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**NATIONAL ASSOCIATION FOR CONTINENCE ANNOUNCES A NEW MEMBER TO ITS INDUSTRY COUNCIL**

*NAFC continues to carry out its mission with the help of its loyal supporters*

**July 18, 2008 (Charleston, SC)** — The National Association For Continence (NAFC) recently welcomed Uroplasty, a medical device company dedicated to developing treatment solutions for incontinence, as the newest addition to its Industry Council. Uroplasty joins a team of thirteen other pharmaceutical, device, and medical products companies of all sizes which help support NAFC's programs in public health education, communications and collaboration with professional societies, and advocacy.

Uroplasty is the developer of Urgent® PC, a percutaneous tibial nerve stimulation (PTNS) system that involves the delivery of electrical stimulation to the sacral nerve in the lower area of the spine, via the tibial nerve accessed at the ankle. The principle behind this treatment is that stimulating the nerves of the pelvic floor through gentle electrical impulses (known as "neuromodulation") can alter the activity of the bladder. PTNS is a method of treatment available for individuals with urge urinary incontinence (UUI), a condition where an urgent need to urinate is so overwhelming that an individual loses urine prior to finding an appropriate time and place to empty the bladder. This option gives individuals with UUI, who have not responded to medication and/or behavioral treatment and who do not want to have surgery, a chance to live actively with bladder control.

Dave Kaysen, CEO of Uroplasty, shares his excitement about the collaboration. He states, "Uroplasty is pleased to partner with NAFC to support its mission of patient education, advocacy, and professional relations. Our organizational goals parallel one another. We are both dedicated to improving the quality of life for millions of people who face incontinence issues on a daily basis."

An estimated 33 million people in the United States suffer from an overactive bladder and an estimated 12.2 million of these adults have urge incontinence.<sup>1</sup> Although overactive bladder is most common among older adults and women, it does not discriminate. In fact, starting at age 60, men who report symptoms of overactive bladder begin to outnumber women who do so, with about 42% of men over age 74 reporting symptoms compared with 32% of women in the same age group.<sup>2</sup> Anyone, at any age, can suffer from the symptoms of this problem. Elizabeth Bozeman, a previous member of NAFC's Project Advisory Committee and an urologist in Spartanburg, SC, uses this therapy with patients in her office. She knows the value of having another option for treating urge incontinence, and expresses her appreciation by saying, "(Urgent® PC) has helped some of my patients tremendously. This has been such a restoration of quality of life for those that have not responded well to medication or would rather opt out of taking it."

Members of NAFC's Industry Council manufacture or market products that improve the quality of life for individuals who live with UUI, stress urinary incontinence (SUI), mixed incontinence (a combination of urge and stress), chronic retention of urine, pelvic organ prolapse, enlarged prostate, a neurogenic bladder, and other related pelvic floor disorders, all conditions that NAFC addresses within its mission. NAFC offers information to consumers about these types of incontinence and voiding dysfunction to increase their level of understanding about bladder and bowel health to enable them to seek treatment and make educated choices about intervention and management options.

About the National Association For Continence (NAFC)

The National Association For Continence is a 501(c)3 corporation whose mission is threefold: 1) to educate the public about the causes, diagnosis categories, treatment options, and management alternatives for incontinence, voiding dysfunction, nocturnal enuresis, and related pelvic floor disorders; 2) to network with other organizations and agencies to elevate the visibility and priority given to these areas; and 3) to advocate on behalf of consumers who suffer from such symptoms as a result of disease or other illness, obstetrical, surgical or other trauma, or deterioration due to the aging process itself. NAFC is broadly funded by consumers, healthcare professionals and industry. It is the world's largest and most prolific consumer advocacy organization devoted exclusively to this field. Visit [www.nafc.org](http://www.nafc.org) to learn more.

<sup>1</sup> Stewart WR et al. Prevalence and impact of OAB in the US: results from the NOBLE program. Neurological Urodynamics. 2001; 20:406-408.

2 Muller N. What Americans Understand How they Affected by Bladder Control Problems: Highlights of Recent Nationwide Consumer Research. Urologic Nursing. 2005;25(2): 109-115.

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