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Pour la version française, voir cuaj.ca

*Quote from Shakespeare W. *The Tempest*, Act 2, Scene 1.

The CUA exists to promote the highest standard of urologic care for Canadians and to advance the art and science of urology.



The title words, spoken by Shakespeare’s Antonio in *The Tempest*, have come to convey a double meaning. The sanguine interpretation is that everything that has taken place in the past is a preparation for the opportunities to come. In other words, what’s already happened merely sets the stage for the really important stuff that will lead to greatness. The alternate, more cynical view, would be that what took place in the past inevitably repeats itself because we don’t learn from our experiences and mistakes.

One year ago, CUA board members and committee chairs spent a full day with a consulting firm in order to flesh out our vision for a new five-year strategic plan. You know the drill: breakout groups, SWAT analyses, self-reflection, easels with lots of arrows and yellow sticky notes, etc. The distillation of our efforts was the 2019–24 strategic plan:

1. Grow membership and increase member engagement
2. Continue to be the voice of urology in Canada
3. Continue to be the pre-eminent urological resource for patients and health professionals
4. Secure continued revenue growth and stability
5. Ensure the CUA continues to be led effectively

As it turns out, the five summary points of the 2019–24 strategic plan are almost identical to those of the preceding five-year plan.

So, is the CUA doomed to repeat its mistakes of the past or are we onto the really important stuff that makes us great? Consider the following:

1. Engagement

CUA membership is at an all-time high and the structure of the executive is evolving to reflect the makeup of that membership; two new female members have been appointed to the board in key positions — Ashley Cox as VP communications and Marie-Paul Jammal as secretary. At the January 2020 winter board meeting, I counted representation of no fewer than 11 different ethno-linguistic groups around the table. The Community Urology Committee, formed just four years ago, now has a vote on the executive. CUA-sponsored community urology meetings are in the works; the first will be in conjunction with the BC Urological Society meeting in Vancouver, Oct 16–17, 2020. Overall, efforts directed at member engagement have never been greater.

2. Voice

The CUA has expanded beyond urologists by pursuing a large degree of collaboration with medical oncologists, family doctors, and urology nurses. In this way, the CUA, not other groups, continues to control the messaging related to urological conditions.

3. Resources

The CUA patient information brochures have been updated and rebranded with our new logo. All of the most recent CUA guidelines have been translated into French. We have stepped into the patient advocacy space. The CUA Office of Education has begun programs to teach members how to advocate. In our partnership with advocacy groups, we continue to sponsor regional information lectures as a forum for patient support.

4. Stability

Corporate sponsorship is at a record level and the CUA has begun to diversify, with support garnered from several non-pharma partners. The CUA is in great financial shape thanks to the corporate office and the board of directors.

5. Leadership

We have adopted a new CUA code of conduct and updated our conflict of interest policy. Your leadership needs to be beyond reproach.

For the CUA, what’s past is prologue. You decide what that means. I think it’s rather obvious.