

A G E N D A

APRIL 15-17, 2015

MILLENNIUM KNICKERBOCKER HOTEL

CHICAGO

**Innovating for
Continence:**

**The
Engineering
Challenge**

WEDNESDAY, APRIL 15

PRE-CONFERENCE WORKSHOPS

5:30 p.m. — 7:00 p.m.

WORKSHOP A

WHICH PRODUCTS WORK BEST FOR WHO AND WHY?

Professor Alan Cottenden, Margaret Macaulay, RN, PhD, and Jeff Albaugh, RN, PhD

There are not many distinct categories of containment products for incontinence (catheters, pads, urine drainage bags, etc.). However, there are a bewildering number of design variants within each category. In this workshop, Professor Cottenden will facilitate a discussion in which Dr. Macaulay (University College London) and Dr. Albaugh (North Shore University Health System, Chicago) - two experienced continence nurses - will review the different types of products, explain how the process of identifying the best product(s) for an individual works, and suggest where there are needs for product improvements. This is intended to be an interactive session and there will be an opportunity to examine products for yourself and ask your questions; the selection of products will be available for you to revisit throughout the rest of the conference.

WORKSHOP B

HOW WE THINK AND DRAW CONCLUSIONS

Susan Hayward, BS, MS, PCC

This workshop will explore how our brains sabotage the way we think that we think; how our brains often reinforce the conclusions we already have rather than drawing new conclusions. Life coaching tools that deal with the “always and the never” in our lives will be explored. Learn to use the “4 Box Exercise” to step out of the box and begin to think differently and to create new conclusions. This workshop will be interactive so that you can experience first-hand the process of changing the way you think and draw conclusions. Come to this workshop and you will approach the rest of Innovating 2015 thinking in a new way!

WORKSHOP C

WORKINGS OF THE BLADDER AND BOWEL

Jeannette Potts, MD and Professor Christine Norton

This session's content will include an overview of incontinence, including the anatomy of the bladder and bowel, the causes of incontinence, and current treatment options. This workshop is designed for those new to the field or who wish to brush up on their understanding of the bowel and bladder.

7:00 p.m. — 7:30 p.m.
BREAK

7:30 p.m. — 9:30 p.m.

WORKSHOP D

WHAT'S THE LATEST ON CONTAINMENT PRODUCTS?

Professor Alan Cottenden and Professor Mandy Fader

In this workshop, Professors Cottenden (University College London, England) and Fader (University of Southampton, England) will review and evaluate the significance of recent and ongoing work relating to incontinence containment products in their centers and around the world. This will certainly include absorbent products, indwelling and intermittent catheters, male devices, incontinence-associated dermatitis, quality of life measures and health economics relating to product use, international product standards, the latest Cochrane reports, and new website developments.

WORKSHOP E

NEGOTIATING FOR BETTER RESULTS AND BETTER RELATIONSHIPS

David Zehren

The best negotiators not only serve their own interests but also have successful long-lasting relationships with the organizations and the people with whom they negotiate. This session will help you improve at two types of negotiation: 1) tough bargaining in a fixed-pie environment (each party's gain comes at the other party's expense) and 2) creative collaboration and problem solving (where negotiators move beyond positions and demands and focus on underlying needs and interests). Creative collaboration often produces unexpected solutions that leave both parties fully satisfied. Some negotiations are clearly one type or the other, but many complex negotiations include both approaches. We will explore both approaches. Come, have fun, participate in two negotiations and gain some insights and skills to take back to your workplace.

WORKSHOP F

STIGMA AND INCONTINENCE

Professor Christine Norton and Rick Rader, MD

Managing incontinence effectively is about much more than containing leakage. Incontinence can affect the whole person. Those who have it often experience an erosion of how they see themselves, and a degradation of how they are - or perceive they are - seen by others: it is a stigmatizing condition. In this workshop Professor Norton and Dr. Rader will facilitate an exploration of how incontinence-related stigma works and what can be done to help people with incontinence to resist stigma and maintain a positive self-image.

THURSDAY, APRIL 16

PLENARY SESSION

7:30 a.m. — 8:30 a.m.

BREAKFAST

8:30 a.m. — 9:00 a.m.

NEW FOR OLD: ADDRESSING BLADDER AND BOWEL PROBLEMS WITH TISSUE ENGINEERING AND REGENERATIVE MEDICINE

Karl-Dietrich Sievert, MD, PhD, FACS, PRCS

The world of tissue engineering and regenerative medicine is advancing at an astonishing pace with clinical treatments beginning to emerge and the promise of much more to come. In this lecture, Professor Sievert (Professor and Chair of Urology at the University of Lübeck, Germany) will describe what is currently possible and outline likely advances in the coming years, focusing especially on the needs of people with urinary or fecal incontinence.

9:00 a.m. — 9:30 a.m.

LESSONS FROM DIVERSE BRANCHES OF ENGINEERING

Ian Sutherland, PhD

Professor Sutherland - a British bioengineer - contributed to the first Innovating for Continence conference by explaining how water closets work aboard spacecraft and suggesting possible lessons for developing novel technology for managing incontinence in more terrestrial contexts. In this lecture, he will draw on his considerable experience in diverse branches of engineering to suggest further lessons and insights that might be helpful to those seeking inspiration for improved incontinence technology.

9:30 a.m. — 9:45 a.m.

DISCUSSION

9:45 a.m. — 10:15 a.m.

INDWELLING CATHETERS; WHERE ARE WE AND WHERE ARE WE GOING?

Professor Mandy Fader

Despite the well-documented shortcomings, long-term indwelling catheterization still provides the best management option for many people with bladder emptying problems and/or urinary incontinence. There are considerable ongoing efforts to tackle the problems and in this lecture Professor Fader - nursing Professor of Continence Technology at Southampton University, England - will review recent work around the world on such issues as catheter associated UTIs, prevention of biofilms, new designs, materials and coatings for catheters, the impact of catheter use on quality of life, strategies to improve the management of catheters as well as developments in alternatives to catheters. The impact that this work is likely to have on future demand for - and use of - catheters will also be discussed.

10:15 a.m. — 10:45 a.m.

A NEW DEVICE FOR WOMEN WITH STRESS URINARY INCONTINENCE

D. Robert Spitz, MD

Dr. Spitz is an inventor, multidisciplinary collaborator and entrepreneur, but only in his spare time! First and foremost he is a gynecologist who, over the years, has developed a particular interest in stress urinary incontinence, and especially how best to help women whose incontinence is light but still burdensome. A breakthrough moment came for him a few years ago when a lecture on MRI imaging gave him fresh insights into pelvic floor function and inspired him to design a simple, new intravaginal support device to help his target group. Prototypes and evaluations have followed, patents have been issued, and the expertise of friends and colleagues tapped. In this lecture Dr. Spitz will tell his story.

10:45 a.m. — 11:00 a.m.

DISCUSSION

11:00 a.m. — 11:20 a.m.

BREAK

11:20 a.m. — 11:50 a.m.

INCONTINENCE AND THE AGING SOCIETY

Neil Resnick, MD

Although the population of every nation is aging rapidly, especially the segment over age 80, the impact of this fact is less clear. How will incontinence be viewed and managed in the future? How will incontinence-related healthcare and social care delivery change in the face of increasing demand? How are the needs, expectations and aspirations of older people evolving, and what impact will this have on the demands they place on technology for managing incontinence? In this lecture, Professor Resnick - a geriatrician with additional training in urology, and a special interest in incontinence - will share his insights and predictions.

11:50 a.m. — 12:00 p.m.

DISCUSSION

12:00 p.m. — 1:00 p.m.

PATIENT PANEL

A key step in successful engineering design is to establish a clear understanding of what consumers want and what matters to them; what are their perspectives and priorities. In this session we will hear from a panel of people, each having many years managing their incontinence. We will ask them to describe: how their bowels and bladders misbehave; how they currently manage (including describing the strengths and weaknesses of their current products); what their incontinence stops them from doing (easily) that they would like to do; and finally to describe what their perfect product would need to do.

THURSDAY, APRIL 16 *Continued*

1:00 p.m. — 2:00 p.m.

LUNCH

2:00 p.m. — 2:30 p.m.

ADDRESSING INCONTINENCE IN THE DEVELOPING WORLD-DOWRIES, CHICKENS, AND NIGHTMARES

Christopher Payne, MD, and Jeannette Potts, MD

Although the balance of causes differs from North America, incontinence is similarly common in all parts of the world, with similar impact on the quality of life of those who live with it. However, in Africa and the rest of the developing world, the technology available for diagnosis, treatment and management is more limited, challenging the ingenuity of those seeking to help. We are always learning how much we don't know. And one can never try too hard to understand what people want - it's not always what we think they want or even what seems like the unquestionably best solution. In this lecture, Doctors Payne and Potts - urologists who have worked in both "worlds" - will share their experiences, aiming to provoke fresh thinking on how best to meet the challenges of low resource environments, and suggest lessons for North American practice based on the creativity of others.

2:30 p.m. — 2:40 p.m.

DISCUSSION

2:40 p.m. — 3:10 p.m.

CLEAN INTERMITTENT CATHETERIZATION: WHAT ARE THE ISSUES?

Diane Newman, DNP, FAAN

Since it was introduced to general care in the late 1970's, clean intermittent catheterization (CIC) has revolutionized bladder management for millions of people of all ages. Inserting a catheter for just as long as it takes to empty the bladder has proven to have many advantages over indwelling catheterization and catheters for IC now come in a variety of designs.

But there are a number of important unresolved questions relating to their use that have health, ergonomic, regulatory or financial aspects. In this lecture, Dr. Newman will review and assess the issues, sharing her insights on how they will likely play out in the coming years.

3:10 p.m. — 3:40 p.m.

CAN'T WE DO ANY BETTER?

Margot Damaser, PhD

In the day and age of smart phones, apps, nanotechnology, and stem cell therapies, we are still primarily using diapers, pads, catheters, slings, and anticholinergics to treat incontinence. Can't we do any better? Dr. Damaser, Professor of Biomedical Engineering at the Cleveland Clinic Lerner Research Institute and Senior Research Career Scientist at the Advanced Platform Technology Center of the Cleveland Veterans Affairs Medical Center, is an internationally respected expert in development

of technologies to diagnose, treat, and prevent urinary incontinence and other pelvic floor disorders. In this lecture, she will outline new technologies currently being developed and will provide a forecast of what the future might hold for those with incontinence.

3:40 p.m. — 3:55 p.m.

DISCUSSION

3:55 p.m. — 4:25 p.m.

USING THE FEMALE URINARY MICROBIOME TO PREVENT, DIAGNOSE AND TREAT URINARY INCONTINENCE

Linda Brubaker, MD, MS

Good as technology for managing incontinence may be - or become - any sufferer would prefer to have their problem diagnosed and cured or, better still, prevented. And there are signs that this may be possible for some categories of urinary incontinence, by drawing on clues from the female urinary microbiome - the community of bacteria living in the bladder. In this presentation, Dr. Brubaker, Professor of OG and Urology at the Loyola University Chicago Stritch School of Medicine, will describe her recent work with colleagues to improve the detection and analysis of this newly discovered female urinary microbial community, and suggest the impact their work may have on the future needs of people with urinary incontinence.

4:25 p.m. — 4:35 p.m.

DISCUSSION

6:15 p.m. — 7:45 p.m.

COCKTAILS AND POSTER SESSION

7:45 p.m.

CONFERENCE DINNER AND KEYNOTE SPEAKER

FRIDAY, APRIL 17

8:00 a.m. — 9:00 a.m.

BREAKFAST

9:00 a.m. — 9:30 a.m.

THE TIMES THEY ARE A CHANGIN'

Adrian Wagg, MD, BS, FRCP, FHAE

All around the world health services are grappling with the challenges of trying to meet expanding demands and expectations in the face of diminishing resources. How is this battle going to play out for those who rely on technology to manage their incontinence? For example, does the future belong to products that are "good enough" and cheap, or will the demand for products that deliver more than the minimum growth? Might there be an increasing emphasis on managing the total costs of care rather than just product costs? Who should bear those costs? Drawing on his recent work as Co-chair of SCA Hygiene's Global Forum on Incontinence,

and General Secretary of the International Continence Society, Adrian Vagg, Professor of Healthy Ageing in Edmonton, Alberta, will report on the trends he sees at play in different countries now and suggest what changes there will likely be over the next decade.

9:30 a.m. — 9:40 a.m.
DISCUSSION

9:40 a.m. — 10:10 a.m.
SMART DEVICES FOR MALE URINE COLLECTION

Mark Harvie, MS and Mark K. Plante, MD, FRCS(C), FACS
We sometimes hear that research for the military or space programs can have valuable benefits for wider society and Mark Harvie's work provides an interesting example. He started out as a mechanical engineering major, then migrated towards electronic engineering and sensor technology before progressing to graduate work in bioengineering, during which he started his own company. He won a contract to develop technology to enable military pilots to empty their bladders in their cockpits and, in due course, this evolved into a civilian version for men who are incontinent and/or have bladder management problems relating to, for example, spinal cord injury, traumatic brain injury, ALS, MS, wound care or prostatectomy. In this lecture, Mr. Harvie will share his story, outlining the processes by which he came to understand the needs, and develop and refine pump and sensor technology to meet them. Joining Mr. Harvie in this presentation, is Dr. Mark Plante, Chief, Division of Urology, at the University of Vermont Medical Center.

10:10 a.m. — 10:20 a.m.
DISCUSSION

INDUSTRY SESSION

10:20 a.m. — 11:20 a.m.

LISTEN TO YOUR INCONTINENCE PAD
Scott Meek, PhD

The primary function of a pad for urinary incontinence is to reliably contain leaked urine and protect the wearer's skin and dignity, allowing them to get on with life. But it could do so much more. What if it could double as a monitoring device, delivering information on – for example – your hydration status or the onset of any urinary tract infection? In this lecture, Dr. Meek from Pixie Scientific will describe the company's recent work to develop technologies that can give pads novel capabilities.

KEGEL EXERCISES FOR PELVIC FLOOR MUSCLE STRENGTHENING? A NEW ELECTRODE TO ENSURE WE ARE GETTING THE MOST FROM OUR EFFORTS
Linda McLean, PhD

Since the 1950s, women have been advised to perform their "Kegels," and with good reason - pelvic floor muscle exercises, or "Kegels," can reduce or eliminate symptoms of stress urinary incontinence in up to 80% of women. Several companies market intravaginal probes that display pelvic floor muscle activity to help women gauge how well they are performing their exercises, and they are widely used by physiotherapists and incontinence nurse specialists, but they have their shortcomings. In this lecture, Dr. McLean will describe how she developed a better electrode for this purpose, which can be used with existing biofeedback systems to provide women with accurate and reliable information.

PREVALENCE OF INCONTINENCE IN THE US: LATEST FINDINGS — DEFEATING STIGMA WITH "SAFETY IN NUMBERS"

Ligia Rivera, BS

It is now more than 30 years since Thomas, et al., published the first large study on the epidemiology of incontinence, revealing that urinary incontinence (UI) and fecal incontinence (FI) were each far more common than experts realized. Numerous studies since have provided additional prevalence data but in some cases with different definitions than ICS or different sample filters, such as an older age range. In this lecture, Ms. Rivera will add further to the picture by reporting on the findings from a recent Kimberly-Clark U.S. national representative study covering those 20+ years of age. This study revealed, for example, that nearly half of the estimated 65 million Americans with any urine leakage are under the age of 50. Raising awareness of the high prevalence of involuntary urine leakage and the age spectrum that it affects is likely to help reduce stigma.

11:20 a.m. — 11:40 a.m.
BREAK

11:40 a.m. — 11:50 a.m.
POSTER AWARD PRESENTATIONS

Professor Robert Linsenmeier, PhD

11:50 a.m. — 12:20 p.m.
LISTEN TO YOUR BLADDER

Lucy Dunne, PhD

Suppose discrete technology was available that would monitor a person's bladder pressure, tell them how full their bladder was, or warn them of an impending urinary tract infection? Suppose, furthermore, it was smart enough to analyze the data and advise the person on appropriate action. Recent trends in miniature sensors, compact computing technology and textile manufacturing methods suggest that it may be possible to build such sensing discretely into clothing providing wearable technology that would deliver real benefit. In this lecture, Dr. Dunne, Director of the University of Minnesota's Wearable Technology Lab, will outline recent advances in these fields and suggest how they might be exploited for the benefit of people living with incontinence.

FRIDAY, APRIL 17 *Continued*

12:20 p.m. — 12:30 p.m.
DISCUSSION

12:30 p.m. — 1:00 p.m.
THE VIEW FROM JAPAN

Kaoru Nishimura, RN

Japan has famously been more active and creative than many western nations in addressing the challenges and opportunities of an aging population and, in this lecture, Ms. Nishimura – experienced continence nurse and regular contributor to the Innovating conferences – will share the latest news from her home nation. In particular, she will review recent incontinence product developments on the Japanese market and explain how the Japanese government and health service are evolving to meet the changing needs.

1:00 p.m. — 2:00 p.m.
LUNCH

2:00 p.m. — 2:30 p.m.
INDEPENDENCE BY DESIGN

Jennifer Harris, BFA, MFA and Jeremy Knopow, MFA

Sometimes technologies remain essentially unchanged for decades until someone takes a fresh look: think vacuum cleaners before Dyson; TV monitors before flat screens; and vinyl records before CDs. And also think walkers for the elderly before Motivo! In this lecture, designers Ms. Harris and Mr. Knopow will describe how they tackled the humble walker; what motivated them, how they set about getting behind the conventional wisdom and expectations to discover what users really wanted. They will discuss the highs and lows of the process from identifying the user and market needs, to the numerous rounds of prototyping and all the way through to launching the business. There are surely lessons here for those who are keen to develop more effective solutions for people with incontinence.

2:30 p.m. — 3:00 p.m.
WHAT DOES THE NOSE KNOW?

Pamela Dalton, PhD, MPH

The fear of producing malodors that can be detected by others is a daily cause of anxiety for millions of people with incontinence. For many, the risk – real or imagined – that leaked waste products will be detectable by odor is sufficiently concerning to result in limitations on many types of activities. However, concerns about personal odors can sensitize our olfactory system and cause us to be more aware of odors that may otherwise not be perceptible. In addition, heightened olfactory attention can often lead to odor misattributions. Odors produced by our bodies (endogenous odors) do enjoy a greater access to emotional

brain centers and are processed faster than general odors. In this lecture the speaker will use examples from both our everyday life and laboratory studies to explain how and why the olfactory system is unique among our sensory systems and how this knowledge can provide insights to our concerns about smell and inform the development of incontinence products. Dr. Dalton is a Professor at the Monell Chemical Senses Center in Philadelphia.

3:00 p.m. — 3:15 p.m.
DISCUSSION

3:15 p.m. — 4:15 p.m.
THE GREAT DEBATE

Panel: Rick Rader, MD, Professor Mandy Fader, Christopher Payne, MD, and Diane Newman, DNP

Is all incontinence going to be curable, preventable or acceptable any time soon? Is anybody working on a new pill or procedure that will soon cure significant numbers of people of their incontinence, freeing them up from pads and catheters? What do you think of the trend away from using the word “incontinence” in marketing incontinence products, in favor of “bladder weakness,” “overactive bladder,” or “sensitive bladder” for example? Is this a valuable strategy for breaking down the stigma associated with the “I-word” or is there a danger of this alternative language obscuring the reality of the problem? In this session, we will put these and other contentious questions to an expert panel comprising two nurses - Dr. Newman and Professor Fader - and two physicians - Dr. Payne and Dr. Rader. Let the debate commence!

4:15 p.m. — 4:30 p.m.
CONFERENCE SUMMATION AND EVALUATION

INNOVATING FOR CONTINENCE PAST HONORARY PRESIDENTS

2007

Mr. Ray Laborie
President and Founder
LABORIE

2009

Mr. Alan Herbert
Chairman and Chief Executive Officer
Hollister Incorporated

2011

Christopher Payne, MD, FACS
Professor of Urology
Stanford School of Medicine

2013

Robert Linsenmeier, PhD
Professor of Biomedical Engineering
Northwestern University

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PANELISTS

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Jim Carson, Judy DiFilippo, Jody Garland, Les Hultquist, Victor Myers, Victoria Nunn,
Sherri Palm, Twila Yednock



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