

## Zorgniotti Fund 2022 – Summary proposed project from SMSNA

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Telemedicine promises great benefits to patients in terms of easing access to expert sexual medicine providers. Telemedicine also challenges the traditional patient provider relationship since many for profit companies are utilizing the telemedicine platforms to market and prescribe Men's health products online with little or no wellness counseling.

The Sexual Medicine Society of North America (SMSNA) will be writing a White Paper on Telemedicine and Men's Sexual Health. The American Urology Association (AUA) has also expressed interest to be involved with this project. The goal of this project is to discuss the application of telemedicine for sexual medicine patients and the barriers to implementing telemedicine. In addition, we will be discussing how to improve access and costs with this technology as it specifically pertains to patients with sexual health conditions.

This very ambitious project will be completed in a short timeframe, and will seek involvement of a medical writer. The target audience of the White Paper is clinicians and healthcare providers. The outcome will help patients, clinicians and industry in the field of telemedicine and sexual health.