

Better Support is the Key Driver to Helping People with Incontinence Live Independent Lives with Dignity

The findings of a major European study, recently presented at the 6th Global Forum on Incontinence, provide a better understanding of how to improve care for people with incontinence in their daily lives, at home and in their communities. With the challenge of a rapidly ageing population and the need to de-institutionalize care as more elderly are living at home, there is an urgent and increasing need to improve the care for people with incontinence who wish to live independently. This was also the key focus of a new Study presented at the GFI entitled "Management for Containment". The Study was conducted by SCA and AGE Platform Europe.

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

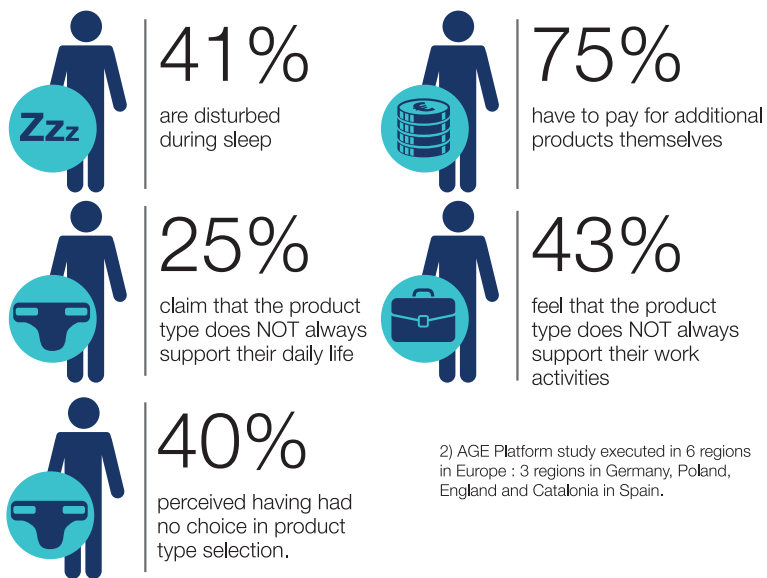


¹ Estimate based on percentage of caregiving relatives involved in incontinence care retrieved from: Awareness about Incontinence among the general public, TNS study December 2013, data on file.

Conclusions from user survey and round table discussions

Many reasons to improve the care for people with incontinence

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



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

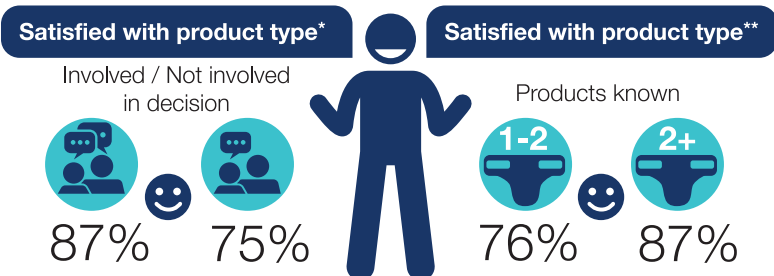
Improvements identified by eight European patient and civil society organizations

- > 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

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

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

How to improve daily life for persons with incontinence



- > 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

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