



## *SCA partners with the Schlegel-UW Research Institute for Aging to enhance care and quality of life for older adults*

SCA, with the brand TENA, continues to partner with global leaders at the forefront of innovation, and has entered a 10-year global partnership with the Schlegel-UW Research Institute for Aging (RIA). By integrating research, education and practice, the partnership will support exploration of better continence care and practices that are person-centred.

**Gert Hartmann**, Director of Business Development & Community Partnerships at the RIA, notes that “As an innovator, SCA shares our vision for enhancing care and quality of life for older adults. This partnership has supported the infrastructure that makes this vision a reality. Together, RIA and SCA are advancing research and driving innovation that will support older adults everywhere to live life to the fullest.”

Located in Waterloo Ontario, Canada, the RIA is part of the state-of-the-art Centre of Excellence for Innovation in Aging. The Centre of Excellence includes Ontario’s first purpose-built teaching long-term care home (192 beds) and a research and training building (home to RIA) with research labs, and learning spaces for front line caregiver training programs.

SCA’s partnership with the RIA supported the development of the Centre’s research building which brings together the RIA, University of Waterloo, Conestoga College and Schlegel Villages (LTC & Retirement Homes). For more information, go to [www.the-ria.ca](http://www.the-ria.ca).

### **Formal research positively impacting lives of the elderly**

In consultation with the RIA, SCA is currently launching their first formal research under this new partnership with the goal of positively impacting the lives of those living with incontinence with a specific focus on the aging population.

“At the very onset it was clear that RIA was something special. The model is unique and is drawing attention from around the globe not only due to the renowned portfolio of Research Chairs and Scientists that fuel thought leadership, but also due to the overall practical and experiential concept of the Centre of Excellence. RIA’s visionary approach integrates innovation and research and grounds it in real life practice with the ultimate goal of a positive effect at the resident & care level. The Centre is state-of-the-art and leaves a lasting impression for those fortunate enough to experience the concept first-hand,” shares **Angela Douglas**, Healthcare Marketing Director, Canada. “I am proud to have had the opportunity to assist in forging this relationship.”

**Mattias Abrahamsson**, VP for SCA Incontinence Care says there are clear commonalities in the SCA and RIA vision which led to the formation of this new partnership. “RIA offers SCA opportunities to collaborate with RIA’s Research Chairs & Scientists, with the potential to test innovative ideas in real life scenarios. This helps us always stay connected to the residents and carers while we innovate further.”



For more information, contact Bjorn Alsnas, Global Brand Innovation Manager at SCA, [bjorn.alsnas@sca.com](mailto:bjorn.alsnas@sca.com) who will be leading this partnership effort forward.

TENA is a brand of SCA. SCA is a leading global hygiene and forest products company that offers personal care, tissue and forest products in about 100 countries. SCA is considered a benchmark in sustainability and has been named one of the world's most ethical companies. With over 50 years of experience TENA is the world's leading continence care brand. We offer a full range of absorbent products, services and solutions that are tailored to the needs of individuals, their families and healthcare professionals. With the TENA brand, SCA is at the forefront of developing products and services that help improve dignity and the quality of people's lives. [www.sca.com](http://www.sca.com)