

Functional Urology

A new Sub-Specialty or Rebranding?

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Disclosures:
Passionate about FRU

Functional Urology

Objectives

- Define functional urology (FU)
- Define reconstructive urology (RU)
- Why another specialty
- Discuss and get insight from the group on the future direction of FRU

What is Functional Urology?

- A. Uses only non-pharmacologic, non-surgical modalities to treat patients
- B. Uses primarily medical but also surgical therapy to treat patients
- C. Uses lifestyle changes (diet, exercise, sleep, community, supplements)
- D. Employs naturopathic, chiropractic, PT, neuromodulation for bladder disorders
- E. A form of quackery - holistic – alternative - integrative medicine

Urology

Specialty

[Overview](#)

[Training Information](#)

[Associations](#)

Specialty Description

A urologist, also known as a genitourinary surgeon, focuses on diagnosing and treating disorders of the urinary tracts of males and females, and on the reproductive system of males. This specialist manages non-surgical problems such as urinary tract infections and benign prostatic hyperplasia, as well as surgical problems such as the surgical management of cancers, the correction of congenital abnormalities, and correcting stress incontinence.

What is a urologist?

A urologist, also known as a genitourinary surgeon, focuses on diagnosing and treating disorders of the urinary tracts of males and females, and on the reproductive system of males. This specialist manages non-surgical problems such as urinary tract infections and benign prostatic hyperplasia, as well as surgical problems such as the surgical management of cancers, the correction of congenital abnormalities, and correcting stress incontinence.

SUB SPECIALTIES

[Pediatric Urology \(U\)](#)

[Female Pelvic Medicine and Reconstructive Surgery \(U\)](#)

RELATED RESOURCES

[Learn More about Specialties](#)



Urology

74 languages

Article Talk

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From Wikipedia, the free encyclopedia

For the scientific journal, see [Urology \(journal\)](#).



This article **needs additional citations for verification**. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed.

Find sources: "Urology" – news · newspapers · books · scholar · JSTOR (September 2009) *(Learn how and when to remove this template message)*

Urology (from *Greek* οὖρον *ouron* "urine" and -λογία *-logia* "study of"), also known as genitourinary surgery, is the branch of [medicine](#) that focuses on surgical and medical diseases of the [urinary-tract](#) system and the [reproductive organs](#). Organs under the domain of urology include the [kidneys](#), [adrenal glands](#), [ureters](#), [urinary bladder](#), [urethra](#), and the male reproductive organs ([testes](#), [epididymis](#), [vas deferens](#), [seminal vesicles](#), [prostate](#), and [penis](#)).

The urinary and reproductive tracts are closely linked, and disorders of one often affect the other. Thus a major spectrum of the conditions managed in urology exists under the domain of [genitourinary disorders](#). Urology combines the management of medical (i.e., non-surgical) conditions, such as [urinary-tract infections](#) and [benign prostatic hyperplasia](#), with the

Urologist



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(Top)

Training

United States

Australia

Nepal

Ethiopia

Subdisciplines

Endourology

Laparoscopy

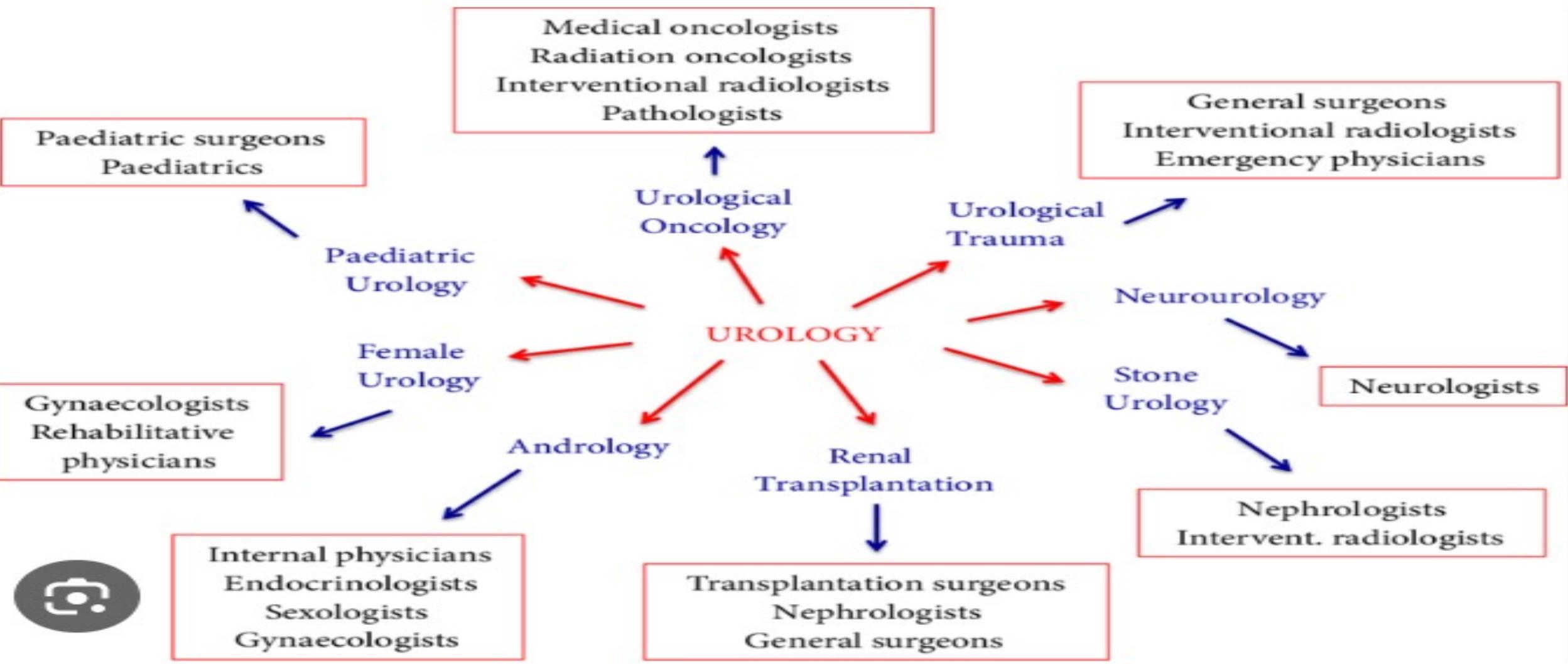
Urologic oncology

Neurourology

Pediatric urology

Andrology

Reconstructive urology



Summary of the relationship between urologists and other specialists... |...

Visit

What does a genitourinary (GU) reconstructive surgeon do?

- A. Specializes in genital surgery
- B. Specializes in transgender surgery
- C. Specializes in penile surgery
- D. Specializes in reconstruction of the urinary tract
- E. Specializes in urinary incontinence and voiding difficulties in men
- F. Specializes in urinary incontinence and voiding difficulties in women

[Transl Androl Urol](#). 2018 Aug; 7(4): 666–672.

doi: [10.21037/tau.2018.03.04](https://doi.org/10.21037/tau.2018.03.04)

PMCID: PMC6127547

PMID: [30211057](https://pubmed.ncbi.nlm.nih.gov/30211057/)

Training in reconstructive urology: the past, present and future

[Alvaro A. Saavedra](#) and [Keith F. Rourke](#)[✉]

- Reconstructive urology remains one of the hardest urologic sub-specialties to define, with branches extending into other sub-specialties, including uro-oncology, andrology, prosthetics, incontinence/voiding dysfunction, pediatrics, and robotics plastics.
- **“Reconstructive urology is a highly specialized field of male urology that restores structure and function to the genitourinary tract.” -Wikipedia.**



[ABU](#) maintains board certification standards

Urology is one of 24 boards

2013

Female Pelvic Medicine and Reconstructive Surgery Subspecialty

Subspecialty certification in Female Pelvic Medicine and Reconstructive Surgery (FPM-RS) began in 2013 for those urologists able to demonstrate a practice in FPM-RS of sufficient breadth and complexity expected of a subspecialist in this field.

Pediatric Subspecialty

Subspecialty certification in Pediatric Urology began in 2008 for urologists whose practice is at least 75% pediatric urology. Applicants approved by the Board to enter the process of subspecialty certification must be engaged in the active practice of pediatric urology, and must hold a current unrestricted general certificate in urology issued by the American Board of Urology.

Development of Female Pelvic Medicine and Reconstructive Surgery

- 1995 - Subspecialty is named Urogynecology and Reconstructive Pelvic Surgery
- 2000 - Urogynecology and Reconstructive Pelvic Surgery URPS is changed to Female Pelvic Medicine and Reconstructive Surgery (FPMRS)
- 2006 - The American Osteopathic Board of Obstetrics and Gynecology forms a subcommittee to create a certification process and examination for Female Pelvic Medicine and Reconstructive Surgery
- 2010 - American Board of Medical Specialties (ABMS) application for the subspecialty of Female Pelvic Medicine and Reconstructive Surgery is written with the collaboration of urology and gynecology
- 2011 - ABMS recognizes the subspecialty of FPMRS
- 2011 - ABOG/ABU board certification process develops
- 2012 - June 2013 exam date for FPMRS is announced
- 2012 - FPMRS Exam test questions are written with collaboration of urology and gynecology
- 2012 - The first ABOG board certification in FPMRS was administered
- 2013 - FPMRS Fellowships accredited by ACGME for the first time
- 2013 - "Grandfathering" FPMRS written exam given
- 2015 - FPMRS oral boards given

2023 FPMRS rebrands to URPS (Urogynecology and Reconstructive Pelvic Surgery)



SUFU

SOCIETY OF
URODYNAMICS,
FEMALE PELVIC MEDICINE &
UROGENITAL RECONSTRUCTION



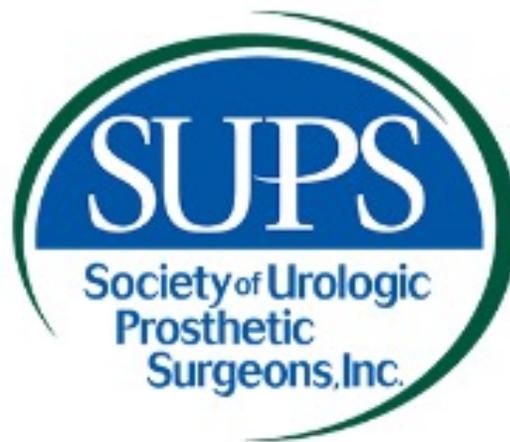
Society of Genitourinary
Reconstructive Surgeons



AUGS[®]

IUGA ♀

international urogynecological association



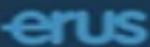
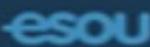
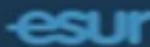
SUPS

Society of Urologic
Prosthetic
Surgeons, Inc.





Want to be involved in the leading scientific platform within your urological subspecialty? ow.ly/V6zX7

 EAU Robotic Urology Section	 EAU Section of Oncological Urology	 EAU Section of Urological Research
 EAU Section of Andrological Urology	 EAU Section of Female and Functional Urology	 EAU Section of Genitourinary Reconstructive Surgeons
 EAU Section of Infections in Urology	 EAU Section of Uro-Technology	 EAU Section of Transplantation Urology
 EAU Section of Urological Imaging	 EAU Section of Uropathology	 EAU Section of Urolithiasis



E. David Crawford, MD



Ryan P. Terlecki, MD



Fernando J. Kim, MD

Thank You for caring about FRU!

Functional & Reconstructive Urology (FRU): A New Sub-Specialty or Rebranding

FUDS Consensus Statement

- Subspecialty that consolidates existing urologic disciplines, including general urology, reconstructive urology, neuro-urology, UGPRS, Men's Health, prosthetic urology, and prostate cancer survivorship.
- Rebranding allows patients to identify urologists with expertise in both traditional and novel therapies, including non-surgical, pharmacologic, surgical, and integrative therapies.
- In the next 5 years, FRU will continue to expand as a specialty and advance the care of pelvic floor disorders, thereby improving patient lives.



genital reconstructive |



- genital reconstructive **surgery**
- genital reconstructive **surgery male to female**
- genital reconstructive **surgery cost**
- genital reconstructive **surgery female**
- genital **reconstruction**
- genital **reconstruction definition**
- genital **reconstruction meaning**
- genital **reconstruction procedure**
- genital **reconstruction surgery meaning**
- genital **reconstruction bottom surgery**



functional urology|

functional urology



Practical Functional Urology
Book

functional **medicine** urology

functional urology **symposium**

functional urology **fellowship**

functional urology **definition**

female functional urology

functional **abnormality of urinary tract**

functional **impairment list**

functional **activity of ureter**

What does a Functional Urologist do?

- A. Specializes in Urology
- B. Specializes in non-operative Urology
- C. Specializes in urinary incontinence and voiding difficulties in men
- D. Specializes in urinary incontinence and voiding difficulties in women
- E. Specializes in Neurourology

Functional medicine

[Article](#) [Talk](#)

From Wikipedia, the free encyclopedia

Functional medicine is a form of [alternative medicine](#) that encompasses a number of unproven and disproven methods and treatments.^{[1][2][3]} Its proponents claim that it focuses on the "root causes" of diseases based on interactions between the environment and the gastrointestinal, endocrine, and immune systems to develop "individualized treatment plans."^[4] It has been described as pseudoscience,^[5] [quackery](#),^[6] and at its essence a rebranding of [complementary and alternative medicine](#).^[6]

In the United States, functional medicine practices have been ruled ineligible for [course credits](#) by the [American Academy of Family Physicians](#) because of concerns they may be harmful.^{[7][8]}

Is functional medicine a real doctor? ^

However, functional medicine doctors are indeed “real” doctors who have graduated from medical school and have the same licensing as a traditional MD. To be a functional medicine doctor, a practitioner is required to go beyond the scope of medical school to learn techniques that help their patients heal effectively.



doctorsstudio.com

<https://doctorsstudio.com> > functional-medicine-doctor-c...

Is A Functional Medicine Doctor A Licensed Medical Practitioner?

Search for: [Is functional medicine a real doctor?](#)

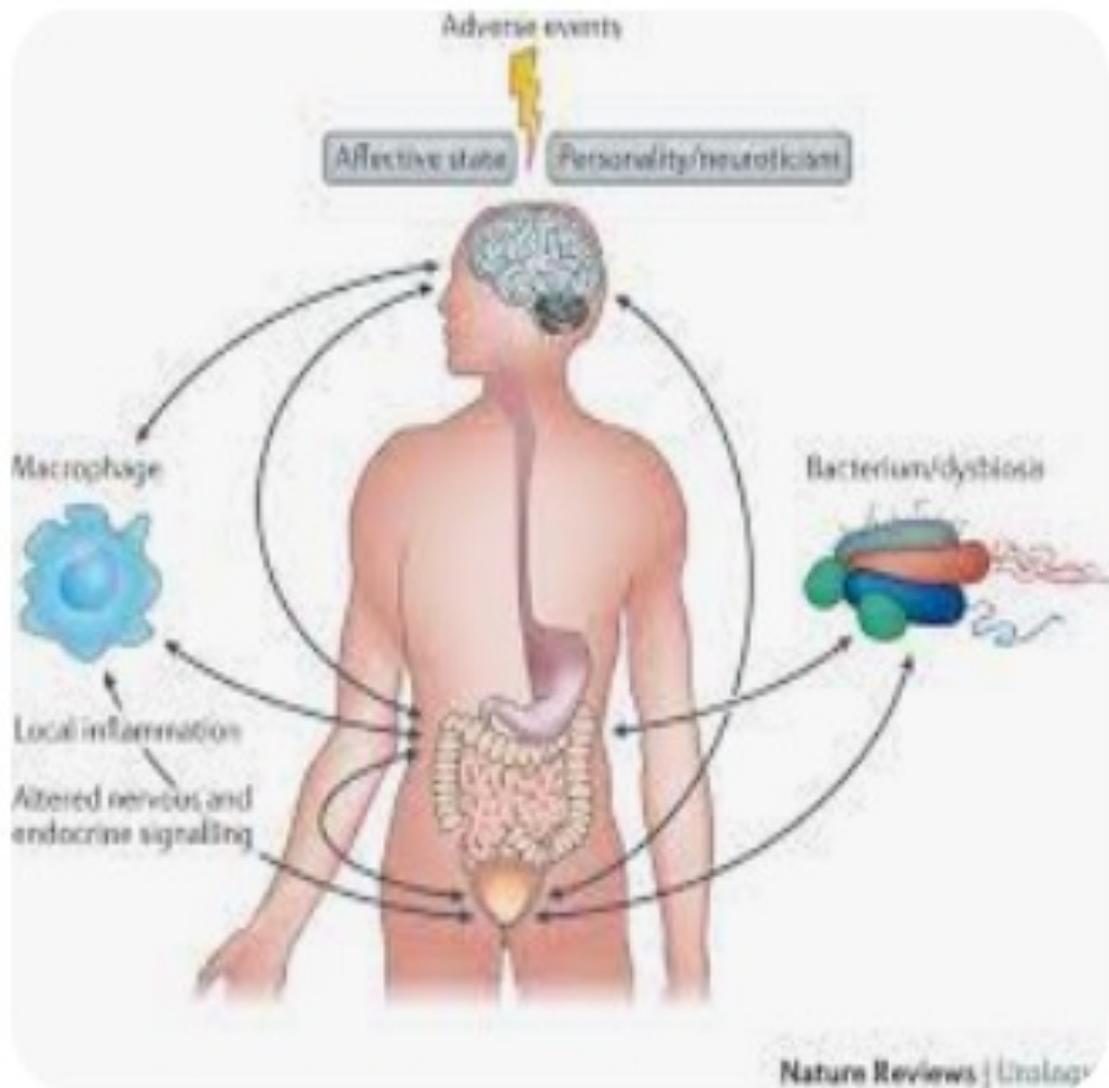
What is considered functional medicine? ▼

Is functional medicine legitimate? ▼

Is a functional medicine doctor the same as a naturopath? ▼

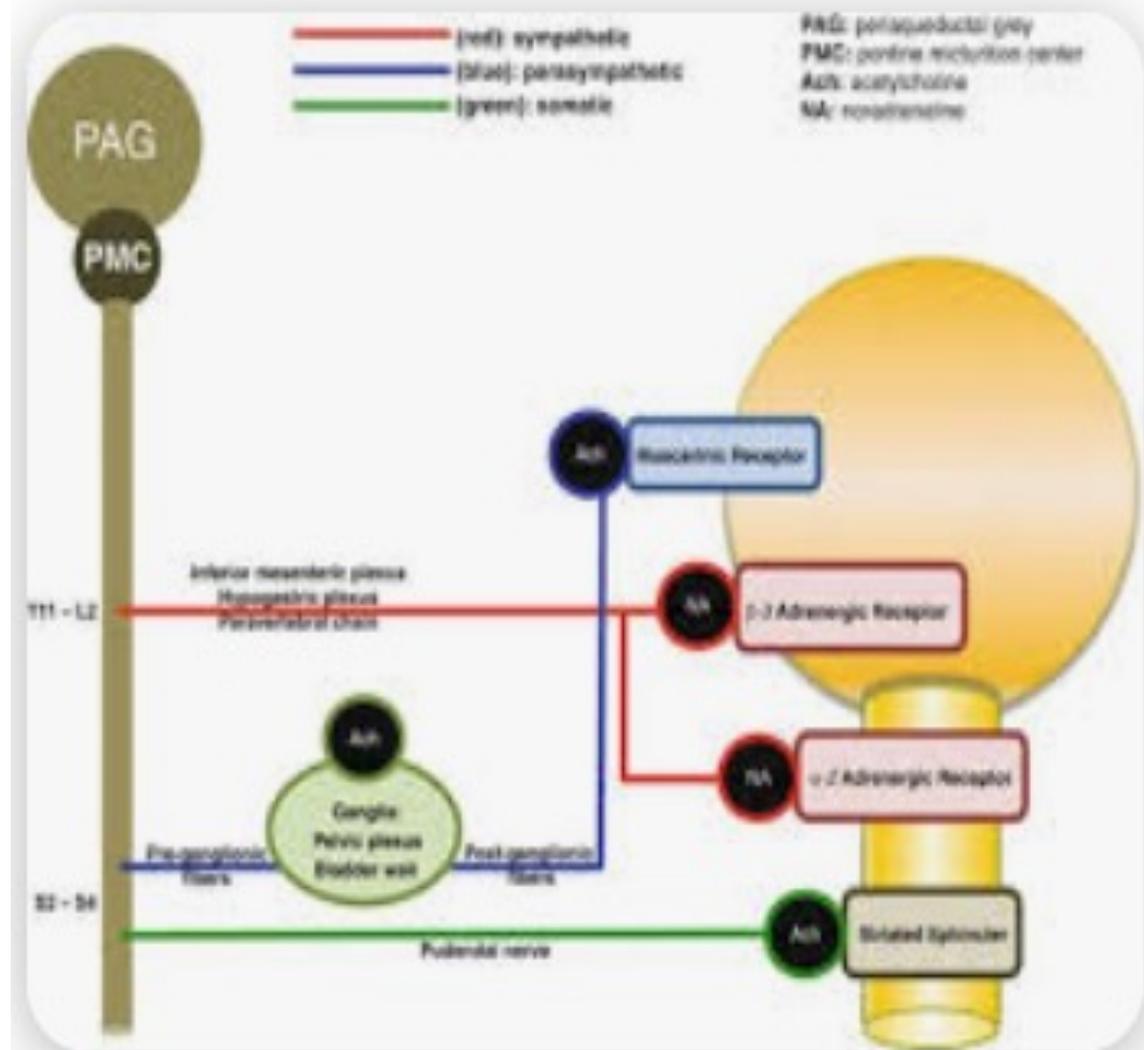
What is the downside of functional medicine? ▼

Is functional medicine the same as osteopathic? ▼



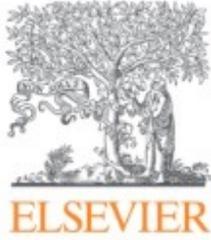
Nature

Functional urological disorders...



Doctorlib.info

Bladder-Emptying Disorders ...



Review – Reconstructive Urology

Robotic Surgery as Applied to Functional and Reconstructive Urology

Nadir I. Osman, Naside Mangir, Emma Mironska, Christopher R. Chapple  

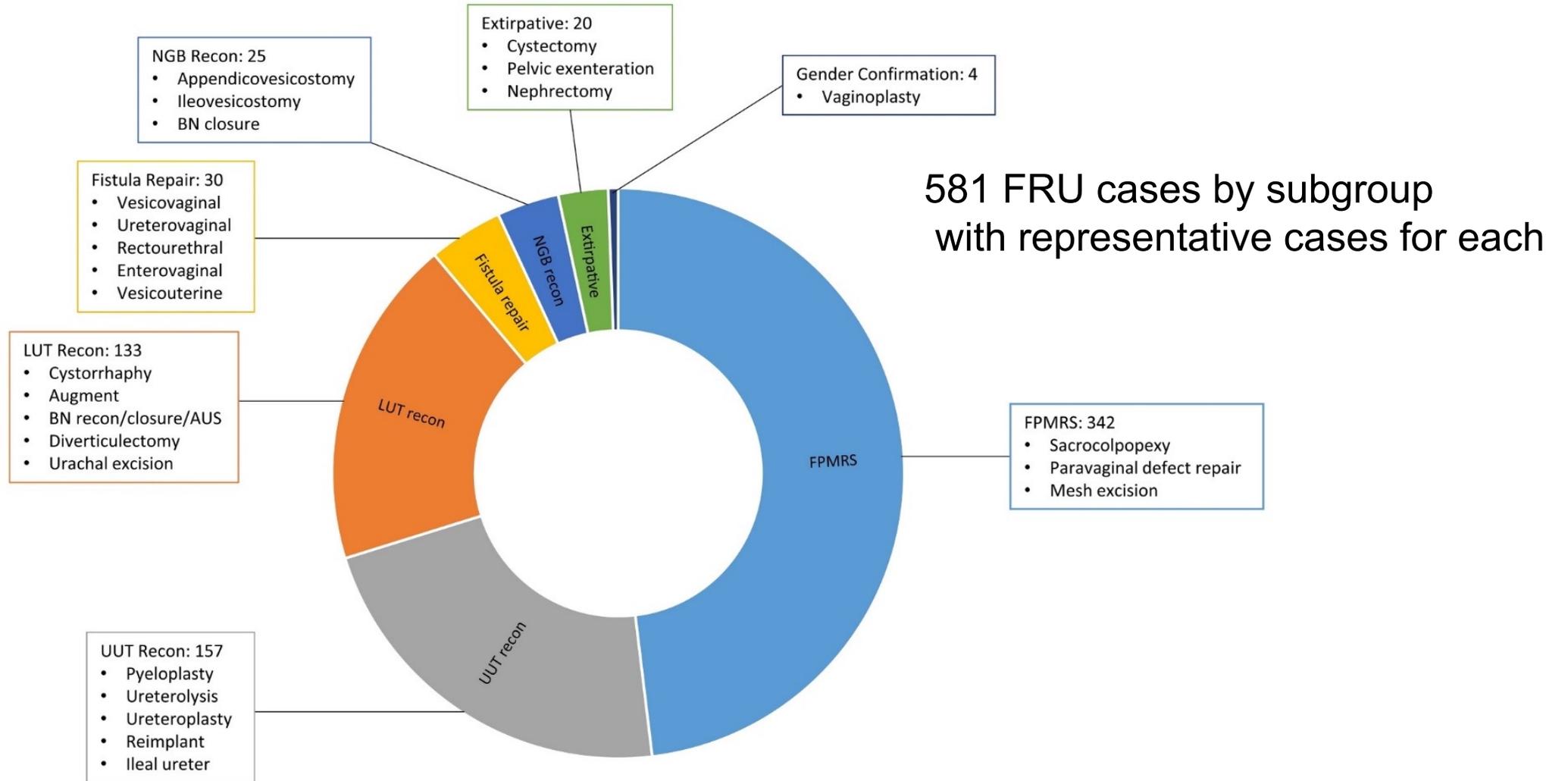
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<https://doi.org/10.1016/j.euf.2019.06.016> 

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Changing CU Robotic FRU Case Distribution



What is Functional Urology?

- Functional Urology is a subspecialty within Urology **that addresses benign conditions resulting in lower GU tract dysfunction.**
- Functional urology disorders almost always impact QOL
- Managed in a variety of both surgical and non-surgical/medical ways.

REBRANDING DOE JE ZO

APPLE



1976



1977



2007



2023

BURGER KING



1957



1994



2000



NOW

MC DONALDS



1940



1953



1975



NOW

SHELL



1900



1930



1961



NOW

STARBUCKS COFFEE



1971



1982



2011



NOW

VOLKSWAGEN



1937



1945



2000



NOW



medical specialty rebranding



People also ask ⋮

How do you rebrand a medical practice? ^

7 Tips to Help Grow Your Medical Practice and Attract New Patients

1. Identify Your Unique Selling Proposition (USP) ...
2. Maintain Brand Consistency Across Platforms. ...
3. Be Recognizable and Memorable. ...
4. Maintain a Clean and Visually Appealing Presence. ...
5. Market the Medical Practice's Reputation. ...
6. Communicate a Compelling Brand Message.

3 Signs it's Time to Rebrand Your Medical Practice



1.) Outdated website

Patients are heavily reliant on the internet in their search for healthcare.

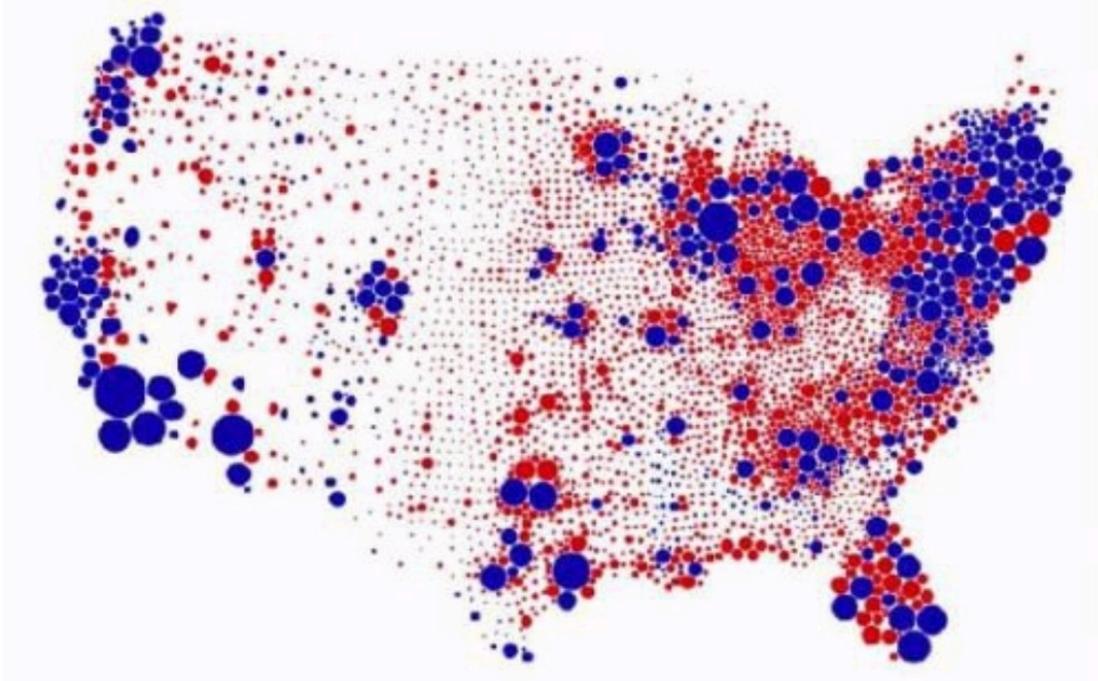
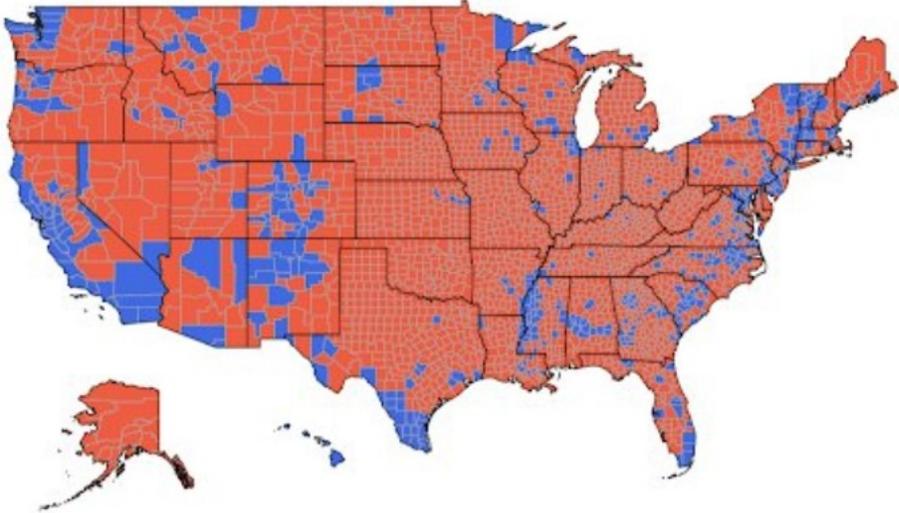
2.) Doesn't express your positioning

Your brand needs to reflect why they should choose you and what sets you apart and ahead of the competition.

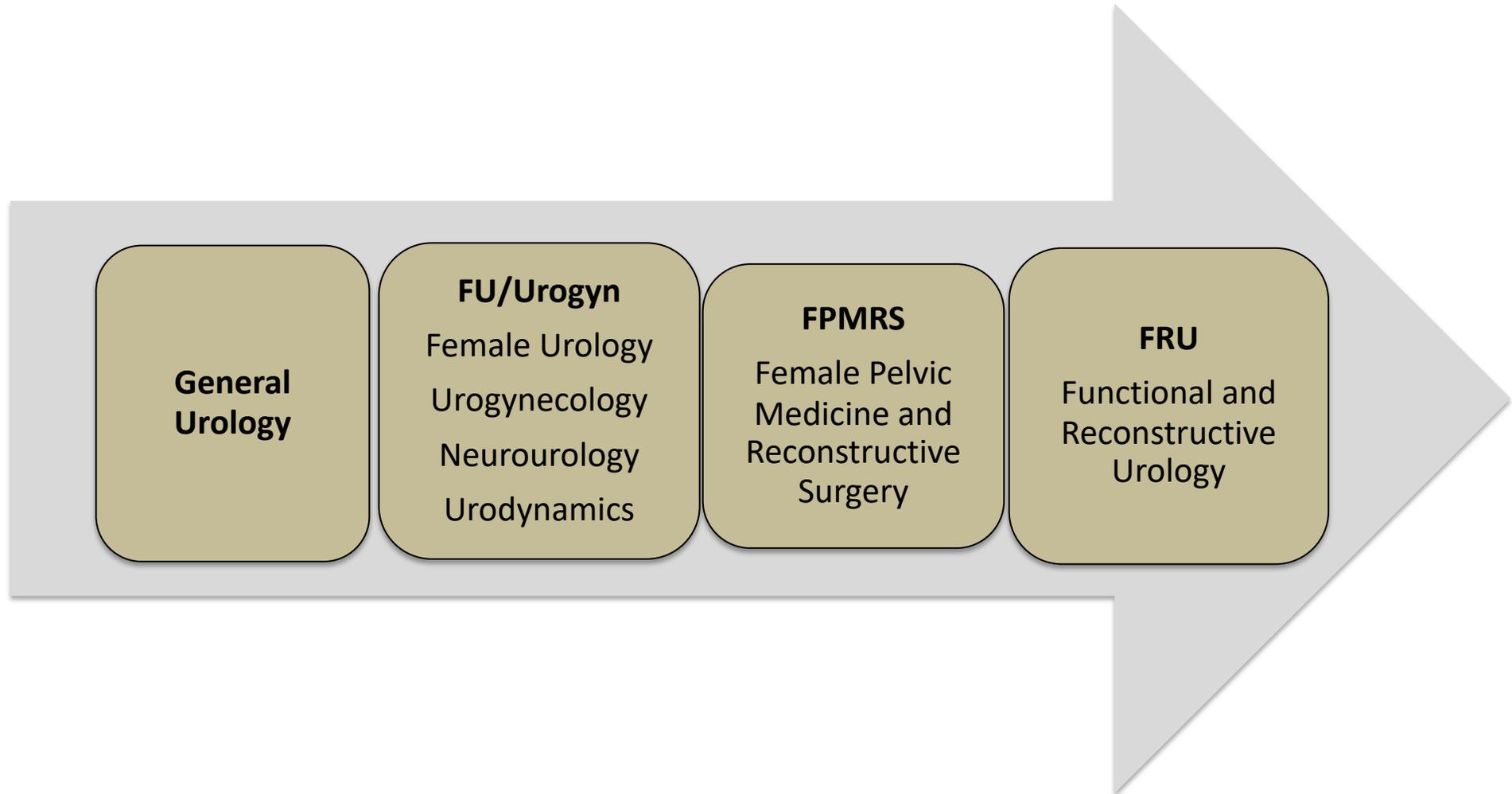
3.) Your targeting the wrong audience

It is important to know your audience in order to successfully market to them

USA 2020 Presidential Electoral Map



Changing Names of a Urologic Subspeciality



[Can Urol Assoc J.](#) 2019 Jun; 13(6): 208.

doi: [10.5489/cuaj.6037](#)

PMCID: PMC6570596

PMID: [31199239](#)

A new paradigm for functional urology

[Blayne Welk](#), MD, MSc, FRCSC[✉]

Can U

- **Urologists should still be the experts for the management of LUTS.**
- It is important that we empower other care providers to take on the basic management. **New funding models will allow APPs, interested family physicians to take on roles as medical experts in functional urology and expedite care for patients**

[Can Urol Assoc J.](#) 2019 Jun; 13(6): 203–207.

Published online 2018 Nov 5. doi: [10.5489/cuaj.5532](https://doi.org/10.5489/cuaj.5532)

PMCID: PMC6570593

PMID: [30407156](https://pubmed.ncbi.nlm.nih.gov/30407156/)

A new model for delivering care for lower urinary tract symptoms

[Richard Baverstock, MD](#),^{1,2} [R. Trafford Crump, PhD](#),² [Andrea Civitarese, BSc](#),¹ and [Kevin Carlson, MD](#)^{1,2}

Can U

- Integrated delivery model implemented in secondary care for delivering chronic care
- This model improves access to care for patients and reduces use of unnecessary services
- Integrated models should be considered by other medical specialists faced with treating an increasing number of chronically ill patients



vesia

Services

Urodynamic Testing

Pelvic Physiotherapy

Cystoscopy Diagnosis

Assessment & Testing

Catheter Consultation

Sizing & Fitting Pessaries

Treated Conditions

Lower Urinary Tract Symptoms (LUTS) +

Stress Urinary Incontinence (SUI) +

Pelvic Organ Prolapse (POP) +

Neurogenic Lower Urinary Tract Disorders (NLUTD) +

Recurrent Urinary Tract Infections (UTI) +

Overactive Bladder +

Urinary Incontinence +



vesia

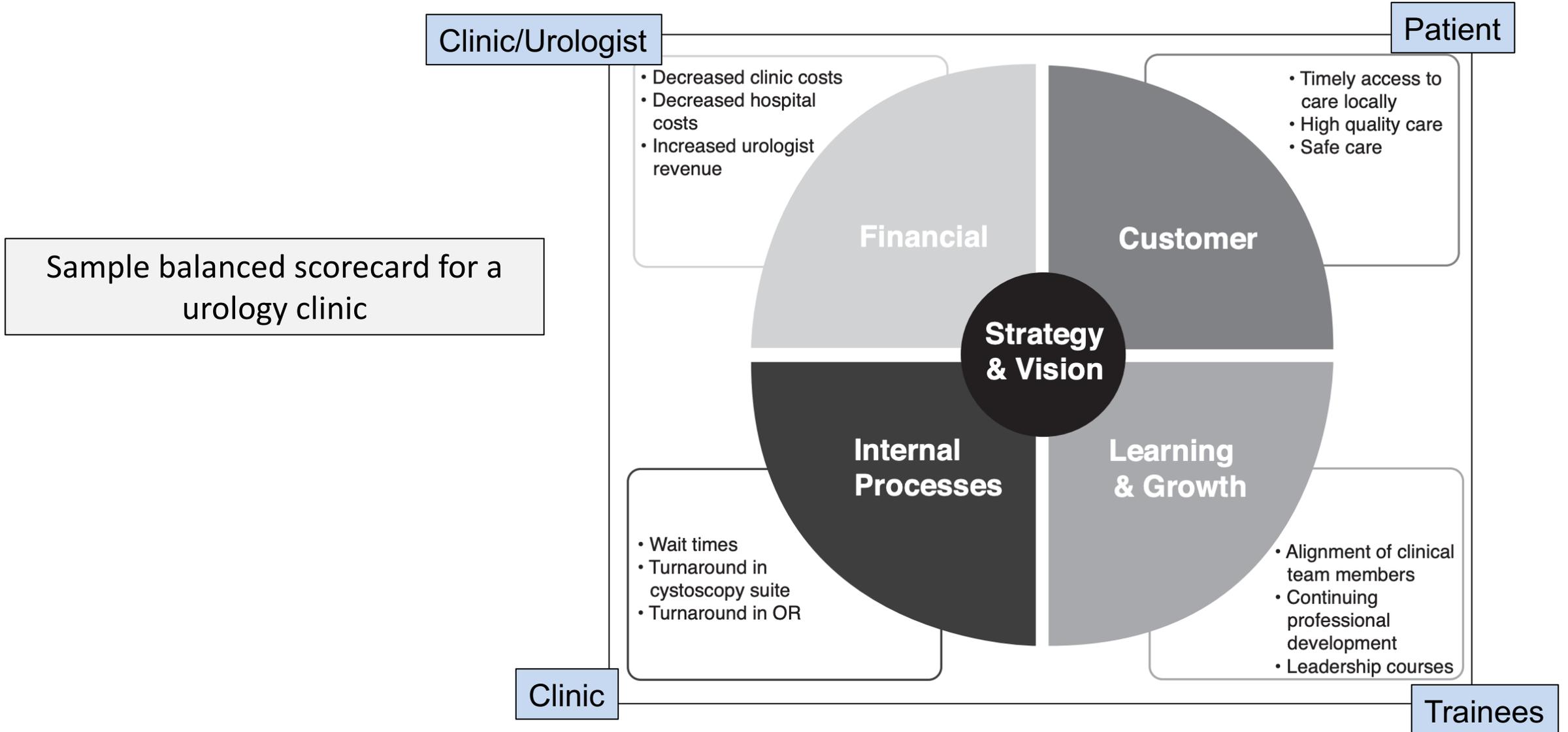
[ALBERTA BLADDER CENTRE]

Exploring the business of urology: Strategy and strategic planning

Sample strategic objectives for a urology division/department



Exploring the business of urology: Strategy and strategic planning



Jan 12, 2023

Improving Quality of Life: New Endowed Chair in Functional Urology

Research, Faculty & Staff, Giving



Drs. Sender Herschorn and Tony Finelli with fellows and residents of U of T's Division of Urology celebrating the establishment of the new Sender Herschorn Chair in Functional Urology



UCHealth Functional and Reconstructive Urology (FRU) Center Under the Direction of Brian Flynn, MD

Philanthropy: Continue to build on the 5 million donations to the FRU center for the eventual goal of 20 million, which will realize a free-standing FRU center. Actively pursue private gifts from donors to sustain our standard of excellence in clinical activities and research through discovery and innovation. Create an endowment to create an enduring legacy of excellence in FRU for future clinicians, researchers, and educators.

Clinical care: Develop the 2nd FRU clinic in North America with an international reputation for care.

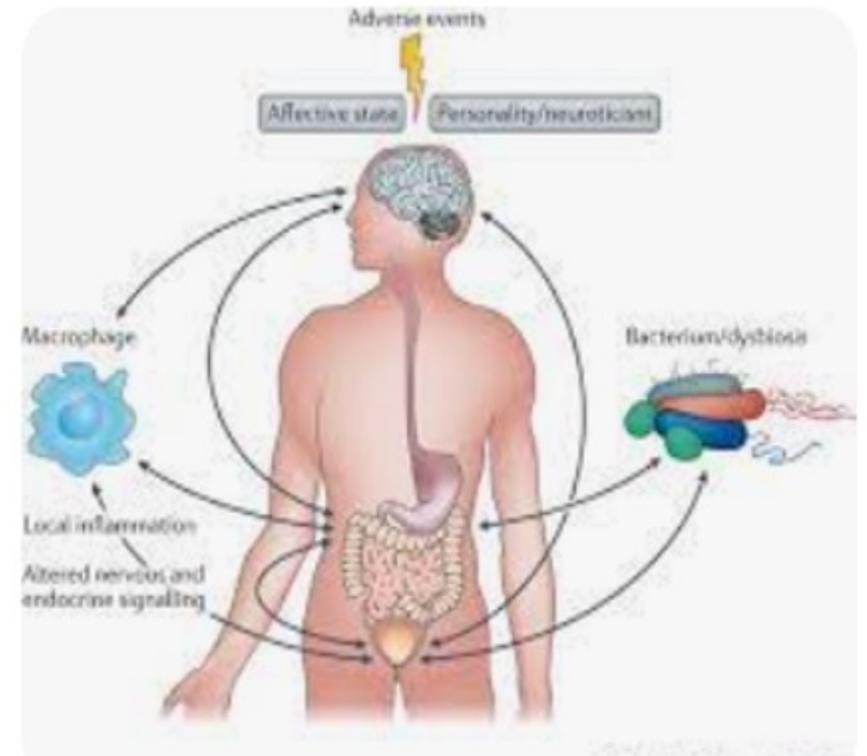
Research: NIH and industry-sponsored clinical trials for pharmaceuticals and medical urologic devices.

Education: Supervise, establish, and organize training programs for urologists and trainees in practice by conducting FRU post-graduate courses showcasing our program.

Practical Functional Urology

John Heesakkers
Christopher Chapple
Dirk De Ridder
Fawzy Farag
Editors

 Springer



Next Generation Learning Centers



NEXT GENERATION

Genomics and Biomarkers

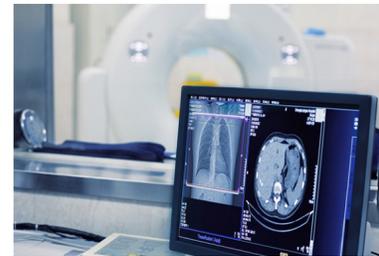
The role of genetic testing for prostate cancer risk is a rapidly changing area. Experts debate the indications of sending a patient on to genetic counseling for further potential screening for inherited prostate cancer risk. One major issue that needs to be addressed in the urology



NEXT GENERATION

MEN'S HEALTH

Around the world, men die an average of 6 years earlier than women, and the mortality rate for men is higher than for women in 12 out of 15 leading causes of death. Health outcomes among boys and men are substantially worse than among girls and women. Men engage in riskier



NEXT GENERATION

FOCAL THERAPY

As a result of an increasing amount of clinical data, interest in focal ablation for the treatment of localized prostate cancer has grown immensely over the last fifteen years. We are Drs. Arvin George, Abhinav Sidana, and Jonathan S. Fainberg, urologic surgeons with research interests in using



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Denver, Colorado**

Brian J. Flynn, MD, is a professor of urology and fellowship director in Functional and Reconstructive Urology (FRU) at the University of Colorado in Denver, Colorado. Dr. Flynn earned his medical degree from Temple University in Philadelphia, Pennsylvania. He completed a six-year residency in urology at Geisinger Medical Center in Danville, Pennsylvania, and a one-year fellowship in female urology and reconstructive urology at Duke University in Durham, North Carolina. He is board-certified in urology and female pelvic medicine and reconstructive surgery. Dr. Flynn earned his Bachelor of Science in biomedical engineering from the University of Rochester in Rochester, New York. Dr. Flynn's focus is in functional and reconstructive urology with an active practice in male/female urinary incontinence, voiding dysfunction, urethral stricture disease, and robotic bladder/ureteral reconstructive surgery. He is a national leader in the use of minimally invasive surgical techniques and robotics for the treatment of urinary incontinence, bladder neck contracture, urethral stricture, and ureteral obstruction. He has developed new techniques for AUS, ProACT, bladder neck reconstruction, and suprapubic catheter placement. Dr. Flynn has authored numerous clinical papers, surgical videos, and textbook chapters. He has also presented internationally on surgical management of urethral stenosis with an emphasis on non-transecting techniques, post-prostatectomy incontinence, genitourinary fistula, and ureteral stricture disease.

Disclosures:

Clinical investigator for Cook Myosite, Boston Scientific, and Uromedica

Join the GRU Community

- Why Join? -

FIRST NAME
LAST NAME
EMAIL
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Cxbladder is a non-invasive genomic urine test optimized for the detection and management of bladder cancer.



Functional Urology includes the following?

- A. Urinary incontinence in men
- B. Urinary incontinence in women
- C. Urinary incontinence in patients with neurogenic disorders
- D. Manages voiding issues including urinary retention, BPH, IC, UTIs.....
- E. All the above

Functional and Reconstructive Urology (FRU)

Conclusions

- FRU is a rebranding of previous urologic sub-specialties
- FRU is a merging of general urology with Reconstructive Urology, Neurourology, FPMRS/UroGyn, Men's Health, Prosthetic urology, Prostate cancer survivorship.....
- FRU is the management of incontinence/voiding disorder in men, women, neurogenic/non-neurogenic

Functional and reconstructive urologists should demonstrate their expertise in this space to advance the specialty and improve patient lives with urologic disorders.

FRU Thanks You!!!

