2018 Congress Host Organization:

### Meet the Korean Urological Association

The Korean Urological Association (KUA), founded in 1945, represents nearly 3,000 urologists in South Korea. The KUA administers surgical education and training programs in urology and organizes regular professional activities for the benefit of its members. The KUA governs and works closely with a total of 13 specialty societies. The association educates the public on urological issues through various media engagements and represents the views of urologists to governments, the health sector and the medical industry. We are committed to clinical and educational excellence,

the promotion of research, and the dissemination of information on urological topics for the benefit of the community. We value our commitment and relationship with international organizations. Our relationship with the Urological Association of Asia (UAA) is growing and we are pleased to host the 2020 UAA conference in Korea. As the host organization of SIU 2018, we are strongly devoted to our commitment to help organize a successful and professionally rewarding SIU Congress in South Korea. ●



Dr. Han



Dr. Sung



Dr. Paick



Dr. Sun (Chinese Urological Association)

# Building Bridges with the Cuban Society of Urology

Last November, the SIU was invited to present a 2-hour symposium at the XXI Meeting of the Cuban Society of Urology in Havana. On behalf of the SIU, Drs. Gopal Badlani, Simon Tanguay, and Reynaldo Gómez delivered 5 plenary lectures on oncology, urinary incontinence and urethral reconstruction. This symposium was very well attended and well received, and served to introduce our Society, its educational opportunities and philanthropic vocation. SIU Academy, the Foundation, and the opportunities for improvement of young urologists through our fellowship and scholarship programs were presented to a very interested audience.

In addition to the symposium, conversations with Cuban Society's leadership allowed for the opportunity to discuss several SIU initiatives that

aim to support Cuban urology, including complimentary enrollment of Cuban residents as SIU resident members, shipment of USB-packages of scientific information sourced from SIU Academy, and offering Grand Rounds and ICUD consultations to residents through the Cuban Society. The establishment of a channel for donation of used equipment to Cuban hospitals through the SIU, and designation of 2 or 3 SIU Training Centers in Cuba for proctored training of designated leaders in selected areas, was also discussed.

This contact with the Cuban Society of Urology was extremely productive. It validated the SIU's humanitarian and philanthropic mission, and marked the beginning of a fruitful relationship with a promising future. ●



# SIU 2017 mpMRI Masterclasses Combined Cutting-Edge Theory With Hands-On Practice

**Siska Van Bruwaene**  
Kortrijk, Belgium

At the 2017 SIU Congress in Lisbon, two prostate mpMRI masterclasses were offered. In recent years, evidence of the significant diagnostic value of this imaging technique has been accumulating. The most important features that have led to the steep increase in the use of prostate mpMRI are: the adoption of PIRADS (Prostate Imaging Reporting And Data System) scoring and the development of the mpMRI – TRUS fusion technique; these topics formed the subject of the two masterclasses.

In the *Prostate MRI Masterclass*, the reading of mpMRI was demystified. Dr Barrett and Dr Kastner from the United Kingdom gave a concise overview of literature regarding the diagnostic value and safe strategies for implementation of this tool into urological practice. Furthermore, in a cozy yet efficient setting, the attendees were paired off, assigned a computer, offered several clinical cases, and tasked with explaining the straightforward,



mathematical approach of combining T2, diffusion, or dynamic contrast enhancement sequences step by step. By the end of the session, the vast majority of attendees were able to quickly identify suspect lesions and differentiate between PIRADS scores.

The *SIU Innovators MRI-TRUS Fusion Hands-On Course* was a golden opportunity for urologists seeking information on mpMRI-TRUS fusion. Attendees were offered a concise theoretical introduction by Dr Reiter (USA), Dr Hadaschik (Germany) and Dr Dall'Era (USA). Afterwards, representatives from a host of top companies in this field provided short demos highlighting the pros and cons of their systems. Hands-on training on phantom models was available for Artemis®, Exact Imaging®, Phillips/Uronav®, Koelis® and BK Ultrasound/MIM® equipment. For urologists seeking the perfect solution for their care center, this was as close to real-time head-to-head comparison they could get.

Major advantages of both sessions were the availability of the speakers to solve specific problems encountered at the implementation of the technique, and the hands-on training method which brought the theory immediately into practice. We thank everyone who helped make these special masterclasses a success. Be on the lookout for more like these in Seoul! ●

# Personal Insights from Drs. Joyce Beard and Mihir Desai



Dr. Joyce Beard



Dr. Mihir Desai

Last year, the SIU announced the release of a new urology research platform called uCare, slated for early 2018. It will be the largest global research platform available in urology, allowing urologists and patients to be connected to registries and clinical studies being conducted around the world. To help shed light on why this new platform will be a game-changer for the medical community, we have interviewed Dr. Joyce Beard and Dr. Mihir Desai who are leading uCare. Read on to obtain a sneak-peek at what you can expect.

## Why did you want to lead this new initiative?

**MD:** I have been attending the SIU meeting for the past 15 years and have been more formally involved in the scientific committee and SIU Academy for the past 4 years. The SIU is truly a global society in urology and addresses clinical, research and educational needs in all parts of the world. When presented with this opportunity to lead a novel research initiative, I took it up right away. I am excited to use my clinical outcomes and population research background to help make uCare successful.

**JB:** It is an exciting challenge to be part of the SIU's new and innovative global research project. Leading uCare gives me the unique opportunity to collaborate with colleagues from all over the world as we aim to drive high quality research activities. As a young urologist I feel privileged that the Society has trusted me in this role, and that I get to work on this together with Mihir.

## What makes uCare such a collaborative endeavor?

**MD & JB:** We feel uCare will work towards fulfilling the SIU's mission by creating a research platform that can help bring together urologists, health care industry and patient advocacy groups from all over the world to help conduct research that will ultimately improve the health of our patients. While focused collaborative groups exist mainly in the developed world, often the developing world gets left out. Our belief is that uCare is uniquely positioned to enact its vision of inclusivity and connection in urological research.

## What makes uCare unique?

**MD & JB:** This worldwide collaboration will allow a truly unique dataset to be compiled. This is thanks to both the high quantity and the diversity of the data, which is sourced from different nationalities and institutions. Our research data will paint an accurate picture of global urology care in different fields.

## How and why do you believe uCare will change research in urology?

**MD & JB:** For the first time, we will have a platform that incorporates countries that do not have a formal research network and infrastructure with countries that are further along. We will have a network of hospitals within each member country that has agreed to participate in uCare so that investigators planning a trial have access to the clinical materials to successfully complete the study. This is a powerful tool in addressing missing gaps in research. As an example, with the involvement of African countries such as Kenya and South Africa, we have the opportunity to perform clinical and genomic analysis to check if prostate cancer biology differs from African American or African European populations.

## What are your goals for uCare?

**MD & JB:** Our primary goal is to build and maintain a strong and united Research Council in order to initiate and sustain research projects across the globe through collaboration and technology.



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# Meet Dr. Ramón Virasoro:



## Volunteer, Teacher, and Researcher with



Dr. Virasoro is an active and admirable SIU member. He works with the non-profit organization Physicians for Peace, which sponsors him to travel to the Dominican Republic several times a year to perform reconstructive surgery on patients who lack access, as well as to train and mentor the next generation of urologists. To that end, he and his team have developed the first Genitourinary Reconstructive Fellowship in the Caribbean, a programme that goes a long way towards providing a sustainable solution to the medical crisis that underprivileged countries face in South America and all over the world. This, combined with a love of medicine, of meeting and developing relationships with patients, and of humanitarian work is what has kept him going back year after year since 2013.

Dr. Virasoro's story is one that emphasizes the power of the mentor-mentee relationship, highlighting the importance of collaboration in urology. After completing most of his medical training in Buenos Aires where he was born and raised, mentors Agustín Rovegno and Hector Fernandez arranged for Virasoro to meet with world-renowned reconstructive urologist Dr. Gerald Jordan in Norfolk. "He has been the most influential person in my career," claims Virasoro, who calls Jordan "a superb human being" and credits him for igniting his passion for humanitarian work. Virasoro embarked on an Adult and Pediatric Genitourinary Reconstructive Fellowship under Jordan at Eastern Virginia Medical School (EVMS), and during this time he met with Physicians for Peace founder Dr. Charles Horton, who invited him to tour their headquarters. His visit left him feeling "engaged and motivated" about the cause, and he hoped to collaborate with them in the future. His wish would soon come true: Physicians for Peace needed an adult reconstructive urologist in the Dominican

Republic, and Virasoro was a perfect fit. When we asked him what his proudest moment on the job was, he said there were many relating to caring for patients, teaching surgery, and participating in research studies; however if forced to pick one, he shared that "after many training sessions, I could see my mentees performing surgery with the same respect and dedication that was transmitted to me by my mentors." Dr. Virasoro has come full circle.

Virasoro and his team count many allies that help support initiatives like the aforementioned Fellowship. These include EVMS, four hospitals in Buenos Aires (CEMIC, Hospital Italiano, OSECAC and Hospital Güemes) and one in Chile (Hospital del Trabajador). They also partnered with the Dominican Urological Society (SDU), the URUS urology association, the four residency programs in the country, as well as with the Ministry of Health and the National Health System. The goal is to train two local urologists in GU Reconstruction, Virasoro says, and arrange for them to work locally in positions of service.

After performing over 120 urethroplasties and giving countless lectures and surgical demonstrations, Dr. Virasoro and his colleagues show no signs of quitting. During their most recent trip in July 2017, the team introduced a new course titled Essentials in Lower Urinary Tract Radiology, as well as one on sonography oriented to anesthesia, at Hospital Moscoso Puello. The long-term goal for Physicians for Peace is to replicate this successful model in other underserved areas of Latin America that would benefit from GU reconstructive surgery training programs and sustainable centers of practice. We wish them the best of luck in their mission, and we encourage our readers to learn more about this exceptional organization at [www.physiciansforpeace.org](http://www.physiciansforpeace.org)

# Featured New SIU Member



**Name:** Zhivko Siromahov  
**Location:** Sofia, Bulgaria  
**Position:** Urology Resident, National Oncological Center  
Medical University of Sofia

My name is Dr. Zhivko Iliyanov Siromahov. I was born in Gabrovo, a small town in central Bulgaria, a beautiful country in Eastern Europe most famous for its rich history and natural splendor. I obtained my medical degree at the Medical University of Varna in 2014. After that, I started my training in urology at the National Oncological Centre in Sofia, Bulgaria. In April 2017, I attended an SIU event in Bulgaria on Management of Urolithiasis which was my first encounter with the SIU. In May of 2017 I attended the EAU Masterclass on Operative Management of Benign Prostatic Obstruction in Heilbronn, Germany.

As a member of other urological associations, I am always looking for new opportunities. My chief of department, Prof Dr. Krassimir Neykov, actually encouraged me to become a member of the SIU. I found that it is the most appropriate society for young urologists. The SIU is an organization that offers a large variety of options for professional development. They provide the tools to enhance learning and improve the practice of urology for all via the SIU Academy. As a young urologist in training, the opportunities for fellowships and scholarships are very interesting to me. Finally, the membership offers me the wonderful opportunity to meet urologists all over world.

I think that the SIU is different from other societies because it offers a wide range of activities in every country it is active in. I am very proud to be part of the SIU and I am looking forward to improving my skills as a urologist in training. ●

# Social Media in Urology: Harness the Force

## RECENT STATISTICS SHOW:

**74%**   
of internet users engage on social media

**80%**   
of those users are looking for health information<sup>3</sup>.

**30%**   
have supported a health cause

**42%**   
of consumers have used social media to access health-related consumer reviews

**25%**   
have posted about their health experience

**20%**   
have joined a health forum or community<sup>4</sup>.

Social media: It's everywhere. And by now it has been well established that these social media channels, i.e. web or app platforms that allow users to create online communities to share information, ideas, personal messages, etc., are much more than cat videos and viral memes (though who doesn't enjoy seeing a cat in a shark costume riding a Roomba?). Companies, not-for-profits, professional associations, government agencies and other well-established bodies are venturing into the digital jungle as a means of communicating with the public and fostering community.

This of course includes medical professionals. The growing use of digital communication through social media has forced the medical sector to investigate how these technologies impact health communication, and how to best approach the effective utilisation of these tools whilst maintaining the rigorous standards of professionalism.

A survey of  
**382 urologists**  
revealed that:

**74%**  
had a social media account

**28%**  
endorsed use in a professional setting<sup>1</sup>

The debates about PSA-based screening for prostate cancer, urologist ownership of ancillary services, and a host of issues around healthcare reform have been repeatedly fought on Twitter and other channels<sup>2</sup>.

What these statistics tell us is that establishing and maintaining a digital presence is no longer optional. These tools must be embraced and used towards the improvement of the medical community on both the patient and practitioner side.

### Connecting with and educating the public

A total of 35% of US adults say that they have gone online to attempt to diagnose a medical condition<sup>5</sup>. Those of us working in the medical sector are very well aware of the influence of Dr. Google. But the true takeaway here is that more and more people are consulting online sources prior to even walking into the doctor's office.

Lifestyle gurus like Gwyneth Paltrow, the anti-vaxxer movement, and others have established online followings ready to propagate unsubstantiated health advice that can have adverse and occasionally dangerous consequences for individuals. According to a consumer survey, about one-third of consumers are using the social space as a natural habitat for health discussions<sup>6</sup>. In response to these

anti-scientific movements, it is critical to have the voice of practiced physicians to ensure education and patient safety also occupy the digital space and counter the gobbledy-Goop.

### Defining your online reputation

Think Yelp is just for restaurant recommendations? We've already seen that the majority of the population will consult online sources prior to the doctor's visit. Sites like Yelp, or Google Reviews, and Rate my MD help inform the public on where to go when seeking medical advice. And whether we like it or not, if you are serving the public there is a high likelihood people are talking about you online.

Managing your online reputation by maintaining an active digital presence is important. The American Medical Association's Professional Guidelines for Social Media Use suggests that "physicians should consider periodically "self-auditing" to assess the accuracy of information available about them."<sup>7</sup> Having a presence on social media can have the same degree of positive or negative impact on a physician's social reputation as being active in any other public venue<sup>8</sup>. In an analyzed sample of 500 urologists' online ratings, positive ratings were given in 86% of cases<sup>9</sup>. If nearly half of the 74% of internet users on social media are searching for information about a specific doctor or health professional<sup>10</sup>, why not take ownership of that reputation before someone else does?

Social media is a tool, and as with any tool, it can be used to destroy or to build. But with thoughtful consideration on how to integrate these tools in the day-to-day lives of urologic practitioners, the opportunities to build and grow are irrefutable. ●

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4191630/>

2. <http://escholarship.org/uc/item/01b7671t#page-2>

3. <https://getreferralmd.com/2017/01/30-facts-statistics-on-social-media-and-healthcare/>

4. <http://www.pwc.com/us/en/health-industries/health-research-institute/publications/pdf/health-care-social-media-report.pdf>

5. <http://www.pewinternet.org/2013/01/15/health-online-2013/>

6. <http://www.pwc.com/us/en/health-industries/health-research-institute/publications/pdf/health-care-social-media-report.pdf>

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8. [https://www.cma.ca/Assets/assets-library/document/en/advocacy/CMA\\_Policy\\_Social\\_Media\\_Canadian\\_Physicians\\_Rules\\_Engagement\\_PD12-03-e.pdf](https://www.cma.ca/Assets/assets-library/document/en/advocacy/CMA_Policy_Social_Media_Canadian_Physicians_Rules_Engagement_PD12-03-e.pdf)

9. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4191630/>

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## Our Own **Valérie Guillet** Named Inspirational Planner of the Year

On November 20th, SIU Congress Director Valérie Guillet took home the Inspirational Planner of the Year award at PCMA Canada East's Chapter Canadian Innovation Conference in Niagara Falls, Canada. Valérie was recognized for her leadership and dedication in helping make SIU 2017 possible. The success of the Congress is a testament to her tireless efforts and undying passion, for which we are very grateful. Congratulations! ●



## THE SIU INNOVATORS: A Frontier for New Ideas for All Urologists, by All Urologists

Dr. Todd G. Manning and Prof. Damien M. Bolton  
Austin Health, Victoria, Australia (@DocToddManning / Doctor.tmanning@gmail.com)

Innovation and collaboration have always been the cornerstones of urological practice and culture, facilitating the cross-pollination of ideas, the pursuit of mutual interests and the betterment of patient outcomes. These two driving factors have allowed our subspecialty to lead others in technological, clinical and laboratory-based advancements. "Societies" have long since recognized this and have helped foster relationships between urologists, trainees and medical students to encourage the propagation of these positive forces. With an emphatic nod to the importance of both, the Société Internationale d'Urologie (SIU) has taken this a step further.

The formation of the SIU Innovators Committee strongly reflects the SIU's commitment to engage urologists, especially early-career urologists and trainees from all international communities, by providing an official platform for the incorporation of their ideas and feedback, whilst simultaneously creating opportunities for career growth, networking and professional collaborative

projects. They are also integral in other supportive avenues for aspiring urologists, by providing sponsored, free SIU membership for all trainees (see <http://bit.ly/2C44YUJ>), and a variety of opportunities for continued education and training for all levels. These objectives were highlighted during the Innovators session, the "uChallenge" and the Innovators Reception at SIU's 37th Congress held in Lisbon this year.

It has been my great pleasure over the last year, and as a young trainee, to be invited to sit as an Innovators Committee member and provide my ideas on various topics, especially regarding the incorporation of social media strategies into the SIU Congress.

I have found members including Innovator Committee Chair Dr Peter Black, Prof. Damien Bolton, A/Prof. Nathan Lawrentschuk and Dr Amanda Chung exceptionally encouraging, patient and genuinely interested in my input. They have since become mentors who have expanded my knowledge regarding urology, communication

and organization. This has been invaluable and has significantly enhanced my management and leadership skills as President of the Young Urology Researchers Organisation (@AusYURO), which the SIU continues to support via multiple avenues. My personal experience exemplifies the goals of the SIU Innovators.

As an affiliate of the larger Society, the Innovators provides a new and exciting platform for young, motivated people to participate in discussion and decision-making, resulting in a mutually beneficial sharing of ideas, the multiple advantages derived from mentorship and guidance, and the potential advancements linked with contemporary perspectives and new directions. As such, the Innovators is an open door for anyone who wishes to become involved in the current workings and future vision of the SIU.

I urge each of you to encourage your colleagues to read more about us, (See: <http://bit.ly/2iU0tDW>) and help continue to extend leading edge ideas and innovation in urology. ●

## Feedback From Lisbon: **SIU 2017 a Hit!**

Survey shows that delegates came away enriched by educational content

Thanks to an attendee survey, we were able to determine the successes and shortcomings of the 2017 SIU Congress. A full 92% of delegates agreed that the educational content on offer was relevant to their learning needs, and that they

would directly apply the knowledge acquired to their practice.

Plenary sessions, Masterclasses, SANTU, Controversies sessions and SIU Night were among the features that delegates rated highly.

In the future, respondents mentioned that they would like to see more content relating to prostatectomy, sexual medicine, as well as more interactive sessions. We have taken these findings into consideration, and they will help shape the programme strategy for Seoul 2018. We look forward to seeing you there! ●

## Now Available:

### SIU Training Program on Evaluation and Management of Male LUTS

#### Module 3: Man with storage symptoms/ overactive bladder and BPO (treatment-naïve)

##### Learning Objectives

- Explain the rationale and follow the key steps for initial assessment of patients with multifactorial LUTS
- Understand the multifactorial etiology of LUTS
- Recognize patients with symptoms related to LUTS/BPO
- Identify men at risk for clinical progression of BPH
- Recognize the symptoms and need for treatment and understand treatment options for patients with storage symptoms/overactive bladder (OAB) and presumed BPO who are treatment-naïve or who have received previous medical management
- Identify patients' expectations and priorities for treatment
- Counsel patients about treatment options based on the efficacy and safety of available medical therapies and findings from patient evaluation
- Evaluate and manage adverse events of medical treatments
- Explain follow-up strategies for LUTS/BPO patients

This case study is accredited by the European Accreditation Council for Continuing Medical Education (EACCME) for 1 European CME credit (ECMEC).

#### Module 4: Man with voiding symptoms under medical treatment who requires surgical management

##### Learning Objectives

- Explain the rationale and follow the key steps for the initial assessment of patients with multifactorial LUTS
- Identify men at risk for clinical progression of BPO
- Identify patients' expectations and priorities for treatment
- Understand the multifactorial etiology of LUTS
- Recognize patients with symptoms related to LUTS/BPO
- Identify patients requiring surgical management
- Prioritize the available surgical options within the urological armamentarium based on findings from patient evaluation
- Understand the risks associated with the available surgical options

#### FACULTY:

##### Chair



Stavros Gravas MD,  
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##### Members



Mauro Gacci, MD  
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Jaspreet S. Sandhu,  
MD  
United States

*This educational activity has been funded by SIU's Corporate Sponsor, GlaxoSmithKline.*

*All contents of this educational activity have been developed by the faculty appointed by SIU.*

## Exciting New Educational Videos

### Roundtable Discussions:

#### Immunotherapy in Bladder Cancer

*Faculty: Peter Black (Canada), Joaquim Bellmunt (United States), Trinity Bivalacqua (United States), and Gencay Hatiboglu (Germany)*

Hear our panel of international experts discuss the current landscape in tumor immunology and the rise in the use of immunotherapy in bladder cancer.

#### Interstitial Cystitis

*Faculty: Curtis Nickel (Canada), Robert Evans (United States) and Kenneth Peters (United States)*

In this video focusing on the evaluation and treatment of a typical patient with interstitial cystitis (IC), Drs. Peters, Evans, and Nickel discuss the clinical management of females with IC.

### Expert Interviews

#### An African Perspective on Functional and Reconstructive Urology

*Faculty: Dr. Oluwabunmi Olapade-Olaopa (Nigeria) and Dr. Ervin Kocjancic (United States)*

In this interview conducted by Dr. Kocjancic, Dr. Olapade-Olaopa explains the adaptation of Western techniques for use in Nigeria and how urological problems in Africa differ from those in the West. He also discusses the African medical education system, the rise of urology as a specialty, and the influx of women in the field of urology in Africa.

## An American Perspective on Functional and Reconstructive Urology

Faculty: Dr. Allen Morey (United States) and Dr. Ervin Kocjancic (United States)

In this video Dr. Morey explains how reconstructive urology is a relatively young sub-specialty and is one of the most underserved specialties worldwide, making training of other physicians very important to expand the field, since successful reconstruction can be transformative for patients.

## uTalks

**uTalks** provide a unique forum for speakers to share their experiences and insights in a thought-provoking 15-minute presentation. The following uTalks are currently available on SIU Academy. Watch them today!

- **eHealth in BPH Management** by Jean de la Rosette
- **Durability of Anatomical Endoscopic Enucleation of the Prostate** by Tev Aho
- **Green Laser Enucleation of the Prostate "GreenLEP": the Learning Curves** by Vincent Misrai
- **GUR Robotic** by Richard Link
- **Urethral Stricture** by Benjamin Breyer
- **Treatment Options of OAB** by Kenneth Peters
- **Active Surveillance of Renal Tract Stones** by Ranan Dasgupta
- **UTUC - Time for Personalized Management** by Joyce Baard
- **True Lies about MET** by Jean de la Rosette
- **Play with Your Laser: Fragmenting, Dusting, Popcorning, Incising** by Palle Osther
- **Percutaneous Nephrolithotomy (PCNL): Standard or Mini** by Thomas R. W. Herrmann
- **Upper Tract Decompression: Perc vs Stent** by Steeve Doizi
- **Exit Strategy Following PCNL: Tubeless or Not Tubeless—That is the Question** by Guido Giusti
- **Access for PCNL - Where, How, and Whom** by Daniel Adolfo Perez Fentes
- **Antibiotic Strategies in Stone Surgery** by Athanasios Papatsoris
- **Position: Prone or Supine** by Vitor Cavadas
- **Transgender Surgery** by Giulio Garaffa
- **Penile Transplant** by Andre van der Merwe

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- Live-transmitted events and much more!

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# Grand Rounds

Mark your calendars for these upcoming events!

## Surgical Grand Rounds in Endourology —Live on SIU Academy

**April 13, 2018** in Hong Kong, China

**August 7–8, 2018** in Shanghai, China

These programmes are supported by SIU's Corporate Sponsor, Olympus

**October 4, 2018** in Seoul, South Korea

This programme is supported by SIU's Corporate Sponsor, Karl Storz



## Save the date for these upcoming B2B Meetings!

### B2B: Uro-oncology

**May 12, 2018** in Vienna, Austria

### B2B: Kidney Cancer

**June 27, 2018** in Tbilisi, Georgia

### B2B: Bladder and Kidney Cancer

**September 8–9, 2018** in Montreal, Canada

### B2B: Prostate Cancer

**October 11, 2018** in Athens, Greece

### B2B: BPH

**November 2–3** in Berlin, Germany

This programme is supported by SIU's Corporate Sponsor, Karl Storz



Download SIU Academy today and experience mobile learning at your fingertips anywhere, anytime.



# SIU Brings BPH, Stone Session to Emirates Urological Society Conference

For the third time, the Société Internationale d'Urologie (SIU) supported the Emirates Urological Society Conference (EUSC) with an SIU session. The 6th EUSC meeting, boasting over 800 attendees, took place from Nov 7–11, 2017 in Abu Dhabi. Along with the SIU, the meeting was supported by several international societies including the European Urological Association (EAU), EAU nurses, the EAU section of Urolithiasis (EULIS) and Uro-Technology (ESUT), the American Urological Association (AUA) and the International Continence Society (ICS). The meeting featured interesting workshops and a very educational scientific program focusing on key clinical topics.

The SIU contributions highlighted developments made in benign prostatic hyperplasia (BPH) and stone treatments over the past few years. This year's SIU session focused on urothelial cancer. SIU faculty was comprised of Jean de la Rosette and Pilar Laguna (The Netherlands), Patrick Coloby (France), Makarand Khochikar (India) and Kilian Gust (Austria).

The session covered the spectrum of relevant topics in the treatment of urothelial cancer, including novel imaging techniques, high-risk non-muscle



invasive disease, urinary diversion in muscle invasive disease, and treatment options for upper tract urothelial cancer. The session closed with interactive case presentations and discussions between faculty and attendees.

The SIU session was very well received by participants, the Emirates Urological Society (EUS), and its President Dr. AbdulQadir Al-Zarooni. The SIU is looking forward to supporting the next Emirates Urological Society Conference in 2018. ●



Seoul, South Korea

당신을 서울로 초대합니다  
You're invited to Seoul

Save the date!

Abstract submission deadline:  
April 2, 2018

Early bird registration:  
June 15, 2018



[www.siu-urology.org](http://www.siu-urology.org)