

Introduction/Objective

- Objective: Whether exposure to a digital urinary incontinence (UI) education campaign increases treatment initiation among patients diagnosed with UI
- Secondary objective: Assess patient perceptions of the campaign

Background

- Many women with UI do not seek treatment
- Digital educational campaigns may represent wide-scale approaches to improve treatment engagement
- The impact of digital education on treatment initiation in patients diagnosed with UI is not established

Materials and Methods

- Prospective cohort study, 10/27/2025 to 2/9/2026
- Intervention: Digital UI educational campaign delivered at time of check-in for healthcare appointment
- Scan QR code to view campaign:



Materials and Methods, ctd

- Inclusion criteria: Women aged 35 and older in the United States, diagnosis of UI, had follow up within 6 months
- Exclusion criteria: Previously treated for UI, no documentation of treatment status
- Exposed group:** Viewed campaign content
- Un-exposed group:** Did not view campaign content
- Primary outcome: Treatment initiation at 6 months
- Secondary outcome: Patient perceptions of campaign

Results

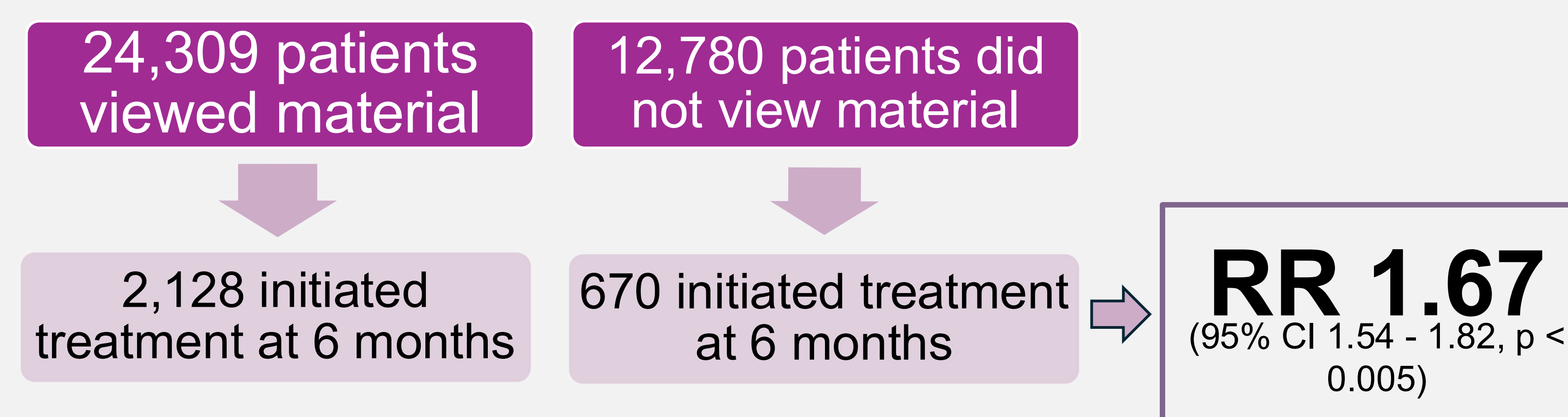
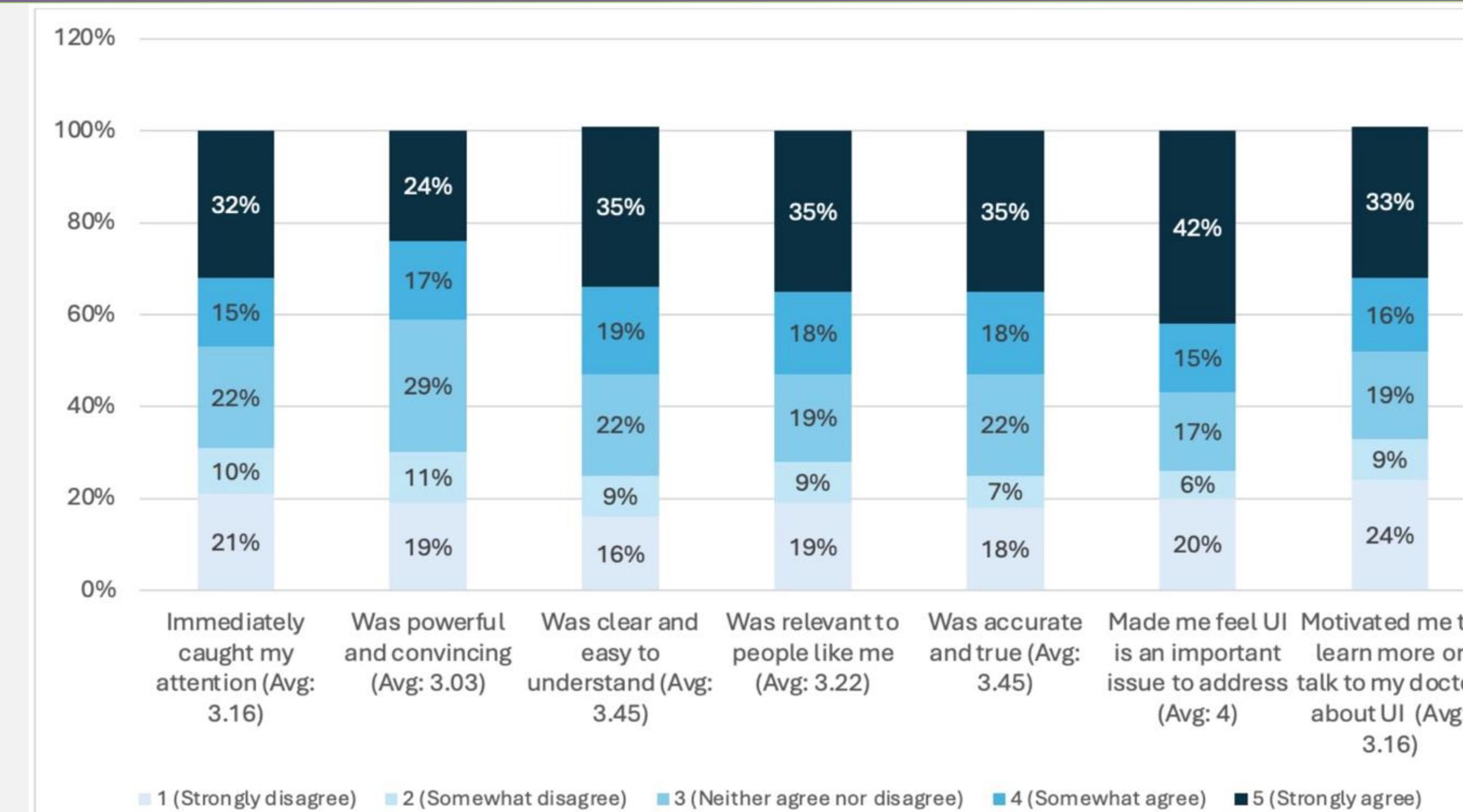


Figure 1: Relative risk of treatment initiation at 6 months after viewing educational campaign.

What additional information about UI would be most helpful to you?	Response
Treatment options and management strategies for urinary incontinence	55%
Tips for managing daily life with urinary incontinence	36%
How UI can impact other areas of health	30%
What to ask my doctor	27%
How to track my symptoms and notice changes	22%
When to talk to a doctor	22%
Support groups and community resources for people with UI	6%
Other	9%

Table 1. Survey responses to question, "What additional information about UI would be most helpful to you?" Most common response bolded.

Results, ctd



- Average perceived message effectiveness (PME) score was **3.34/5** (Figure 3)
- 57%** of respondents felt content was very or extremely effective
- Respondents indicated **knowing leakage can be managed and treated with the right plan** (30%) was the **most motivating to seek care**
- Respondents were most interested in **learning more about treatment options and management strategies for UI** (55%) (Table 1)

Conclusion

- A digital UI educational campaign increased treatment by 67% at 6 months.
- Patients were motivated by knowing urinary leakage can be managed and treated, and were most interested in learning more about treatment and management strategies.

Future Directions

- Develop expanded digital education focused on treatment options and evaluate effectiveness in a randomized controlled trial with longer follow-up.

Acknowledgments

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