



American
Urological
Association

The Coalition for Urologic Patients (CUP)

Industry Sponsorship Details

Your sponsorship supports year-long efforts to incorporate the patient voice in urologic policy. Our collaboration creates a pathway to discuss emerging trends in patient advocacy and identify policy areas where we can synergize. The CUP is just one tool in our toolbox that helps propel our patient advocacy. The CUP is a multi-stakeholder advocacy framework grounded in patient and clinician perspectives.

As an industry partner, your support strengthens the CUP's reach and influence to engage Congress and federal agencies with unified advocacy to shape policy on patient access, care coordination, and research funding.



ADVOCACY PRIORITIES

The CUP will unite patient advocates and physicians to advocate for public policies that:

- Lower the barriers limiting urologic patients from accessing and choosing treatments
- Improve the coordination of care of urologic diseases
- Increase research funding for urologic diseases

THE APPROACH

The CUP will elevate our ongoing patient advocacy work, including:

- Direct lobbying (both in-person and virtually)
- Leading or sharing stakeholder letters that advance policies we support
- Engaging in regulatory advocacy
- Launching grassroots campaigns to activate around issues we care about
- Incorporating patient stories in oral and written testimonies submitted to Congress to advocate for research funding

SPONSORSHIP BENEFITS

- Your company **logo** placed on the [CUP webpage](#) on AUA.net.org.
- A designated member of your team will receive the CUP **newsletter**, a monthly compilation of policy news, bills we're tracking, and policy issues we're activating on relevant to urology.
- The opportunity to join quarterly CUP **virtual meetings**.