



Retracted Penis CAUTI Reduction

**A New Way
to Manage
Male Urinary
Incontinence
At Home and
On-The-Go**

Health Care Professional Handbook



Men's Liberty™
Male External Catheter

Dear Healthcare Professional,

Thank you for taking the time to learn more about Men's Liberty Male External Catheter. It is the new standard of care for men with urinary incontinence. In this booklet, we will address:

- **What is Men's Liberty?**
- **How do individuals currently manage urinary incontinence?**
- **How Men's Liberty can improve outcomes and lower costs?**
- **What are the potential complications and costs associated with outdated urinary management products?**
- **What do men and their health care professionals think of Men's Liberty?**

In order to illustrate the benefits of Men's Liberty, we will be using a case study of a patient with a spinal cord injury. However, the competitive products, complications and costs we will outline are equally applicable to incontinent men with many other potential diagnoses, including traumatic brain injury, ALS, multiple sclerosis, stroke, prostate cancer and more.

Sincerely,

iMEDicare - Pelvic Health Naturally - Customer Care

What is Men's Liberty?

Men's Liberty is the first truly innovative device for men's urinary incontinence that keeps men dry 24/7. It features a completely external design, a skin friendly hydrocolloid adhesive and most men get a secure seal for 24+ hours, with more than 5 million have been used to date, with ZERO attributable adverse events, including UTIs. Men's Liberty is the discreet, dignified and dependable option for managing urinary incontinence.

Men's Liberty is manufactured by BioDerm, Inc. in Largo, FL, USA and has been available for sale to consumers and medical facilities since 2006 when it was approved for billing under HCPCS Code A4326. **In the UK, Men's Liberty is available on Community FP10 (Drug Tariff) Prescription and via your Hospital Oracle System.**

Men's Liberty works with a network of distribution partners in the US and internationally to bring Men's Liberty straight to men's door steps. **In the UK & Ireland, Men's Liberty is distributed by iMEDicare Ltd.**

Learn more about Men's Liberty online at **www.MyPelvicHealth.co.uk** or contact our customer care team at +44(0) 1923 23 77 95 / **contact@imedicare.co.uk** for more information.



Stay Dry and Comfortable All Day, Every Day



< Hydrocolloid Faceplate

< Vent for Improved Drainage

^ Circular Tube

^ Hydrocolloid Faceplate Strip

^ Urine Collection Pouch



SCAN ME



^ Drain Plug

Connects to Any Leg or Bedside Bag

Fits Most Male Anatomy

Men's Liberty Features & Benefits

How Does It Work?

Men's Liberty is made from hydrocolloid, a proprietary adhesive that creates a secure, skin friendly seal around the urinary opening. Hydrocolloid has been used successfully in wound and ostomy treatment for decades and is not made with natural latex.

Men's Liberty:

- Has a completely external design
- Fits most male anatomy
- Keeps men dry and comfortable
- Average wear time of 24+ hours
- Dependably replaces diapers, condom catheters and medically unnecessary Foley catheters
- Available on NHS FP10 Community Formulary



CALL +44(0) 1923 23 77 95 E: contact@imedicare.co.uk

Patient Dignity, Quality of Life, Freedom, Caregiver Relief



Current Urinary Incontinence Standards

Foley Catheter

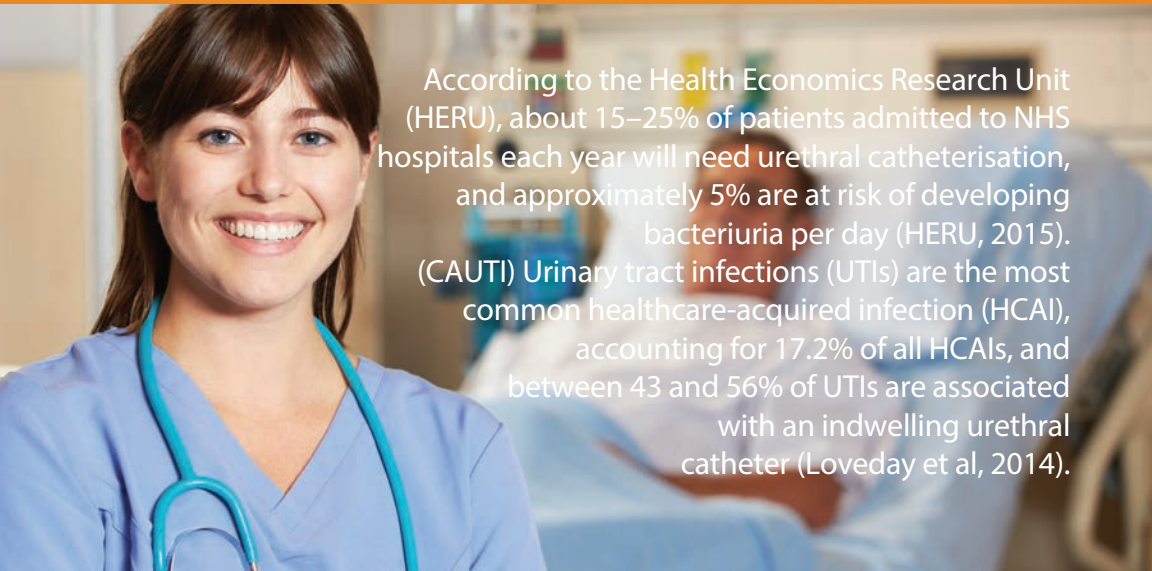
- High UTI rate - 100% infection rate with long term use
- Can cause injury to the shaft of the penis and/or the urinary opening
- Requires skilled nursing staff to insert and maintain
- Foley catheters are frequently misused when not medically necessary
- New antimicrobial catheter coatings are ineffective for most patients

Condom Catheter

- Many sizes/types - all can cause skin inflammation & infections
- Wearing one too tightly can cause reduced blood flow and tissue damage
- Conversely, wearing one too loosely can cause “pop-offs” and leaks.

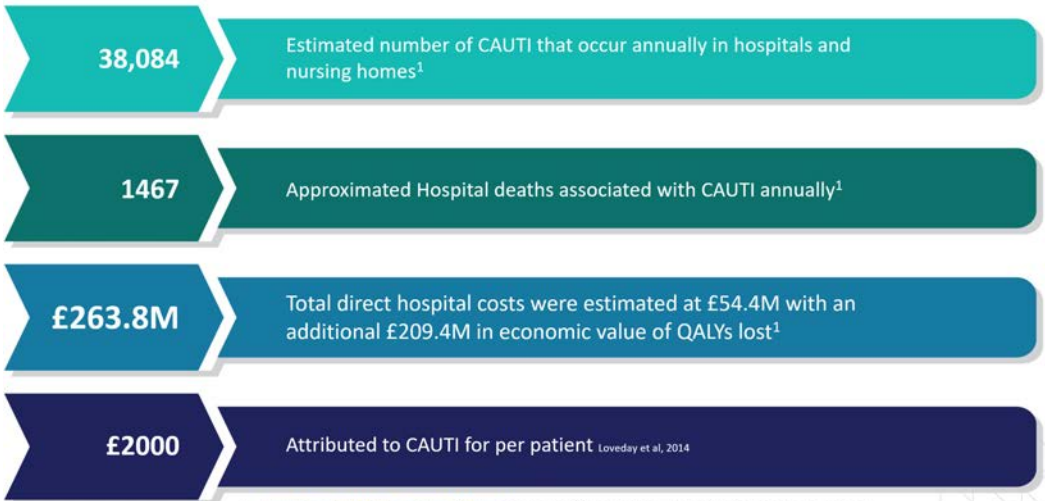
Pads/Briefs

- Sensitive skin soaks in urine
- Frequently causes skin inflammation, sores and ulcers
- Urine smells as it accumulates
- Can undermine personal dignity



According to the Health Economics Research Unit (HERU), about 15–25% of patients admitted to NHS hospitals each year will need urethral catheterisation, and approximately 5% are at risk of developing bacteriuria per day (HERU, 2015). (CAUTI) Urinary tract infections (UTIs) are the most common healthcare-acquired infection (HCAI), accounting for 17.2% of all HCAIs, and between 43 and 56% of UTIs are associated with an indwelling urethral catheter (Loveday et al, 2014).

Average Cost of CAUTI Complications



1. *Journal of Hospital Infection - Volume 103, Issue 1, September 2019, Pages 44-54* Epidemiology and health-economic burden of urinary-catheter-associated infection in English NHS hospitals: a probabilistic modelling study. R.M.Smith¹*K.B.Pourwets²S.Hopkins³N.R.Naylor⁴T.Smieszek⁵J.V.Robotham⁶ <https://doi.org/10.1016/j.jhin.2019.04.010>



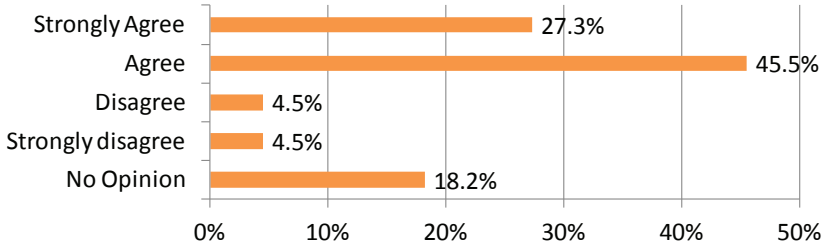
Men's Liberty can save your patient's time and money.

Independent Product Evaluation

Men’s Liberty was independently evaluated by a large midwestern hospital chain **in the USA**. An excerpt of the results are below. Additional information on the study and additional sources are available online at: www.MensLiberty.com

72.8%
Likely to Advocate for Use of Men’s Liberty

Likely To Advocate for Use of Men’s Liberty



Patients & RNs prefer Men’s Liberty on EVERY attribute evaluated

Attribute	Men’s Liberty	No Preference	Condom Catheter
Easy to apply	59.1%	22.7%	18.2%
Satisfactory urine flow	50.0%	40.9%	9.1%
Stays on securely	45.5%	50.0%	4.5%
No urine leakage	45.5%	40.9%	13.6%
Wear time	40.9%	50.0%	9.1%
Does not cause skin redness/irritation	40.9%	50.0%	9.1%
Patient comfort	36.4%	59.1%	4.5%
Patient acceptance	31.8%	68.2%	0.0%

What Do Men and Their Health Care Professionals Think of Men's Liberty?

Health Care Professionals:

"My patient, Mark F., has been using [Men's Liberty] and is very pleased with the performance of this product. He is able to apply one [Men's Liberty] and have it remain in place for 24 hours. He has not had any popping off or leaking with this product. More importantly, he is cleared of the pin-point sore the traditional condom catheters were causing on his penis." ~ James A. Rohde, M.D.

"Our surgeons in both the Department of Urology and the Department of Otolaryngology have been impressed with the results of Men's Liberty in controlling incontinence post surgically in males without having to utilize condom or indwelling catheters. I think this product's potential for cost saving could be astronomical in treating and caring for the incontinent male." ~ Timothy C. Mulloy, BSN, RN, CETN, WOCN at the University of Kansas Medical Center

Caregivers:

"This product has made a large impact on our lives. The most degrading thing that my husband can think of is being in a diaper. Your product helped him to avoid that bit of humiliation. We were able to utilize this product so that he could attend our daughter's graduation in comfort and without the fear of an "accident" that would further embarrass him. This product helped my husband retain his dignity in the face of a terrible disease." ~T. Porter

"I don't know how to explain it. It just feels like freedom. I don't have to haul diapers with us everywhere we go. I don't always have to be thinking in the back of my mind where I'm going to change him or how I can make him comfortable." ~ Kathy Hellwig, son has Spastic Quadriplegia Cerebral Palsy

Patients:

After many complications with prostate surgery, I was left with complete incontinence. Every day was miserable and I did not want to go anywhere. After my doctor offered the Men's Liberty, life has been much better. I am very thankful there was a product like the Men's Liberty that has given me some normalcy in my life and allowed me to be active again." ~ Phil C.

"Men's Liberty has been a lifesaver. Wearing an indwelling catheter is not an optimal solution because of the potential for UTIs. Men's Liberty is not an invasive product, and it has allowed me to maintain my lifestyle with my work and family. It's a wonderful option to have." ~ John C.

"I didn't think there was a bladder control device on the market that would enable me to have the quality of life I have with Men's Liberty. Thank you!" ~ Glen P.



Case Study: Patient with Spinal Cord Injury

There are an estimated 50,000 people in the UK living with a significant spinal cord injuries, with up to 2/3 of this population being male.

The NHS's own recently published data shows that the stereotypical view of a spinal cord injured person as a young man who has come off a motorbike is reducing. More older people are sustaining a spinal cord injury through, for example, falls in the home, more women are sustaining an injury and more people are being diagnosed with an illness or condition, such as Cauda Equina Syndrome or cancer, that leaves them paralysed.



Post Injury - The most common problems for patients are issues with:

1. Pain
2. Incontinence/UTIs
3. Quality of Life/Dignity

To deal with these issues, they face outdated choices and standards of care that may be ineffective. The following page details the failures of the current standards of care and how standards can be improved through the utilization of Men's Liberty.

Current Standards of Incontinence Care

- Foley catheters, condom catheters, pads - “We have always done it this way.”
- Large dominant companies want to keep their share of these markets:
 - Diapers/pads - 92% of the total market
 - Condom catheter - 8% of the total market
 - Foleys - 1st choice of the surgical market
- They are cheap to buy: the need for frequent changes and complications will add expenses over time.



Men's Liberty

Is an easier and more successful replacement for Foley catheters, condom catheters and pads. It has little to no out-of-pocket costs for the patient, if filed with insurance. With over 5 million units sold, Men's Liberty has had no reported adverse events.



Men's Liberty Reduces FOLEY USAGE Rates by 19%

Results from a 16-month study at a 107-bed long term acute care facility (USA):



➔ Reduced Catheter Days



➔ Reduced Foley USAGE Rates - 19%¹



➔ 24 Hour Average Wear Time²



➔ No Complications or Adverse events or CAUTI Occurrences

Indwelling Urinary Catheter Utilization* (Percent of total urinary device days)	
Pre-Intervention	Intervention
91.3%	72.1%

Male Patient CAUTI Rate** (CAUTIs/1000 catheter days)	
Pre-Intervention	Intervention
2.39	0

*Pre-intervention Period: 5 months,
Intervention Period: 12 months
**Pre-intervention Period: 2 months,
Intervention Period: 12 months



1 - Based on a 16-month study conducted at a 107-bed long-term acute care facility. Data available upon request
2 - First Application 6-12 Hours, Reapplications 24-48+ Hours.

Additional Products

FreeDerm™ Adhesive Remover

- Instantly removes hydrocolloid without irritation.
- Evaporates rapidly with no residue.
- Allows immediate re-application of an adhesive device without washing.

Available as 1oz (30mL), 3oz (90mL) pump spray or single use ampoules (1mL).



Kind Klamp

- Designed to temporarily stop the flow of urine through the urethra when applying Men's Liberty.
- Helps men who are dribbling or leaking and are having trouble applying the Men's Liberty device.



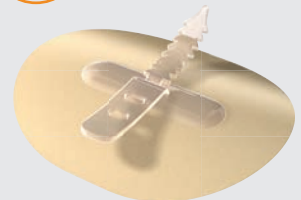
Bed and Leg Bags

- Connects to Men's Liberty
- Kink resistant tubing
- Convenient drain spout
- Anti-reflux valve
- All fluid pathways are sterile



CathGrip, Universal Securement Options

- Manage a wide variety of catheters and tubes ranging in size from 3-47 Fr.
- Comfortable fit & secure hold for up to 7 days.
- The soft straps are durable for repeat positioning, perfect for continual ease of use.
- Exclusively distributed by iMEDicare LTD



Contact Us

If you have any questions, would like more information or would like to receive additional samples of our products, please contact our Customer Care Team.



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Check Out The Men's Liberty Blog!

We are publishing a new incontinence blog with excellent information, news and research on incontinence, related diagnoses and caregiving. We welcome guest blogs from physicians and other health care professionals.

Visit us online for more information:

www.mensliberty.com/incontinence-101/blog/

