



## SPOTLIGHT ON URINARY LEAKS:

IT'S TIME TO START THE CONVERSATION.



Millions of women of all ages experience urinary leakage. Strengthening the muscles of the pelvic floor is proven to reduce the incidence of leaking and, in many cases, eliminate it.

The PeriCoach® System makes it easy to follow a regular program of pelvic floor training at home, on your schedule, and tracks your progress.

LEAKING, whether it's just a few drops or a stream, is common but not normal. It is a symptom of urinary incontinence (UI).



### What is UI?

Childbirth, menopause and other events can injure the pelvic floor muscles, the vagina and ligaments that help support the bladder. When these structures weaken, the bladder shifts downward preventing muscles that ordinarily force the urethra shut from squeezing as tightly as they should. As a result, urine can leak during moments of physical stress like coughing, laughing, jumping, lifting or running.

### Leak when you love?

Stronger pelvic floor



MORE pleasure

Pelvic floor muscle strengthening leads to more enjoyable sex, easier arousal and stronger orgasms.

ONE IN THREE women of all ages and fitness levels will experience UI at some point in their lives



Women who experience UI don't report the issue.

# \$20 billion

Most (50%-75%) spent on "routine" care such as pads, protection and laundry



### Did you know?

Women are willing to pay over \$1400 per year for 100% improvement in incontinence, similar to their willingness to pay for complete relief of asthma, migraine headaches, and GI reflux symptoms.

## #1 TREATMENT for bladder leaking

Pelvic floor muscle training is recommended as first-line (non-pharmacologic) treatment by the American College of Physicians.



### Professional support matters.



Women experience up to 70% improvement in symptoms of UI following appropriately performed pelvic floor exercise.

## INTRODUCING THE PERICOACH® SYSTEM



### Device

Three biofeedback sensors built into the PeriCoach device detect the contractions and send a report to your smartphone via Bluetooth providing a constant flow of information to show the progress you are making.



### App

The downloadable app, available from Apple App Store or Google Play, provides real time audio and visual feedback. It also sends reminders to do the exercises.



### Portals

PeriCoach is the only system that includes a secure web portal—my.pericoach.com—allowing clinicians to remotely monitor patients' progress.



### Case

The PeriCoach comes in a discreet and highly mobile recharging and storage case.

## Women and clinicians share their experiences.

"I don't get out of bed until I have done my PeriCoach. I now have confidence to run a 5K with my daughter."

—Kari, Centennial, CO

"You can use it at your own convenience, anytime and privately. That's what makes it great."

—Christina Lewitsky-Gaupp, MD, Assistant Professor, Department of Obstetrics and Gynecology, Division of Female Pelvic Medicine and Reconstructive Surgery, Northwestern University Feinberg School of Medicine.

"With PeriCoach, treatment is professional and empowering."

—Beth Shelley, PT, DPT, WCS, BCII-PWd

"It's the simplicity of the design and the feedback that makes PeriCoach effective and exciting for women."

—Missy Lavender, founder and executive director, Women's Health Foundation

"PeriCoach guides my muscle strength and provides feedback so I can see what I'm doing. I love it."

—Penny C., Illinois

## Start the Conversation

Take the first step to fixing your UI. Here are some questions to ask your doctor:



I leak when I \_\_\_\_\_ (insert the action). Is this normal?

Sometimes I lose just a few drops, sometimes a full stream. Is this significant?

It happens to me \_\_\_\_\_ times/week.

Is this a medical condition that can be reduced or even eliminated?

Could my medicines (prescription and over-the-counter) cause bladder problems?

What are the treatments to regain bladder control? Which one is best for me?

I know about Kegel exercises but I don't do them regularly. I forget or I don't know if I'm making any progress. Are there personal training devices or technology that could help me?

## References

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Learn more about PeriCoach® at [www.pericoach.com](http://www.pericoach.com)  
Helpline: 844-205-0767

PeriCoach® is available by prescription only in the US.