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THE NEW LOOK CONTINENCE PRODUCT ADVISOR: AN EVIDENCE-BASED RESOURCE FOR EVERYONE

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Background

People with incontinence depend on effective containment with products for their physical, social and economic wellbeing¹. There are thousands of products but individuals often lack skills and information to make optimal product selections². Furthermore, healthcare professionals (HCP) may have difficulty keeping up-to-date. Comprehensive information in user friendly formats has been reported by products users to increase confidence in product use³ and provide HCPs with resources needed to support their patients.

Development of the Continence Product Advisor (CPA)

First launched in 2013, the CPA is a unique interactive resource, hosted by ICS and based on the International Consultation on Incontinence review of continence products. Recently updated and refreshed, and designed for users, carers and healthcare professionals (HCP), it provides information on all types and designs of continence products, is evidence-based and free from industry sponsorship.

New and key features of the website include:

- Detailed product information with new images, new user tips and supplier links
- A new evidence-based Product Decision Aid developed with product users
- Prostate continence specific information for men preparing for post prostatectomy incontinence
- Multi-media resources including new 'How to use' product videos, 'interviews with product users' videos, downloadable and printable PDFs
- Physical and lifestyle information to support people with additional physical challenges e.g. limited mobility and lifestyle requirements e.g. coping at work

>840,000 people worldwide have visited the CPA and qualitative feedback from users indicates strong support from users and HCPs:

"Forewarned is forearmed ... the information contained helps you to deal with your situation more easily and confidently."

"Fantastic resource for my patients! Will recommend to my practice nurses and patients."

Conclusion

The new CPA enables users to find products that suit their needs using a validated decision aid and provides an up to date multi-media resource for HCPs based on evidence and not advertising.

References

1. Cottenden A, et al. Management using continence products. In: P Abrams, Cardozo L, Wagg A, Wein A. (Eds.). Incontinence 6th Edition International Continence Society; 2017.
2. Murphy C, de Laine C, Macaulay M, Fader M (accepted for publication) Development and randomised controlled trial of a Continence Product Patient Decision Aid for men post-radical prostatectomy. *Journal of Clinical Nursing*