



MALE STRESS URINARY INCONTINENCE (SUI)

The involuntary loss of urine with effort or physical exertion, such as coughing, sneezing, or exercising.

CAUSE

The weakening of urinary sphincter, the junction between the urethra and the bladder.

PROJECT FOCUS: POST-PROSTATECTOMY SUI

This is a major irreversible cause of the condition. Parts of the proximal sphincteric unit are removed alongside the prostate gland, leading to reduced sphincter functionality.

AFFECTED POPULATION

1-in-3 patients diagnosed with prostate cancer undergo radical prostatectomy in the U.S.A.⁷

71% of those patients experience SUI within around one year post-surgery.⁸

Only about 1-in-5 will actually seek treatment, for various reasons.⁹

CONSEQUENCES

Psychological:
Prone to symptoms of anxiety and depression

Social:
Embarrassment; Disruption of daily routine

Financial:
Costs of ineffective treatments

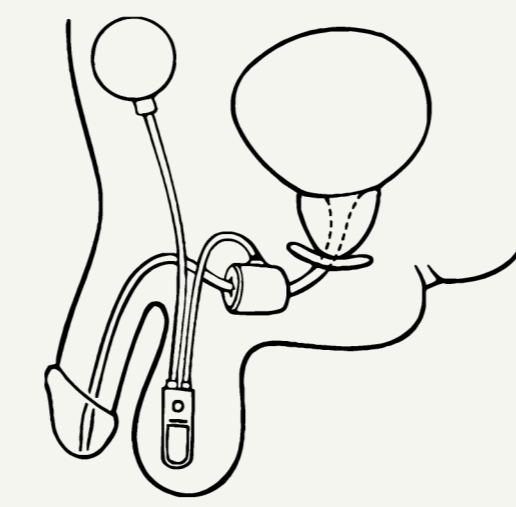
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CURRENT SOLUTIONS

PRICE (\$)

DURABILITY

DRAWBACKS



Artificial Urinary Sphincter¹

13,952

8-10 years

- Device causing tissue erosion
- Urinary Retention
- Risks of infection and potential postoperative pain

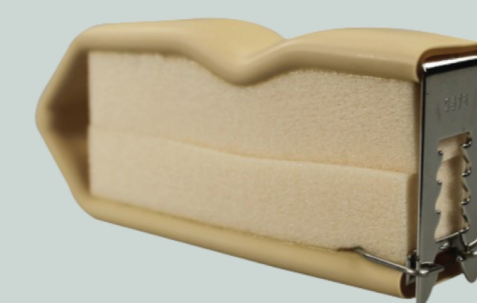


Pacey Cuff²

89.99

6 months

- Need to remove clamp every 1 to 2 hours to allow urine to flow



Cunningham Clamp³

38.95

3 months

- UTI susceptible
- Cannot use while sleeping
- Prone to slippage



Wiesner Clamp⁴

29.29

4-6 months

- Risk of tissue necrosis
- Painful to use

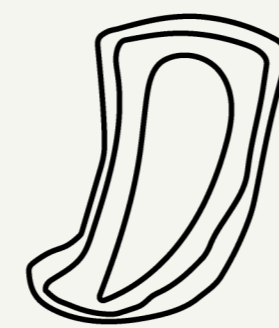


Dribblestop Clamp⁵

19.84

3 months

- May not be suitable for all patient morphologies



Absorbant Pads⁶

15-50

Single use

- Unfamiliar sensation of wetness
- UTI susceptible

NEED

Adult anatomically male patients in the U.S. with stress urinary incontinence (SUI) post-prostatectomy need to improve control over the involuntary leakage of their urine in order to decrease their usage of adult briefs.

OPPORTUNITY

Due to the flaws of existing solutions on the market, there is an opportunity for intervention which lies in empowering patients to regain control over their urine flow. Our solution would ensure that patients may comfortably resume the normal course of their daily activities without having to account for managing any significant leakage.

USER NEEDS



Reusable & Affordable
Low cost and can be used multiple times



Autonomy & Independence
Can be used by patient without assistance



Adaptable
Suitable for different patient morphologies



Comfortable & Discreet
Discreet, long-interval wear



Convenient & Accessible
Easily adjustable to securely stop leakage



Durable & Robust
Does not break easily and long-lasting

