

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



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

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

Today's incontinence support does not fully meet the individuals' needs<sup>2</sup>



**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.

2) AGE Platform study executed in 6 regions in Europe : 3 regions in Germany, Poland, England and Catalonia in Spain.

Improvements identified by eight European patient and civil society organizations

- > 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\*

Satisfied with product type\*\*

Involved / Not involved in decision



Products known



- > 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

Significant higher satisfaction when you can choose the product type that suits you best

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