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IN IDAHO**



Care for the Whole Patient

Idaho Urologic Institute prioritizes patients by offering a wide array of convenient and affordable ancillary services traditionally found at hospitals.

For nearly 20 years, Idaho Urologic Institute (IUI) has focused on a whole-patient approach. With the addition of an on-site dispensary in 2015 and an emphasis on patient compliance, IUI is taking holistic urologic care to a new level.

IUI employs 17 providers, including three fellowship-trained physicians, performing more than 500 procedures per month at its Surgery Center of Idaho, which has been recognized as one of the best ambulatory surgery centers in the nation by U.S. News and World Report.

But what truly differentiates the practice from competitors is its commitment to remaining patient-focused. While other urology groups specialize over time, IUI has continued to broaden its reach and become a location for comprehensive care to make the process as simple as possible for the patient. IUI staff recognizes that they are the experts and shouldn't expect patients to be.



ERIKA FERROZZO, CEO

CONVENIENT, COST-SAVING CARE

“So much of health care today is patient responsibility, which is why patients often don't get the treatments they need,” says CEO Erika Ferrozzo. “We make medical care convenient and help to keep costs down.”

This commitment is reflected not only in the wide array of conditions the institute treats, but also in its one-stop-shop model for comprehensive care. If a patient needs a kidney removed or undergoes bladder surgery, they often require a special antibiotic, cleanse, or cream before the procedure. Instead of sending patients to a local market or pharmacy, IUI sells the necessary items directly to patients on-site.

In highly complex cases such as cancer patients, IUI removes the added difficulty of going to several different locations to obtain various tests, scans, therapies, or doctors, and grants easier access to pharmaceuticals. “Our practice offers everything under one roof for a fraction of the cost patients would pay at a hospital,” says Ferrozzo. “We can even help get patients grant funding to assist in paying for these things.”

IUI's in-house services not only make life easier and more cost-effective but increase the likelihood of patients complying with doctor's orders, thereby promoting more successful outcomes in treatment and surgery.

HEALTH CARE WITHOUT BOUNDARIES

Ferrozzo reminds patients that they “don't need to have a urinary tract infection or

prostate cancer to go to a urologist.” From kidney stones and kidney cancer, benign prostatic hyperplasia, men's health issues, and vasectomies to incontinence, pediatric urology, bladder cancer treatments, and much more, IUI addresses a vast range of conditions for the entire family, all under one roof.

And because it's a small, privately owned practice staffed with its own doctors, IUI can offer patients availability for same-day appointments. “We're not part of a big medical system with rigid boundaries about what we can and can't do,” says Ferrozzo. The practice also accepts nearly all major government and commercial insurance plans and works diligently to help patients afford the treatment options they need.

The end result is patients who feel well cared for, properly treated, and confident in a trusted provider. Ferrozzo concludes, “We will do everything we can for patients, both as best as we can and as fast as we can.”



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