Urine incontinence [the complaint of any involuntary loss of urine]

4-8% of population is incontinent

400 million people in the World

Up to 50 million people in Europe

15 million people in Europe

Informal caregivers taking care of a 70+ person with incontinence.

1) Estimate based on percentage of caregiving relatives involved in incontinence care retrieved from: Awareness about Incontinence among the general public, TNS study December 2013, data on file.

Conclusions from user survey and round table discussions

Many reasons to improve the care for people with incontinence

Today’s incontinence support does not fully meet the individuals’ needs²

41% are disturbed during sleep

75% have to pay for additional products themselves

25% claim that the product type does NOT always support their daily life

43% feel that the product type does NOT always support their work activities

40% perceived having had no choice in product type selection.

Improvements identified by eight European patient and civil society organizations

➤ Rapidly ageing population
➤ Shift from formal to informal carers
➤ More elderly living at home

➤ Increase awareness and understanding of incontinence
➤ Recognize continence care as human right to live an independent life
➤ Improve information about provisions
➤ Support incontinence research
➤ Involve the patient in the product choice
➤ Develop continence-friendly environments

How to improve daily life for persons with incontinence

Satisfied with product type*

Involved / Not involved in decision

Products known

87% 75%

1-2 2+

Satisfied with product type**

Provide information about the available products

Involve the users in the product choice

Base the provisions upon a sufficient lump sum tailored to patient profiles

* satisfaction with product type in relation to physical effects
** satisfaction with product type in relation to physical effects and social effects