The aging population and incontinence

Overview
Urinary incontinence is the accidental release of urine. It can happen when you cough, laugh, sneeze, or jog. Or you may have a sudden need to go to the bathroom but can't get there in time. Bladder control problems are very common, especially among older adults. They usually don't cause major health problems, but they can be embarrassing and without proper treatment and quality incontinence products, can diminish one's dignity, confidence and social function.

Aging Population
- As the U.S. population ages, incontinence is an issue that is, or will soon, impact virtually every American household.
- Today, 13 percent of the U.S. population (39.6 million people) is 65 years or older. By 2030, that number will increase to 72 million (more than double from the year 2000) to 19 percent or almost one in five Americans. (U.S. Census Bureau)

Incontinence
- 25 million adult Americans experience transient or chronic urinary incontinence (75-80% of those sufferers are estimated to be women, 9-13 million of whom have bothersome, severe, symptoms). (National Association for Continence)
- 53 percent of the homebound older persons are incontinent, and urinary incontinence is one of the 10 leading diagnoses among homebound persons. (National Association for Incontinence)
- More than half of all residents in nursing homes are incontinent and it is the second leading cause of institutionalization. (National Association for Incontinence)
- 22 percent of continent female residents admitted to a long-term care facility became incontinent within one year of admission. (National Association for Incontinence)
- Many adult incontinent products today are poorly fitted, uncomfortable, leak and often lead to skin irritation and infection.

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