5th Global Forum on Incontinence, Madrid 8-9 April 2014

**Better care, better health – towards a framework for better continence solutions**

PROGRAM

MONDAY, 7 APRIL

10.00 – 22.00 Registration

19.00 – 22.30 Welcome buffet

TUESDAY, 8 APRIL

Opening Session: Incontinence and continence care in today’s social and economic context

08.30 – 09.40

**Welcome and introduction**Mansoor Parvais, Vice President, SCA Global Hygiene Category, Incontinence Care  
Representative from Spanish Ministry of Health, TBC  
Ian Milsom

**The burden of incontinence**Individual, economical and societal impact of incontinence  
Barry Cahill

**Incontinence as a health and social policy priority**Why should continence by on the health and social policy agenda? Opportunity for societies.   
Eva Nilsson Bågenholm

**Incontinence, ageing societies and long-term care**Incontinence in the context of the demographic challenge; the need for integration between health and social care systems  
Kai Leichsenring  
  
**Questions & Answers**

09.40 – 10.10 Coffee

Plenary Session 1 – Introduction to incontinence

10.10 – 11.45

**The medical landscape**A basic medical overview of the disease  
Ruth Kirschner-Hermanns

**Incontinence in older people**  
The complexity of incontinence in older people.  
Adrian Wagg

**Awareness about incontinence among the general public**  
Presentation of survey results  
Joachim Bacher

**Awareness about incontinence among policy makers**Presentation of survey resultsBryan Dumont

**Panel discussion - The connection between the medical world and policy makers**Moderated by Francois Haab  
Daniela Marschall-Kehrel, Chris Norton, Antoine Vella, Hussein Jafri, Athanase Benetos

11:45-13:15 Lunch

Plenary Session 2 – The impact of incontinence – living with incontinence

13:15 - 14:35

**Emotional impact of incontinence**  
The impact of incontinence on quality of life with focus on emotional well-being and mental health.  
Karin Coyne

**Incontinence and impact on physical activity**  
What are the consequences of incontinence on the physical health and the importance of exercise to prevent incontinence.   
Kari Böe

**Voices of people with incontinence**Interviews by Alan Cottenden with patients/caregivers

**Panel discussion – The connection between patients and policy makers**Moderated by Ian Milsom  
Robert Andrew Johnstone, Anne-Sophie Parent, Wilfried Schlüter, Giovanni Lamura, Barry Cahill

14:35 – 15:05 COFFEE

Plenary Session 3 - The organization and delivery of continence care: Accessible and sustainable continence care

15:05 - 17:00

**Principles for an ideal organization of continence care**  
The ‘Optimum Continence Service Specification’ - how to deliver the care for people with incontinence in the best possible way.  
Hilary Thomas

**Value to society**  
Case study for management of continence care; a health economic evaluation for a patient profile in the Netherlands based on the ‘Optimum Continence Service Specification’.  
Maiwenn Al

**Connections with the European Innovation Partnership on Active and Healthy Ageing**Marianne van den Berg

**Panel discussion – Title TBD**Moderated by Adrian Wagg  
Marianne van den Berg, Jos de Blok,Jennifer Bremner, Eva Nilsson Bågenholm, Mr YJ Lee,Russia representative TBC

**Wrap-up of the day**Ian Milsom and Adrian Wagg

18.45 **Pick-up at the hotel** Bus transfer to restaurant

20.00 **Dinner**

22.15 **Bus transfer back to the hotel**

WEDNESDAY, 9 APRIL

Opening Session - Turning principles into practice – the critical role of stakeholders

08.30 – 10.30

**Opening Day 2**Ian Milsom, Adrian Wagg

**Care guidelines for people with dementia and incontinence**  
Presentation of care guidelines developed by Alzheimer Europe for people with dementia and incontinence.  
Dianne Gove

**Empowering nurses to promote continence and manage incontinence across the lifespan**  
Mapping of the roles and responsibilities for continence nurses  
Joan Ostaszkiewicz

**Panel discussion with nurses**Moderated by Ian Milsom  
Joan Ostaszkiewicz, Cheryl LeCroy, Melissa Northwood, Sharon Eustice, Märta Lauritzen

**Integration of health and social care**  
The new Community Care model of Health First Europe. Breaking down silo-thinking in policy making for continence care  
John Bowis

**Patient empowerment**  
Case study about self-management and technology as an enabler. Internet-based treatment of stress urinary incontinence.  
Malin Sjöström

Working sessions – Improving standards of care

10.30 – 11.25

**Introduction to country breakout session**

**Country breakout sessions**Opportunities to reflect on previous presentations

11.25 – 11.55 COFFEE

Closing session – Principles for an ideal organization of care

11.55 – 13.00

**Feedback of country breakout sessions**John Bowis, Jennifer Bremner, Eva Nilsson Bågenholm

**Wrap up and way forward**Adrian Wagg, Ian Milsom

13.00 LUNCH

**End of Conference**