RESULTS

1. After the initial Continence Coach™ Product Decision Tree assessment, it was determined that 22% of respondents were in the wrong product type for day time use and 38% were in the wrong product for use at night. 93% were in at least one incorrect product type at some time during each 24 hour period. Of the respondents in the wrong product type, the vast majority of them—92%—needed to be converted “up” to a more absorbent product type (ie: moving from Protective Underwear up to a Brief).

2. Respondents reported that their Prevail® products were more comfortable to wear during the day by a 6 point margin. They also reported that the Prevail® products did a better job of neutralizing excessive urine odor by almost 14 points, and that others were not able to recognize that they were wearing an incontinence product by a 13 point margin.

3. After converting to Prevail®, respondents experienced a 43% reduction in rashes and skin irritations, a 14% reduction in pressure injuries, and an 18% reduction in incidence of products leaking onto patient clothes or bedding.

4. After converting to Prevail®, respondents reported experiencing a 57% reduction in rashes and skin irritations, a 14% reduction in pressure injuries, and an 18% reduction in irritation caused by lingering wetness in the incontinence product.

METHODS

An incontinence study was conducted among customers of a Home Healthcare Provider in the Southern United States.

Phase 1: Product Assessment & Pre-Interview

375 caregivers and patients were interviewed on their experiences, attitudes and various usage metrics of their incontinence and current absorbent incontinence products. This survey included a proprietary professional Product Assessment by the Continence Coach™ Product Decision Tree Tool to determine both the appropriate product type and size for each patient. Participants were then invited to take part in a voluntary product trial at which point they would be converted to a new product selected by the product assessment process for a period of time before completing a follow-up interview to re-evaluate their updated experiences, attitudes and usage.

Of the 375 participants, 222 agreed to participate in the Phase 2 Product Trial. Off the 222 who agreed to participate, 128 people completed both (1) the full conversion trial period, and (2) successfully completed the Phase 3 Follow-up Interview. All 128 of these respondents moved from a Non-First Quality Product in Phase 1 to a First Quality® Prevail® product for the duration of Phase 2.

Phase 2: Product Conversion

Patients were converted out of their old product(s) and placed in Prevail® absorbent adult incontinence product(s). After a period of no shorter than 40 days, respondents were then contacted for a follow-up interview to assess their experiences with their new Prevail® product(s).

Phase 3: Follow Up Interview

128 patients and caregivers—who (1) were not already prevail users in phase 1, and (2) completed the full conversion through phase 2—then participated in the follow-up interview on their experiences, attitudes, and usage of their current products as a result of the product conversion. All interviews were conducted via phone-to-web methodology by an independent consumer insights call center staffed by allied health professional interviewers.

OBJECTIVES

✓ Verify if a product selection process results in acceptance of a different product type, size, and absorbency level
✓ Determine if higher quality products that better meet patients’ needs improves quality of life
✓ Measure how the use of high quality products reduces product utilization and direct costs
✓ Determine if the use reduces complications rather than ancillary medical issues such as skin integrity

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2. Respondents reported that their Prevail® products were more comfortable to wear during the day by a 6 point margin. They also reported that the Prevail® products did a better job of neutralizing excessive urine odor by almost 14 points, and that others were not able to recognize that they were wearing an incontinence product by a 13 point margin.

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CONCLUSIONS

Respondents experienced better outcomes and improved quality of life after being assessed for the correct product and being converted to the high quality, high performing Prevail® brand of absorbent adult incontinence products.

- Assessments help move patients into their correct product type, size, and absorbency.
- When patients were properly assisted by the Continence Coach™ Decision Tool, it was determined that 99% were in at least one incorrect product type at some point during each 24 hour period. Of these respondents, 88% needed to be converted up to a more absorbent product type.
- Prevail® products are preferred by Patients and Caregivers.
- Both Caregivers and patients strongly prefer Prevail® even when they remained in the same product type. Overall, respondents strongly preferred Prevail® to its closest competitor by 2 to 1, and had overwhelming intent to continue to use Prevail® after the study.
- Prevail® products help improve Patient quality of life.
- After converting to Prevail®, respondents reported a reduction in instances that they could correctly identify as urine odor (49% to 11%), have overwhelming intent to continue to use Prevail® products (49% to 11%), and have overwhelming intent to recommend Prevail® products (49% to 11%).
- Prevail® products help decrease ancillary medical issues and related costs.
- After converting to Prevail®, respondents reported a reduction in instances that they could correctly identify as urine odor (49% to 11%), have overwhelming intent to continue to use Prevail® products (49% to 11%), and have overwhelming intent to recommend Prevail® products (49% to 11%).
- Prevail® allows health plans to maintain reimbursement rates while providing higher quality products.

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