PRESS RELEASE 18 April 2018

Ground-breaking study on outcome measures creates fresh hope for improved standards of care for people with incontinence

- *For the first time, health and social care experts have developed a definitive set of outcome measures and Key Performance Indicators (KPIs) for toileting and containment strategies*
- *Resulting benchmarking data has the potential to form the basis of value-based care procurement and provision of toileting and containment strategies*
- *European countries encouraged to integrate KPIs into existing national quality frameworks to promote an improvement in local care delivery*

Rome, 18 April 2018 - A ground-breaking consensus-based study has identified for the very first time what a set of outcome measures and Key Performance Indicators (KPIs) might look like, that care providers, health and social care policy makers and payers can use to guide the delivery of daily continence management and evaluate the improvement in standards over time. The findings were launched today in Rome at the 7th Global Forum on Incontinence (GFI), on the topic of: 'Driving outcomes in continence care – creating a win-win for patients, carers and health systems'.

The study entitled 'Measuring Outcomes to Improve the Management of Continence Care' was initiated by Essity, a leading global hygiene and health company, led by an expert panel and facilitated by KPMG's Global Strategy Group. Based on a comprehensive literature review to develop an initial 'long list' of possible KPIs, the study included stakeholder engagement with over 60 people representing patients, carers, health professionals, policy makers and payers. This culminated in a definitive list of 14 recommended KPIs which are relevant and practical for use in the full range of care settings and for health and social care systems to measure.

Commented Anne-Sophie Parent, Secretary General of AGE Platform Europe:

"Given the growing burden that incontinence represents for an ageing population, AGE Platform Europe welcomes the output of this study as a useful source of inspiration on what can be done to improve the quality of care that people receive, many of whom are dependent on toileting and containment strategies to live independent, dignified lives."

HOW TO MEASURE THE OUTCOMES OF CHRONIC CONDITION MANAGEMENT

Incontinence affects over 400 million people globally and it is one of the most common medical problems affecting the ageing population. Despite clinical advances improving the range of treatment options available, today relatively few people with incontinence find a cure. This makes an emphasis on high quality care even more critical. People who need to manage their condition daily, need effective toileting and containment strategies, tailored to meet their individual needs. However, until now, there has been no international consensus on what good continence care looks like; this has made it very challenging for health and social care providers and health systems to improve care delivery.

Explains Dr Adrian Wagg, Professor of Healthy Ageing at the University of Alberta, Chair of the expert research panel and Chair of the GFI:

"There are many types of incontinence, and while outcome measures for over active bladder have been produced, nothing currently exists for the daily management of incontinence. This study has identified the type of outcomes upon which we should focus and has produced tangible KPIs which, if embedded in quality frameworks, will help to advance standards of care. Furthermore, because of the methods

used in their creation, we know that the KPIs are fully endorsed by both those affected by incontinence and those involved in tackling it."

INCORPORATING VALUE-BASED CARE INTO HEALTH POLICY

Today, healthcare systems in Europe are seeking to embrace the potential of 'value-based health care', driven by the International Consortium of Health Outcome Measures, which rewards providers based on measuring health outcomes that really matter to patients, against the cost of delivery. While the focus to date has been on acute care and specific diseases, there is a pressing need to extend this to chronic conditions too.

It is in the interest of patients, providers, payers, and policymakers to build a healthcare system that delivers better standards of care with the best use of available resources. To implement value-based health care for daily continence care management, it needs to be made a health policy priority internationally.

CONTINUOUS IMPROVEMENT OF CARE FOR PEOPLE WITH INCONTINENCE

This study has developed 14 KPIs which are relevant for all people who depend on toileting and containment strategies, including those who are independent or care dependent. The outcome measures cover clinical, Quality of Life (QoL) and economic measures, ranging from skills based KPIs (the proportion of staff with the skills to perform a continence assessment and prescribe a toileting and containment strategy), to the cost of admission and re-admission related to the delivery of poor continence care.

Concluded Mattias Abrahamsson, Vice President, Incontinence Care Global Hygiene Category, Essity:

"We hope the output from this study will make a tangible contribution to the improvement of care provision for people living with incontinence and be adopted by national health and social care systems across the globe. It will give care providers and policy makers for the first time, clear outcomes to aim for, and a way to assess continuous improvement for people living with incontinence. In addition, it will facilitate the creation of a powerful bank of benchmarking data to provide the basis for value-based health care procurement of toileting and containment strategies."

ENDS

For further press information contact:

Essity:

Nicole Huige, Health Care Affairs Director at nicole.huige@essity.com, Tel: +46 31 746 03 37

Katarina Regårdh Bengtsson, Communications Director at katarina.regardh@essity.com, Tel: +46 31 746 05 83

NOTE TO EDITORS

About the 'Measuring Outcomes to Improve the Management of Continence Care' Study

This study was initiated and supported by Essity, led by an expert panel and facilitated by KPMG's Global Strategy Group. It was based on a review of published literature by the expert panel to identify existing performance indicators to measure outcomes for the management of toileting and containment strategies. These findings were then debated as part of a broad stakeholder engagement exercise involving over 60 patient and carer representatives, nurses, clinicians, payers, policymakers, and care providers. This resulted in

a recommended list of KPIs which could be applied to measure the effectiveness of toileting and containment strategies and the expert panel prioritized 14 KPIs to be shared with the health and social care community.

For further details on the full findings please find attached an infographic and backgrounder.

About the Global Forum on Incontinence

The Global Forum on Incontinence (GFI) is a leading global forum for education and debate on incontinence and continence care. Established in 2006 by Essity[1], as part of its commitment to raising awareness of incontinence as a key health and social care issue, the GFI takes place every two years and brings together over 300 opinion leaders from 30 countries around the world. Patients, carers, clinicians, health care practitioners, policymakers and payers are represented. All are united by a shared goal – to see an improvement in the quality of care for people living with incontinence.

Each GFI event focuses on a specific incontinence related theme and aims to move the needle on the debate to drive positive change at an international and local country level.

The 7th GFI is organized by Essity in partnership with AGE Platform Europe, Eurocarers and IAPO, with the endorsement from: International Continence Society, Canadian Association for Retired Persons, European Institute of Women's Health, DaneAge Association, Canadian Nurse Continence Advisors Association, European Centre for Social Welfare Policy and Research, Care England, Zentrum für Qualität in der Pflege, European Association for Directors and Providers of Long-Term Care Services for the Elderly, International Federation for Spina Bifida and Hydrocephalus, European Union Geriatric Medicine Society, Health First Europe.

For more information about the GFI visit www.gfiforum.com,

About Essity

Essity is a leading global hygiene and health company that develops, produces and sells Personal Care (Baby Care, Feminine Care, Incontinence Products and Medical Solutions), Consumer Tissue and Professional Hygiene products and solutions. It is dedicated to providing high quality care to people with incontinence, their families and carers. Its vision is about improving well-being through leading hygiene and health solutions.

For more information visit www.essity.com.

About AGE Platform Europe

AGE Platform Europe is a European network of more than 150 organizations representing older people. It aims to promote the interests of the 190 million inhabitants aged 50+ in the European Union and to raise awareness of the issues that concern them most. The platform focuses on a wide range of policy areas that impact older and retired people. These include issues of anti-discrimination, employment of older workers and active ageing, social protection, pension reforms, social inclusion, health, elder abuse, intergenerational solidarity, research, accessibility of public transport and of the build environment, and new technologies.

For more information visit www.age-platform.eu.

[1] Declaration of Support: The GFI was initiated and is supported by Essity (formerly a SCA Group company). Essity does not maintain any editorial control of the outputs of the forum, but has a responsibility to check the copy of any written materials or associated publications for factual accuracy. The GFI focuses on the topic of incontinence and continence care and is not expected to endorse or otherwise promote Essity products or solutions. Any opinions expressed publicly by the GFI are an outcome of stakeholder discussions at the fora and do not reflect the opinions of Essity.