

# MD NEWS

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## Urology Group of New Jersey

Changing New Jersey's Urology Landscape





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## Changing New Jersey's Urology Landscape

By Gary Stelluti, Health Care Marketing Strategies, LLC

### Coming Together

“Bigger isn’t always better, but a bigger Urology Group of New Jersey [UGNJ] has been better for our patients,” says Alan Krieger, M.D. Over the past few years, across the nation, there has been an increasing trend of practice consolidation and aggregation of physicians. While there are a number of factors driving the market conditions at the heart of this trend, for the physicians of UGNJ, it has been a more comprehensive, coordinated approach to patient care.

In November of 2008, eight urology practices merged to form UGNJ, one of the largest private urology practices in Northern New Jersey offering comprehensive urologic care as well as care in subspecialty areas of interest. UGNJ boasts 27 urologists practicing in a dozen locations in Essex, Hudson, Morris and Union counties, including a prostate-specific cancer center (see sidebar).

“The level of experience is amazing,” says UGNJ President, Eric Seaman, M.D. “We have physicians who specialize in robotic surgery, neurourology, incontinence, minimally invasive surgery, endourology, male infertility, kidney transplants, erectile dysfunction and more. In fact, we provide the expertise once reserved only for university-based physicians.” UGNJ’s geographic footprint also provides greater patient access to expertise through its multiple locations.

UGNJ covers the major hospitals in the region, including:

+ St. Barnabas Medical Center

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+ Newark Beth Israel Medical Center

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+ Clara Maass Medical Center

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+ Mountainside Hospital

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+ Trinitas Regional Medical Center

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+ Robert Wood Johnson University Hospital at Rahway

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+ Overlook Hospital

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+ Morristown Memorial Hospital

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+ Jersey City Medical Center

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+ St. Clare’s Hospital

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+ St. Michael’s Medical Center

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+ Bayonne Medical Center

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### When Bigger Is Better

“Superior patient care” was the core principal when merger talks began. Taking advantage of each practice’s strengths and each doctor’s unique abilities, UGNJ created something not seen before in Northern New Jersey. Many within UGNJ dismiss the term “super group,” but they don’t dismiss the new level of resources and increased patient

# UROLOGY GROUP OF NEW JERSEY PHYSICIANS



Alan Helfman, M.D.



Alan Krieger, M.D.



Alan Strumeyer, M.D.



Alexander Gellman, M.D.



Bernard Strauss, M.D.



Brent Yanke, M.D.



Brett Opell, M.D.



Bruce Lefkon, M.D.



Domenico Savatta, M.D.



Eric Kerr, M.D.



Eric Seaman, M.D.



Franklin Morrow, M.D.



George Johnson, M.D.



Herbert Katz, M.D.



James Saidi, M.D.



Jeffrey Katz, M.D.



Kjell Youngren, M.D.



Konstantin Walmsley,  
M.D.



Louis Galdieri, M.D.



Matthew Whang, M.D.



Michael Bonomo, M.D.



Peter Boorjian, M.D.



Rhonda Walsh, M.D.



Stuart Shoengold, M.D.



Winston McGill, M.D.



Randah Al-Kana, M.D.



Yitzhak Berger, M.D.



Merritt Cohen, M.D.

access that have become available. “Uniting our practices has allowed us to invest in the latest technology and state-of-the-art equipment. We view this as an investment in our patients’ health,” says Eric Kerr, M.D.

## Same Physicians, Same Level of Expert Care

One of the challenges associated with merging several physician practices into a single group is to maintain the identity of the original practices in their local communities, and therefore to enable them to continue to receive patient referrals, provide continuity of care and communicate with referring doctors. UGNJ made the decision to maintain its individual practice names and identities for a period of time to assure there was minimal confusion, with all practices cobranding under the larger banner of UGNJ.

“A strong relationship with our referring physicians is an essential part of our practice philosophy and approach to patient care,” says James Saidi, M.D. “Every physician feels

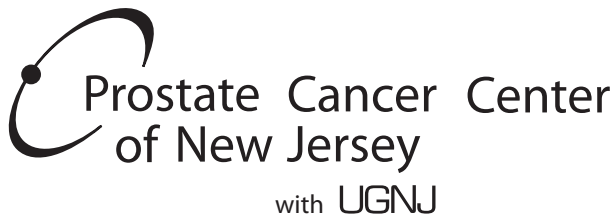
strongly that for UGNJ to be successful, we need to make it as easy as possible for our referring physicians to continue to work with us as they always have. Our doctors are still practicing in the same locations; our referral process remains the same, as does our responsiveness to the people who send us the patients who need our care.”



## Evolving to Meet Northern New Jersey's Needs: Providing State-of-the-Art Care

Health care and models of health care delivery continue to change. The demand by employers for value for their health care dollar and the rise of the consumer driven health plans are creating more savvy health care customers. Domenico Savatta, M.D., Director of Robotic Urology at Newark Beth Israel and Saint Barnabas Medical Centers, is seeing this trend as well. "It's not uncommon for patients

to be more educated about treatment options and to be aware of the latest trends and technology available, including new surgical tools such as the da Vinci robot," he says. "By combining excellence in robotic surgical ability with geographic reach, we can truly offer patients access to any and all urological treatments without them having to leave our practice." In an ever-changing health care world, UGNJ believes this new model will continue to serve its patients well for years to come. ■



**IN DECEMBER 2009**, Urology Group of New Jersey opened the Prostate Cancer Center of New Jersey (PCCNJ), a facility dedicated *solely* to the treatment of prostate cancer. For patients undergoing radiation therapy, PCCNJ offers the continuity of care most urology practices cannot provide.



Robert Ivker, D.O.

"We can provide additional treatment options and clinical oversight for patients suffering from prostate cancer previously available only in hospitals," says Stuart Shoengold, M.D. "Furthermore, with the implementation of Calypso technology, we are currently offering eligible patients a state-of-the-art technique for radiation therapy not currently available at *any* New Jersey hospital."

PCCNJ offers the latest in linear accelerator machinery and utilizes image-guided radiation therapy as a means to efficiently target the prostate through the placement and then localization of fiducial markers. For eligible patients, the new Calypso (GPS for the Body) fiducial markers provide the additional dimension of continuous, real-time tracking of the prostate and helps ensure the highest precision in the delivery of radiation therapy to the target, while also effectively minimizing unnecessary radiation exposure and damage to healthy tissue.

"Over the years, we have been committed to providing the highest level of care. By offering radiation therapy in our practice, we are involved with every aspect of prostate cancer care. We're able to monitor progress and share information in a more timely and informative manner. We believe this is very important at a time when all a patient should be concerned with is getting healthy again," says Past President of the Oncology Society of New Jersey and Medical Director, Radiation Oncologist for PCCNJ, Robert Ivker, DO.

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