



Incontinence across continents: An Australian case study

Time eternally moves throughout our lives, closely accompanied by its long-time associate: ageing. Both are all-inclusive, limitless in their international reach. Despite being essential to survival, progression, and maintenance in every facet of every person's life, some changes - especially those which occur to our bodies - have become stigmatised, criticised, and undermined as embarrassing and abnormal, *even when they are not*. For billions of people across the world, particularly women, these life-changing moments in time include pregnancy, childbirth, and menopause, all of which bring about a multitude of changes to bodies and lives. These moments may also bring about a stereotypically taboo, yet significantly burdensome condition, called *urinary incontinence*.

Who it's impacting

With an ageing population, urinary incontinence is often incorrectly associated with the ageing process and given an unfair stigma. It is a condition with global reach: impacting over 250 million women, the numbers will continue to grow with awareness of the condition. While we cannot stop time, we can change the personal impact it is having on Australians and the wider population, therefore increasing their wellbeing and productivity. With the support of Australian biotechnology and medical technology industries, urinary incontinence is one condition which our inventors, scientists, and clinicians want to - and now can - offer genuine and effective personal support. They're working towards alleviating its impact so that sufferers can spend less time and money managing the effects of this condition, and more time living their best lives.

About the condition

Stress urinary incontinence (SUI) is defined as the leaking of small amounts of urine during activities that often increase pressure on the abdomen and bladder. It is more common for women to be affected by the condition than it is for men, however, men often experience SUI as a result of undergoing prostate surgery.



Incontinence across Australia and the world

In Australia it is reported that 4.8 million people suffer from mild to severe urinary incontinence issues; with stress incontinence being the most prevalent form of the condition. Fifty percent of women will live in isolation with this condition, spending most of their lives without telling anyone about their experiences. And while the other 50 percent may reach out for support or guidance, many often endure the symptoms for years before doing so. Typically, seven years will pass before a woman will feel confident enough to speak out. According to women's pelvic health medical technology company Analytica, urinary incontinence (UI) affects one in three women across the globe, with 250,000 Google searches for 'Kegel' and 'Kegel exercises' each month in the US alone.

The condition isn't just taxing on one's body and mental health, but it also commands a significant financial sacrifice. It is estimated that an Australian woman with a UI condition spends approximately \$1,200 annually on pads and other means to manage the issue.

Being 'fit' does not necessarily mean your pelvic floor is fit too: UI affects athletic women just as much as anyone else, and in some instances more so due to the consistent pressure placed on the abdomen and internal organs during high impact exercise like running, jumping or doing cross training. Despite the Australian identity often being connected with sport, women remain silent and embarrassed, and so the condition remains prevalent across the continent. Lifting, jumping, walking, sneezing, coughing and laughing are all daily activities during which people affected by incontinence will often experience leakage.

Replacing incontinence with confidence and control

Medical technology company Analytica (ASX: ALT) has spent ten years developing state-of-the-art pelvic floor exercise system PeriCoach. The PeriCoach is a device expertly designed by women for women, having been developed by a female biomedical engineer. The PeriCoach system was developed with the purpose of helping women regain their confidence and alleviate the symptoms of incontinence, pelvic organ prolapse and sexual function by delivering a sophisticated and user-friendly device allowing women to strengthen their pelvic floor muscles. They also regain control of their own training, as the device allows self-management with programmed exercise sessions, where users can use it according to their own lifestyle and needs. The device's design – clinically and psychologically – works: more than 75 percent of women that participated in the PeriCoach's eight-week challenge reported a reduction of more than 80 percent of leakage volume and episodes. Less leakage means less discomfort, less laundry, and less pad usage, and fundamentally this means improving women's wellbeing.

Along with leading inventions, Australia is also a leader in public awareness of the importance of pelvic health - a fundamental aspect to why Analytica works so closely with Australian pelvic floor physiotherapists, biomedical engineers, clinicians and users to constantly improve the PeriCoach and meet the needs of women with pelvic floor disorders. Jean Hailes, a Melbourne-based leading Australian health organisation for women, collaborates closely with Analytica to promote pelvic health wellness and destigmatise the condition of pelvic floor dysfunction.

Aligning with changing consumer expectations, the latest PeriCoach dons the advanced software and hardware - with integrated 'squeeze by squeeze' technique guidance technology allowing for real time feedback so women can adjust their performance for optimal results, similar to the work you would do with a physiotherapist. The exercises and symptom-tracking are available on the app making it simple to review activity and progress over time. This information can also be shared with a treating clinician through a web portal login.

Though there is no easy quick fix to incontinence; Analytica is first and foremost driven by its passion to empower women to take back control of their pelvic health. The company is fervent about re-instilling independence and confidence, which are often stripped away by the effects and symptoms of urinary incontinence.

About Analytica

Based: Brisbane, Australia

Listed company: ASX Code: ALT

Chief Executive Officer: Geoff Daly

Lead engineer: Chelsea Cornelius

Selling in: Australia, New Zealand, America, UK, Ireland

Regulatory clearance: Australia, CE mark and FDA 510(k)

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