



Chicago • April 19-20, 2007

A ground-breaking conference sponsored
by the Simon Foundation for Continence aimed at:

**Stimulating Fresh Thinking on
Improving Technologies
for Continence Care.**

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Innovating for Continence Conference

AN OVERVIEW

The Simon Foundation for Continence is pleased to announce the latest addition to our series of unique, ground-breaking conferences - **Innovating for Continence: The Engineering Challenge**. This is a multi-disciplinary initiative to be chaired by **Dr. Alan Cottenden, a world-renowned British engineer who has dedicated his career to the field of continence.**

Innovating for Continence is the first in a series of multi-disciplinary meetings to be held throughout the next decade which will both educate innovators and heighten interest in innovation for continence among: engineers (including students and new graduates of engineering schools); venture capitalists; physicians, nurses and other health professionals; inventors (both within industry currently working upon incontinence and from other fields new to this challenge); scholars from areas of science which have not yet been applied to incontinence; people with incontinence; and academics and consultants who help to create corporate cultures which are innovation friendly.

Although a few presentations will focus upon the mechanisms of continence and the current state of innovation of products and devices for continence, most of the sessions will be from areas of technology which have not yet been applied to solutions for incontinence. Panels of individuals who live daily with incontinence will discuss their most important challenges, and a panel of healthcare providers will speak to their needs, especially as regards America's aging population.

According to The Lancet Seminar *Urinary Incontinence in Woman* (January 2006) "more than 200 million people worldwide live with incontinence...and the yearly direct cost of urinary incontinence in the USA alone is \$16.3 billion..."

"There is no doubt that continence technology has progressed significantly in recent years, but it still often fails, leading to shame, embarrassment, and a life full of restrictions for millions. People with incontinence would like to be cured, but when complete cure is not achievable – as is often the case – delivering the best quality of life possible through effective management is a goal just as worthy of our strenuous efforts." — Dr. Alan Cottenden

PRE-CONFERENCE WORKSHOPS

Dr. Alan Cottenden will report the latest data from his current research, summarize the findings of the World Health Organization's Consultation on Incontinence, and address the place of management of incontinence alongside the current attempts at cure and treatment of incontinence. Dr. Cottenden has published widely in the clinical and technical incontinence literature and holds some 20 patents for incontinence product designs.

The second pre-conference workshop will be presented by Ms. Beth MacDonald on the Science of Creativity. This session invites real people to work on real problems using processes that generate unique ideas from people who say they aren't creative. Ms. MacDonald's background includes a variety of projects as an executive with Johnson & Johnson for two decades. She was the driving force behind the breakthrough incontinence product, Serenity. She currently heads a consulting firm based in Manila.

WHO SHOULD ATTEND:

People with a passion to better understand this impactful health challenge and make a difference for the millions of people worldwide with incontinence – all those currently working with continence technology whether in industry, academia or the clinical world, as well as patients.

WHERE IT WILL BE:

The Conference will be held April 19-20, 2007 in the greater Chicagoland area at the Lincolnshire Marriott Resort, approximately 20 minutes north of O'Hare International Airport at 10 Marriott Drive, Lincolnshire, Illinois 60069. A block of rooms at special conference rates has been reserved at the Resort.

FOR FURTHER INFORMATION:

Further information regarding topics, speakers, and online registration will be available at www.simonfoundation.org in late 2006.

For current Conference information updates or questions, please contact Simon Foundation staff at our Chicago headquarters, at 847-864-3913 or by email: Cheryle Gartley, President (cbgartley@simonfoundation.org); Bette Rank, Director of Special Programs (brank@simonfoundation.org); or Jasmine Schmidt, Director of Education (jasmineschmidt@simonfoundation.org).

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THE SIMON FOUNDATION FOR CONTINENCE

The Simon Foundation was founded in 1983 by Cheryle Gartley with the following mission: "To bring the topic of incontinence out of the closet, remove the stigma surrounding incontinence, and provide help and hope to individuals with incontinence, their loved ones, and the health professionals who provide their care". Gartley was the first individual with incontinence to speak publicly on national television and radio about the impact of incontinence.

For over two decades the Foundation has also created ground-breaking conferences which have shed light on subjects which are not often covered by other continence friendly organizations who focus primarily upon the science of micturition and the efficacy of new treatment modalities, such as The Prevention of Adult Urinary Incontinence (London, England 1997) and Defeating Stigma in Healthcare (Chicago, USA, 2003). These meetings have initiated collaborations, scientific studies, and new patient information on important topics which had not previously been addressed.