

BLADDER OUT OF CONTROL? WE CAN HELP

Overactive Bladder (OAB) is a treatable condition. It's not a normal part of aging. And you shouldn't have to deal with it on your own.

OAB IS EXTREMELY COMMON

1 in 6 adults^{1,2} has OAB



vs.

21 million adults in the U.S. with vision problems³

29 million adults in the U.S. with diabetes⁴

IGNORING OAB POSES SERIOUS RISKS

People with undiagnosed OAB reported⁵:

54% Loss of confidence

49% Loss of self-esteem

45% Loss of intimacy



4.5 out of 10 adults **DON'T SEEK HELP** for overactive bladder⁵

YOU CAN MANAGE OAB IN MANY WAYS

Remember, if conservative treatments don't deliver the results you need, you have more options.

DIAGNOSIS



"What is happening to me?"

Meet with a urinary incontinence specialist to see if you have OAB.

LIFESTYLE CHANGES



"What should I try first?"

Conservative treatments can help some people, but may not work well for others.

- Diet and exercise
- Pelvic floor strengthening (Kegels)
- Bladder training

ORAL MEDICATIONS



"Are there medications for OAB?"

Oral medications can help, but may cause side effects.

ADVANCED THERAPIES



"What if oral medications don't work?"

NEUROMODULATION

Therapies that use gentle nerve stimulation thought to normalize bladder-brain communication.

Medtronic Bladder Control Therapy delivered by the InterStim™ system

- Try it during an evaluation
- Proven long-term relief^{6,7}

Implanting an InterStim™ system has risks similar to any surgical procedure, including swelling, bruising, bleeding, and infection. Talk with your doctor about ways to minimize these risks.

Medtronic Bladder Control Therapy delivered by the NURO™ system

- In-office treatment

The most common side effects associated with the NURO™ system are temporary and include mild pain or skin inflammation at or near the stimulation site.

INJECTED MEDICATIONS

Injections repeated every 3-6 months.

- Potentially requires self-catheterization
- Increases the risk of bladder infection due to self-catheterization

1. Stewart WF, et al. Prevalence and burden of overactive bladder in the United States. *World J Urol.* 2003 May;20(6):327-336. 2. United Nations, Department of Economic and Social Affairs, Population Division (2011). *World Population Prospects: The 2010 Revision, CD-ROM Edition.* 3. National Center for Health Statistics, National Health Interview Survey (NHIS), http://www.cdc.gov/visionhealth/basic_information/vision_loss_burden.htm. Accessed October 5, 2016. 4. National diabetes statistics, 2011. National Diabetes Information Clearinghouse website. <http://www.diabetes.niddk.nih.gov/dm/pubs/statistics/#fast>. Updated September 09, 2013. Accessed September 25, 2013. 5. Leede Research, "Views on OAB: A Study for the National Association of Continence." December 16, 2015. 6. Hull T, Giese C, Wexner SD, et al. Long-term Durability of Sacral Nerve Stimulation Therapy for Chronic Fecal Incontinence. *Dis Colon Rectum.* 2013; 56(2):234-45. 7. Medtronic-sponsored research. InterStim Therapy Clinical Summary 2014.

Medtronic NURO™ Percutaneous Tibial Neuromodulation (PTNM)

treats overactive bladder and associated symptoms of urinary urgency, urinary frequency, and urge incontinence. PTNM is not intended for patients with pacemakers or implantable defibrillators, patients prone to excessive bleeding, patients with nerve damage that could impact either percutaneous tibial nerve or pelvic floor function, or on patients who are pregnant or planning pregnancy. Do not use if the skin in the area of use is compromised. Exercise caution for patients with heart problems. Adverse events are typically temporary, and include mild pain, minor inflammation and bleeding near treatment site. This therapy is not for everyone. Please consult your physician to decide whether PTNM is right for you. A prescription is required. For further information, please call Medtronic at 1-800-328-0810.

USA Rx Only Rev 0915

InterStim Therapy for Urinary Control

treats urinary retention (inability to completely empty the bladder) and the symptoms of overactive bladder, including urinary urge incontinence (leakage) and significant symptoms of urgency-frequency. It should be used after you have tried other treatments such as medications and behavioral therapy and they have not worked, or you could not tolerate them. You should have a successful trial assessment before receiving InterStim Therapy. You cannot have diathermy (deep heat treatment from electromagnetic energy) if you have an InterStim device. InterStim Therapy is not intended for patients with a urinary blockage. Safety and effectiveness have not been established for pregnancy and delivery; patients under the age of 16; or for patients with neurological diseases such as multiple sclerosis. In addition to risks related to surgery, complications can include pain at the implant sites, new pain, infection, lead (thin wire) movement/migration, device problems, interactions with certain other devices or diagnostic equipment such as MRI, undesirable changes in urinary or bowel function, and uncomfortable stimulation (sometimes described as a jolting or shocking feeling). This therapy is not for everyone. Please consult your physician to decide whether InterStim Therapy is right for you.

A prescription is required. For further information, please call Medtronic at 1-800-328-0810 and/or consult Medtronic's website at www.medtronic.com. USA Rx Only. Rev 0110

IF OAB DISRUPTS YOUR LIFE, DON'T CHOOSE THE SILENT TREATMENT

Just say: "I think I might have OAB" and let your doctor take it from there.