



Barbara Rinehart

# WEB-BASED TRAINING UROLOGY

My responsibilities were:

- ☞ Researched role of urologist
- ☞ Created program objectives
- ☞ Wrote copy with unique sales tips
- ☞ Defined hyperlinks

Screen Number: U3

**Visual:** Picture of a urologist certification, FACS

**Screen Text:**

**What Training Do**

Urologists require an ABU certified. To qualify for urological residency programs in the United States.

Some urologists have an association of surgeons (ACS). These members are recognized after their names. Beyond education, training, and

**Sales Tip:** Urologists have many responsibilities and life when they become experts. Acknowledge the urologist. Let them know you are knowledgeable.

Screen Number: U2

**Visual:** Picture of a 50

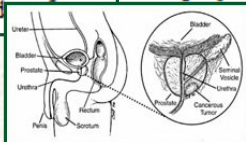
**Screen Text:**

**What Is A Urologist?**

A urologist [link: U2a] American Board of Urology. They regard to problems of the urinary tract. Although urologists are trained to treat both men and women. The incidence of urological problems includes prostate problems, kidney stones, and incontinence.

Urology procedures include minimally invasive techniques and clear communication with the patient. Click here to learn more [link: U2b].

**Sales Tip:** Remember that urology is a specialty that is slightly higher in demand than other specialties. It can be employed in various settings.



Screen Number: U1

**Visual:** Anatomical diagram of the male and female genital systems with labels.

**Screen Text:**

**What is Urology?**

Urology is the study of diseases of the male urinary tract and the female genito-urinary tract and adrenal glands. Anatomically, urology deals with problems of the kidney, bladder, ureters, urethra, penis, scrotum, testicles, and the prostate gland. Urology is considered a surgical subspecialty, but requires extensive knowledge of internal medicine, pediatrics, gynecology, and other specialties. The practice of urology is so broad in scope that the American Urological Association (AUA) divides urology into subspecialties: These include:

1. Pediatric Urology [roll over: Pediatric urology deals with the treatment of urological problems in children, especially congenital anomalies such as undescended testicles, circumcisions, and kidney cancer.]
2. Urologic Oncology [roll over: Urologic oncology deals with the treatment of cancers of the male and female urinary tract and the male reproductive organs (which include prostate, adrenal gland, bladder, penile, and testicular cancer in men, and kidney and bladder cancer in women).]
3. Renal Transplantation [roll over: The problems of renal insufficiency and end stage renal disease often necessitate a kidney transplant. Urologists work closely with nephrologists when they specialize in transplantation and function as a member of the surgical team when a transplant is needed.]
4. Male Infertility [roll over: The management of male infertility and impotence focuses on the surgical correction of various acquired and congenital obstructions within the genital tract. This subspecialty requires a high level of expertise in the area of reproductive physiology and endocrinology.]

**Sales Tip:** The number of female patients treated by urologists is substantial. If you were to focus on any one subspecialty, this would be the one. Urologists specializing in female urology often see cases of urinary incontinence. Even though some urologists specialize, most still deal with aspects of OAB.

**Voice over:** Welcome to the urology portion of this instructional program. Here you will learn about the specialty of urology. You will learn how a urologist is trained, how they practice, what they treat, common tests they perform, and listen to a case study in urinary incontinence. Please complete this module as you did the previous module by reading this first screen then by clicking next.

## UROLOGY

- Describe what a urologist is
- List the education and training requirements
- Name five common procedures performed
- Explain the mechanics of a cystometrogram
- Name several treatment options for incontinence