


**The
Way
Ahead
2023-2025**


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Being diagnosed or living with a urological disease impacts on every aspect of daily life, from work and studies, socialising and relationships, to emotional well-being and confidence.


Founded in 1995, The Urology Foundation is the UK's only charity representing all urological diseases including prostate, bladder and kidney cancers and non-malignant conditions including incontinence, erectile dysfunction, urinary tract infections and kidney stones. We are committed to improving patient outcomes and saving lives through investing in ground-breaking research to find new ways to diagnose, treat and manage these diseases. Through our training and education programmes we are supporting our medical and scientific communities and investing in the next generation of "rising stars". We are driving change through raising awareness of urological disease, communication of research outcomes and campaigning for policy improvement. Working with the UK's leading researchers, clinicians, nurses, allied healthcare professionals, decision makers and influencers, patients and their families, we are improving the nation's urological care.


Since 1995 we've made a real impact. Our investment in research, training and education programmes has led to significant breakthroughs in our understanding of urological disease and improvements in the delivery of care. These include:


 *Predict:Prostate*, an NHS-approved tool for the staging of prostate cancer patients.


 *Prostagram*, developing the concept of a rapid MRI scan as a potential mass screening tool for prostate cancer.

 The use of Botox worldwide for the treatment of overactive bladder and incontinence.

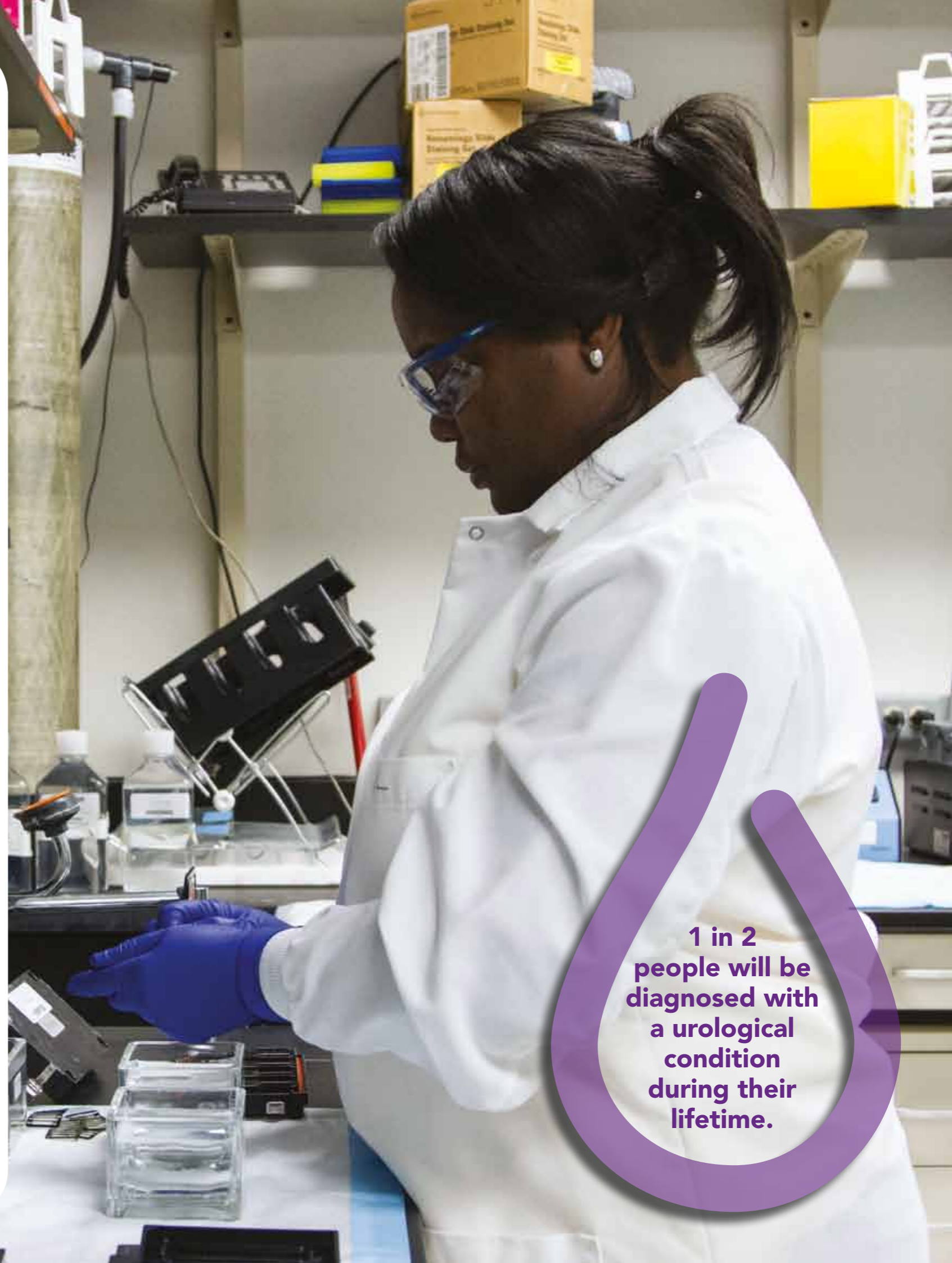
 Identification of urinary biomarkers for bladder cancer.

 Developing potential new bio-materials for the surgical treatment of urinary incontinence.

 Urology Trials Unit – a partnership between The Urology Foundation and the Centre for Randomised and Healthcare Trials (CHaRT) in Aberdeen. The role of the Trials Unit is to identify promising and important research ideas from urology units and provide a team of medical investigators to bring those ideas to fruition.

 Through our focus on training we pioneered the introduction of robotic urological surgery, enabling its safe and swift adoption by the NHS which has changed the face of urology cancer surgery.

But we still have so much more to do.



**1 in 2
people will be
diagnosed with
a urological
condition
during their
lifetime.**

Our new strategy - The Way Ahead 2023-2025 - is a bold and ambitious vision. Building on our achievements and informed by the knowledge and expertise of a range of stakeholders, our aim is to significantly accelerate the progress of urological research, to advance knowledge, to invest in our scientific and medical communities and, guided by research outcomes, to drive change.

At the heart of our strategy are patients and their families: involving and working with people affected by urological disease, embedding patient integration and engagement in research and ensuring they have a "voice" in shaping future research agendas and priority areas.

Our Priorities

Priority 1. Significantly accelerate the progress of urological research

We are committed to improving health and transforming the lives of people affected by or at risk of urological disease through accelerating progress and breakthroughs in research. We will:

- Support and promote a diverse research portfolio, investing in research to improve our understanding of urological disease, identifying new ways to diagnose, treat and manage these diseases and support prevention programmes.
- Invest in research that offers "high risk, high reward" i.e. innovative, exceptional research proposals that, due to their inherent risk, may struggle in the traditional peer review process of public funders, but which offer the potential for high impact and significant breakthroughs.
- Support research into rare and less common diseases, those which attract limited investment and those that have little hope in terms of finding a cure.

- Support and promote research that helps improve the understanding of and addresses the impact of being diagnosed and living with urological disease.
- Respond to emerging opportunities and partner with others to progress research and support the call for further investment.

Priority 2. Invest in our scientific and medical communities

We are committed to investing in our scientific and medical communities, to supporting early career researchers and to funding new ideas. We will:

- Fund the next generation of "rising stars" through our research programme, fellowship schemes and other opportunities to ensure the most talented researchers are supported to work in the field of urology.
- Support the professional development of clinicians, nurses and allied healthcare professionals through our research, training and study programmes, mentoring and shared learning opportunities.
- Work closely with organisations, including the British Association of Urological Surgeons (BAUS), Royal College of Surgeons (RCS), the British Association of Urological Nurses (BAUN) and the Royal College of Nursing (RCN), special interest groups, industry, charities and partners who share common goals to develop training and education programmes.

Priority 3. Facilitate collaborations and partnerships

We are committed to building and strengthening research capacity and know that a collaborative approach will be important in making a step change for people affected by urological disease. We will:

- Build partnerships with individual research leaders and research institutes to help explore new ideas and techniques that lead to improved patient care and increased survival.
- Support and promote dialogue amongst the world's leading researchers.
- Proactively seek opportunities to work in partnership with other charities, industry and partners who share common goals.
- Facilitate collaborations between researchers and research institutes that bring together sufficient numbers of patients with rare and less common diseases to make meaningful research possible.
- Develop opportunities to share insights, knowledge and data to speed up research.
- Develop partnership opportunities and collaborations across the four nations and ensure representation in each of the four nations.

Priority 4. Drive change as a result of research outcomes

We recognise that research outcomes can help to drive change in behaviours, beliefs and practices. We will:

- Ensure communication of research outcomes to stakeholders, including the wider research community, healthcare professionals, patients, their families, strategic partners, healthcare influencers and decision makers and all those with an interest in urological disease.

Research offers hope – better diagnostic tools, better care, better treatment, better support and a better quality of life for people like me and for future generations.





👉 Campaign for policy improvements - clinical guidelines, standards of care and innovation - resulting from research outputs.

👉 Develop our campaigning programme with the aim of building our profile as a key player in government affairs activities, campaigning across all urological disease areas.

👉 Develop opportunities to bring together the wider research community, healthcare professionals, patients, their families, strategic partners, healthcare influencers and decision makers and all those with an interest in urological disease.

👉 Influence opinion and public policy and raise awareness of urological disease, ensuring these matter to more people.

Priority 5. Campaign for further investment in research

We are committed to significantly raising the profile of urological research. We will:

👉 Campaign for further investment in research through working with patients, their families, health and social care professionals, researchers, policy makers, charities and community groups.

👉 Work with government, industry, funding bodies (charitable trusts) and those with an interest in research to secure further investment.

👉 Identify ways to increase public awareness of urological research and support positive changes in social attitudes and the breakdown of stigma surrounding urological conditions.

Priority 6. Place people affected by urological disease at the heart of research

We believe research is more likely to succeed when patients are involved at all stages of research design, delivery, analysis and dissemination. We will:

👉 Put people affected by urological disease at the heart of what we do and the decisions we make. We will consult with them to inform and support our research developments and champion our research dissemination activities.

👉 Develop a communications programme to disseminate research outcomes - about new developments, treatments, management techniques, lifestyle factors, clinical trials and the impacts of our research.

👉 Target hard to reach communities, high risk groups and those with specific needs to increase awareness of research and research outcomes and ensure they have the opportunity to engage in our work. We will work with healthcare professionals, service providers, charities, decision makers and community groups to help us achieve this.

👉 Identify ways to support positive changes in social attitudes and breakdown stigma and taboo.

Priority 7. Give a voice to the people affected by or at risk of urological disease

We believe the patient's voice is a powerful tool in addressing unmet need, influencing change and reducing healthcare inequalities. We will ensure patients and their families have the opportunity to be heard and to drive change. We will:

👉 Develop opportunities and facilitate and support collaborations which enable patients and their families to share their experiences, bring a collective voice, influence change and campaign for better care and increased survival.

👉 Raise awareness of urological conditions, and their signs and symptoms, and encourage an early diagnosis through awareness campaigns, training and education programmes, information sessions and community based activities.

👉 Develop awareness campaigns to highlight the impact and challenges of living with urological diseases and support positive changes in social attitudes and the breakdown of the related stigma.

👉 Work to reduce inequalities associated with urological disease.

Priority 8. Transforming The Urology Foundation.

We are committed to ensuring The Urology Foundation is equipped to move forward, build upon our successes and deliver our objectives, for the benefit of our stakeholders and partners – patients and their families, the wider urological healthcare and research community and our supporters.

👉 We will have the internal structure, capabilities and resources to enable us to meet our mission, vision aims and objectives.

👉 We will ensure our Board of Trustees, Finance Committee and Science and Education Committee includes expertise from across various disciplines, including the patient voice.

👉 We will develop an Editorial Board and Patient and Public Involvement Development Board to ensure the needs of a wide audience are met and they are able to make informed choices and decisions about diagnosis, treatment, care and support.

👉 We will develop our Senior Management Team to ensure the on-going development of our research programme, awareness and campaigning activities and fundraising.

👉 We will continue to invest in the professional development of all staff.

👉 We will achieve sustainable growth, thereby ensuring greater impact for our beneficiaries and stakeholders. This will include income from across a range of sources - individuals, events, the business community, trusts, foundations, statutory sources and commercial opportunities.

👉 We will identify partnership opportunities to make us more effective, improve our work and provide the best possible outcome for our beneficiaries and stakeholders.

**THE
UROLOGY
FOUNDATION** 

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