



Urinary Incontinence Patient Recruitment & Education Example

EMPOWER Team – University
Hospitals of Cleveland

Resource Description: This document is an example of a recruitment tool that was used to educate women about UI and encourage them to talk to their doctor about their symptoms or sign up for the research study.

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Have you considered taking part in research?

University Hospitals is conducting the EMPOWER research study. We aim to empower women and providers in managing urinary incontinence.

What's in it for you?

- Learn ways to address your symptoms
- Provide valuable insight to advance women's health

Participation is easy:

- All research visits are by phone and email
- Takes 8 hours or less over 6-12 months
- Participate from home

You are eligible if:

- You are a woman age 18 years or above
- You have at least one symptom of bladder leakage

To learn more:



Call the EMPOWER Study Team at 216-286-7235 or scan the QR code.

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Study ID: 20211420



Bladder Leakage and Urinary Incontinence (UI) in Women

A common problem affecting women of all ages that can be treated



What is urinary incontinence?

Urinary incontinence, or **bladder leakage**, is the loss of urine control. It means you urinate when you do not want to.

Urinary incontinence is not a normal part of aging. Bladder leakage affects more than 50% of all women and is often unrecognized and untreated.

Types of Urinary Incontinence:

Stress Urinary Incontinence: This is the most common type of incontinence. You may leak urine during different activities that put pressure or “stress” on the bladder.

Urge Urinary Incontinence: This is when the need or “urge” to urinate comes on very quickly. It is more common in older adults and may be a sign of a urinary tract infection or an overactive bladder.

Mixed Urinary Incontinence: Mixed urinary incontinence is a combination of both stress and urge incontinence. Many women have both.

Are you experiencing symptoms of bladder leakage?

You are not alone.

Do you...

- Leak urine when coughing, laughing, sneezing, or exercising?
- Feel a sudden need to use the bathroom?
- Urinate many times during the day and night?
- Sometimes leak urine before you reach the toilet?

Whether your symptoms are mild or severe, there are many ways to improve your quality of life.

Effective non-surgical therapies are available such as changing your habits, doing physical therapy, and taking medications.

You can regain control of your bladder.

The first step is to speak up.

Talk to your provider about your symptoms.

Here's a way to start the conversation with your healthcare provider:

“I want to let you know that I have been leaking urine, and I'd like to learn about the options available to help me.”

Learn more about urinary incontinence at:
UHhospitals.org/UI

For an opportunity to get involved in research, see the back of this brochure. →

