



**Chicago • April 12-13, 2011**

**Pre-conference Workshops, April 11, 2011**

The third in a biennial series of  
ground-breaking conferences sponsored by  
the Simon Foundation for Continence, aimed at

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

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**The Simon Foundation for Continence**

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# INNOVATING FOR CONTINENCE CONFERENCE 2011

## AN OVERVIEW

The Simon Foundation for Continence is pleased to announce the 2011 Innovating for Continence: The Engineering Challenge conference, the third in a biennial series of multi-disciplinary meetings designed to heighten interest in innovation for continence among: engineers (including students and new graduates of engineering schools); 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; and people with incontinence.

Presentations will focus upon the mechanisms of continence, the current state of innovation of products and devices for continence, an update on recent research work in this field, and stimulation of fresh thinking and fresh approaches – by long-time experts in the incontinence field and also with sessions from areas of technology which have not yet been applied to solutions for incontinence. In 2011 a poster session will be included for the first time.

We especially encourage abstract submissions for the poster session from students, inventors, and individuals within the incontinence industry who wish to contribute to the dialog for creating new products and devices to manage intractable incontinence.

The challenges of helping people with incontinence will increase as our population ages, and the costs of managing incontinence will continue to rise. According to The Lancet Seminar: Urinary Incontinence in Women (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...” Innovating for Continence 2011 is designed to invigorate and stimulate all those who recognize the needs of people with intractable incontinence and feel passionately about contributing to the solution.

***“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.”***

– Professor Alan Cottenden, Conference Chair

## CONFERENCE VENUE

The conference will be held at the Lincolnshire Marriott Resort, 20 minutes north of Chicago's O'Hare International Airport. A block of rooms at special rates has been reserved at the Resort. More hotels are available within walking distance of the venue.

## PRE-CONFERENCE WORKSHOPS

Workshops will be held on Monday, April 11, 2011. Professors Alan Cottenden, PhD and Mandy Fader, PhD, RN will present **What's New and What's Coming Soon**, a digest of all the academic and clinical

literature and conference proceedings relating to technology for managing incontinence which have been published since the 2009 Innovating conference. Although their focus will be on products such as catheters and pads, they will also report on a wider spectrum of work which may be of interest to incontinence technologists.

They will also give brief mention to ongoing work known to them which has yet to be published. Professor Cottenden has published widely in the clinical and technical incontinence literature and holds some 20 patents for incontinence product designs. Professor Fader leads a team of researchers focusing on continence products and devices, and the effect of incontinence on skin health.

In **From Concept to the Market**, Al Maslov, chair, will lead a team representing the points of view of academia, industry, and the financial world. This workshop will provide participants an opportunity to work on the practical aspects of commercializing an idea. Attendees will work in small groups and address such questions as: Where do new product ideas come from? What steps does one take in developing an idea into a product? How does one get funding to bring the idea to market? What to do to market a continence-care idea or product.

The expert mentors include: Jeff Bark, MS – R&D Hollister Incorporated; Jay Goldberg, PhD, PE – Associate Professor Biomedical Engineering, Marquette University; David Hughes, MBA, Vice President, Technology Sourcing; and Al Maslov, MSEE, MBA, consultant.

In the third workshop, **Can We Improve the Care of Patients Undergoing Long-term Indwelling Bladder Catheterization?**, experts will discuss their experience dealing with the problems induced by Foley catheters. The workshop chair, Dr. David Stickler, is an academic bacteriologist with some 40 years experience in research on catheter-associated urinary tract infections, from the School of Biosciences at Cardiff University, Wales. The attempts made over the years to improve both catheter design and management will be reviewed. The contribution of the development of antimicrobial catheters to the improvement of bladder management will be considered.

Presentations include: **Complications in the care of patients undergoing long-term indwelling bladder catheterization** by Roger Feneley, MD, FRCS (Emeritus Consultant Urologist to the North Bristol NHS Trust); **What can be done to improve catheter design and management?** by Calvin Kunin, MD, MACP (Professor Emeritus of Internal Medicine at Ohio State University and Clinical Professor of Medicine at the University of Arizona); and **Do antimicrobial catheters prevent infection?** by David Stickler, PhD.

## FOR FURTHER INFORMATION OR TO REGISTER

Further information and online registration can be found at [www.simonfoundation.org](http://www.simonfoundation.org). For Conference updates or questions, please contact our Chicago headquarters, at 847 864 3913 or Elizabeth LaGro, Director of Communications, at [bethlagro@simonfoundation.org](mailto:bethlagro@simonfoundation.org).

### ENDORSED BY:

**Advanced Medical  
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**THE SIMON FOUNDATION FOR CONTINENCE** 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.