



2008 Opportunities for Industry Partnerships

NAFC
National Association For Continence

*Promoting Quality Continence Care
Through Education, Collaboration and Advocacy*

Inside

- What We Do 2
- Unrestricted Support 3
- The Network 4
- Publications 5-6
- Education 6-7
- Web Site 8
- Research & Surveys 9
- Advocacy..... 10
- Programs 11
- Continence Care Champions.. 11-12
- Consumer Access 13
- Board of Directors 14
- Project Advisory Council 15

What We Do 2008

Background

The National Association For Continence (NAFC), headquartered in Charleston, South Carolina, is the world's largest and most prolific not-for-profit consumer advocacy organization in its field.

Since 1982, NAFC has been dedicated to helping people who struggle with incontinence, nocturnal enuresis, voiding dysfunction, and related pelvic support concerns. Its mission is focused on public education and awareness, collaboration to disseminate information, and advocacy on behalf of at least 25 million adult Americans.

As a 501(c)3 corporation, the not-for-profit is broadly funded by individual consumers, healthcare professionals, and industry. For more information about NAFC, please visit our Web site at www.nafc.org or call our headquarters.



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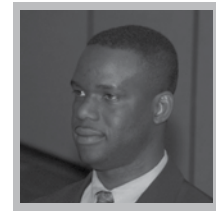
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Industry Council

Recognized as the nation's leading educational resource and authority for incontinence, our insight is sought by the media as it researches articles, the investment community seeking objective facts to support capital infusion, the medical profession looking for information about the latest in technology and consumer trends, and most importantly, consumers who want information and support. In NAFC's daily contact with diverse consumers, we stay attuned to their various but unique needs, concerns, interests, and reactions, qualifying us to be the collective voice for the millions who have incontinence and related disorders or symptoms.

By becoming a part of NAFC's Industry Council, you will benefit from the dialogue between NAFC and your peers in the industry about the rapidly changing marketplace and the shape of demand from healthcare providers and consumers.

Benefits of Membership

- Interaction with leading academicians, clinicians, and policy-makers
- Access to market research and consumer understanding
- Preference for sponsorship and underwriting opportunities
- Access to NAFC staff
- Link from www.nafc.org
- Voice in NAFC activities and priorities
- Invitation to Annual Conference
- Discounted access to NAFC database for mailings



"NAFC adheres to a framework for the application of ethics in its relationship with for-profit and other commercial entities, including but not limited to purchases advertising, sponsorships, health message promotions, licensing, certification, strategic alliances and cause marketing."

— **Guiding Principles for Voluntary Health Agencies in Corporate Relationships**
National Health Council 2002

The Network 2008

Industry Council

- Allergan
- American Medical Systems
- Astellas Pharma, Inc.
- ATTENDS Healthcare Products, Inc.
- Coloplast Corporation
- Ethicon Women's Health and Urology
a Johnson & Johnson Company
- HDIS, Inc. (Home Delivery Incontinent Supplies)
- Medtronic, Inc.
- Merck
- Novartis Pharmaceuticals Corporation
- Novasys Medical, Inc.
- Pfizer Global Pharmaceuticals
- Uromedica, Inc.

Structure of Annual Dues

Pharmaceutical Companies

Annual product revenue greater than \$250 million	\$30,000
Annual product revenue less than \$250 million	\$18,000
Pre-market stage (no-commercial revenue)	\$12,000

Device Companies

Annual product revenue greater than \$75 million	\$18,000
Annual product revenue less than \$75 million	\$12,000
Pre-market stage (no commercial revenue)	\$6,000

Others

Includes manufacturers of non-510K devices, non-regulated drugs, non-regulated consumer products, distributors, and other service organizations

Annual revenue greater than \$250 million	\$12,000
Annual revenue less than \$250 million	\$6,000

Dues are invoiced in October and are due by January 1st of the new year.

Quality Care®

NAFC's *Quality Care®* is an 8-10 page newsletter distributed on a quarterly basis to over 20,000 consumers and healthcare professionals, plus thousands of others in media and collaborative organizations. The newsletter addresses the concerns of a diverse audience including those with bladder control concerns, voiding dysfunction, and related pelvic support, and their caregivers. Every quarter the latest issue is available on the homepage of our Web site, www.nafc.org. Articles from previous editions are also archived on the NAFC Web site.

2008 Editorial Calendar

Spring

The Neurogenic Bladder

Summer

Pelvic Health in the Post-Menopausal Woman

Fall

The Informed Patient: Management Options for Incontinence

Winter

NAFC: 25 Years of Accomplishments

Sponsors receive full page advertisements for recognition, in addition to appropriate disclosure statements from NAFC. All authors of articles submit disclosure statements of industry affiliations, which are summarized in each newsletter. For more information about advertising and sponsorship costs, please contact Meghan Hansen, membership and fund development associate.

Resource Guide®/ Discoveries®

The most comprehensive publication of its kind, *Resource Guide: Products and Services for Incontinence®* is published every other year. In interim years, *DISCOVERIES®* is published to spotlight only the newest commercial products and advancements. Products are grouped by category and manufacturer contact information is provided.

There are more than 12 product categories including:

- Disposable Absorbents
- Reusable Absorbents
- Treatment for Benign Prostatic Hyperplasia (BPH)
- External Urinary Devices for SUI
- Devices for Fecal Incontinence
- Medications for OAB/Nocturia
- Pelvic Muscle Rehab
- Skin Care / Odor Control
- Surgical Devices for SUI and Prolapse
- Toileting Accessories

Sponsorships are being accepted for:

- Web version of Resource Guide® 2008/2009
- DISCOVERIES® 2009

Publications 2008

Affiliates Bulletin

The *Affiliates Bulletin* is a newsletter mailed three times a year to all NAFC professional members who are in the Continence Resource Specialists (CRS) database. To become a CRS member, a healthcare professional must become a registered professional member of NAFC and qualify based on educational credentials. Benefits of CRS membership include a listing in our online database for consumers who are searching for a provider in their area and receipt of the *Affiliates Bulletin*.

The *Affiliates Bulletin* highlights findings of new continence studies and happenings within industry and related healthcare associations. The *Affiliates Bulletin* is a publication specifically created to update our CRS affiliates so they can be well informed when treating patients with incontinence. Copies are also freely distributed at professional society meetings where NAFC has a presence as an exhibitor, e.g. American Urogynecologic Society, Association of Women's Health, Obstetric and Neonatal Nurses, Wound Ostomy & Continence Nurses Society, Society of Urodynamics & Female Urology, and the Society of Urologic Nurses and Associates.

The sponsor will receive recognition on the printed version of the *Affiliates Bulletin* and the electronic version on the NAFC Web site. There will also be a link to the sponsor's Web site of choice on the *Affiliates Bulletin* Web page. Sponsorship is for one year.

Cost: \$11,000

Education

Consumer Forum

In 2002, the Medtronic Foundation provided NAFC with a grant to develop a template for a consumer education conference. This inaugural event was held in Houston, TX, in October the same year. In March 2004, NAFC held the second *Lifelong Bladder Health and Pelvic Support Forum for Women* in Charleston, SC. The third forum was held in November 2005, in collaboration with Duke University Health System, at the Washington Duke Inn in Durham, NC. In the fall of 2007, NAFC in collaboration with Emory Healthcare held a weekend event in Atlanta, GA. This event included a full day for professional education, a gala celebrating NAFC's 25th Anniversary, and a half day women's educational forum focused on *Lifelong Bladder Health & Pelvic Support*. The next consumer forum is being planned in conjunction with the 2009 meeting of the International Continence Society (ICS) in San Francisco.

CME	\$2,000 to \$10,000*
Women's Forum	\$2,500 to \$15,000*
Black Tie Gala	\$5,000 to \$10,000*

**Each price range is noted per grant sponsorship.*

Consumer Materials

NAFC publishes and distributes a variety of leaflets, booklets and kits that explain the most common types of incontinence and current treatment and management options.

Leaflets

- Free to consumers
- Available online for duplication and distribution by professional members
- Available in bulk to professionals for their patients.

Booklets/Kits:

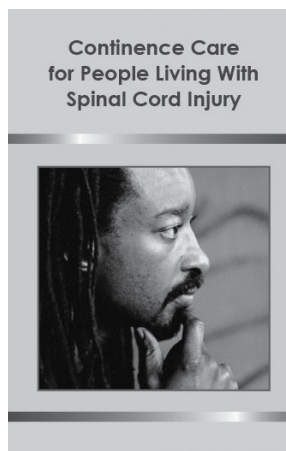
- Fee-based for consumers
- Available in bulk to professionals for patients

Leaflets available for 2008 sponsorship:

- Biofeedback
- Female Self Catheterization
- Incontinence & Childbirth
- Incontinence & Odor Control
- Injection Therapy
- Male Self Catheterization
- Pelvic Floor Stimulation
- Pelvic Muscle Exercises
- Prolapse
- Seeking Treatment/Take Control
- Surgical Treatment: Female SUI
- What Every Man Should Know
- What Every Woman Should Know

Booklets and Kits available for 2008 sponsorship are:

- Spina Bifida
- Stroke
- PME Kit for Men



Leaflet/booklet two-year sponsorship includes:

- ✓ Optional product promotional message on back side of material
- ✓ Industry Council members receive discount on bulk orders for their sales force
- ✓ First right of refusal at time of renewal

Cost: \$2,500 - \$10,000 per leaflet/booklet

Web site 2008

NAFC's comprehensive Web site invites consumers to educate themselves by diagnostic category based on symptoms. On average, 20,000 discrete visitors view the site each month, which totals 75,420 pages. Visitors view on average five pages per visit and spend about six minutes total on the site. Eight million American adults look online for health information on a typical day; 53% of this group reported some kind of impact after conducting a health related search (according to the Pew Internet & American Life Project's 2006 Health Search findings). By sponsoring a web page on NAFC's site you will have added exposure for your brand while also helping us educate the public about incontinence and pelvic floor disorders.

Web pages available for 2008 sponsorship:

- Benign Prostatic Hyperplasia (BPH)
- Clinical Trials
- Continence Care Hall of Fame
- Continence Resource Service
- Diagnostic Test
- Frequently Asked Questions
- Finding Help (Continence Resource Specialist)
- Get a Diagnosis
- Glossary of Terms
- Incontinence Overview
- Male Stress Urinary Incontinence
- Medical History Form
- NAFC News Center
- Neurological Disorders
- Product Selection Guide
- Take a Survey

A Web sponsorship lasts two years and underwrites the creation and regular updates of each section. Web page sponsors will receive the following:

- Corporate logo & link on every page within section
- Optional product message
- Statistical information provided on a quarterly basis
- First right of refusal at time of renewal

Ask a Specialist

Ask a Specialist is an online forum that allows consumers to ask questions to a physician and the physician responds. A company can sponsor more than one Ask a Specialist per year, but cannot duplicate topics. The topic will be the sponsor's choice as long as it has not been covered already that year. An archive of the session is available for easy retrieval and post-event viewing.

Consumers will be able to log on to our already established Bladder Forum and post questions regarding the specific topic during the hour scheduled. A physician selected by NAFC and approved by the sponsor will also log on to the forum during this time to post answers. NAFC's Health Educator will monitor the forum during the specified time for appropriate questions and time management.

Cost: \$5,000 - \$15,000

Visit our site at www.nafc.org

NAFC partners with industry and public relations firms to conduct nationwide surveys of the adult American population living with incontinence, voiding dysfunction or related pelvic floor disorders. NAFC promotes survey findings through media briefings and speeches at educational functions. Such work forms the backbone of advocacy messages.

Consumer Readership Survey (2006)

Conducted by mail through NAFC's Quality Care newsletter.

Highlights: 71.6% of NAFC's constituents found the information in the Quality Care News letter useful to their treatment or management of symptoms. They also found the leaflet and booklets the second most beneficial in obtaining information and education from NAFC.

Prolapse Survey (2006)

Conducted online, by mail and supplemented by in-depth phone interviews for qualitative input from NAFC's female newsletter readership underwritten by Ethicon Women's Health and Urology and Mentor Medical Corporation

Highlights: The majority of women experiencing prolapse feel ill-equipped and uneducated by their doctors (OB-GYN's and family medicine practitioners) to understand their symptoms and seek treatment. Many are frustrated, bewildered, and even angry.

Medication Compliance (2005)

Conducted online and by mail of NAFC's newsletter readership underwritten by Pfizer

Highlights: Constituents who skip doctor's appointments (15%) or medication doses(18%) did so due to cost or lack of health insurance coverage. However, the large majority always visit a doctor when needed (77%) and take medication as indicated by their healthcare provider (70%).

Diagnosis and Management (2004)

Conducted by Harris Interactive, sponsored by NAFC, funded by Kimberly-Clark Corporation

Highlights: One in three adult Americans has experienced loss of bladder control; only one in eight has been diagnosed.

Women with Overactive Bladder (2003)

Fielded nationally by Harris Interactive, co-sponsored by NAFC and the National Women's Health Resource Council, underwritten by Watson Pharma, Inc.

Highlights: Women with OAB more frequently experience sleep disturbances, GI problems, hypertension, obesity, fatigue, and lower self-esteem than non-OAB sufferers.

Women with SUI (2002)

Fielded nationally, by Harris Interactive and sponsored by NAFC, underwritten by Eli Lilly and Company

Highlights: One in four women over age 18 experience stress urinary incontinence; two-thirds do not associate incontinence with a medical disorder. One-third believe it is just something to accept.

Bathroom Habits (2001)

Conducted by Yankelovich, sponsored by NAFC, underwritten by Pharmacia (Pfizer Global Pharmaceuticals)

Highlights: Two-thirds of Americans are routinely "toilet mapping" in public. Embarrassment is a major barrier preventing dialogue with doctors. Nearly one in six with sudden urges do not always make it to the toilet in time.

Cost: Based on individual project

Advocacy 2008

Highlights of Key Initiatives

- '07 - Joined a national coalition that swiftly succeeded in requiring unique medical device Identification for implantables.
 - Advocated for a favorable Medicare coverage decision by targeted intermediaries in the case of a new, proven device for treating moderate symptoms of SUI in women.
 - Continued to chair periodic meetings in DC of the Advocacy Coalition for Improved Bladder & Bowel Health meeting to discuss advocacy positions on such topics as provider profiling and legislative proposals such as the Prostate Cancer Equity Act and the Women's Pelvic Health Act.
- '06 - Became an inaugural member of the Evidence Based Healthcare Workgroup, comprised of approximately 30 consumer education and advocacy groups.
 - Researched Centers of Excellence as a data-backed platform allowing NAFC to assure quality recommendations of specialists in continence care to consumers seeking expertise.
 - Served as an at-large delegate at the White House Conference on Aging that takes place only once every ten years to establish the direction and priorities for the government in all matters related to the aging population.
 - Succeeded in advocacy efforts in South Carolina to allow Medicaid beneficiaries qualifying for nursing home waivers to secure minimally adequate supplies of absorbent products for managing incontinence at home.
- '06 - Wrote numerous letters to individual members of P&T Committees in various states (e.g., Florida, New York, South Carolina, and Louisiana) urging them to give clinicians a complete range of drugs at their disposal, representing at least one agent from each available therapeutic/chemical class, recognizing both the side effect profiles of certain agents that dictate the need for options, as well as the likelihood of patient compliance obstacles, when determining preferences for formularies.
- '05 - Argued with the Oregon Center for Evidence Based Policy for the value of including more rather than fewer published journal articles and greater patient involvement in its drug formulary recommendations to state Medicaid agencies.
 - Participated in the first national summit held in DC on fall prevention, hosted by the Home Safety Council and The National Council on the Aging.
 - Participated throughout six months of online discussions establishing the structural rules for inclusion in drug formularies as part of the new Medicare Part D Plan and submitted recommendations concerning OAB drugs to both the USP and the CMS.
 - Became a member of the first Ethics Committee of ICS (International Continence Society) and served 18 months until its dissolution.
- '03 - Launched the Coalition for Improved Bladder Health and Pelvic Support, with more than twenty active member organizations.
- '01 - Published and promoted the *Blueprint for Continence Care in Assisted Living*.
- '00 - Provided testimonials to the Centers for Medicare/Medicaid Systems, winning back approval for coverage of biofeedback and pelvic floor stimulation.

Outreach Initiatives

NAFC's outreach to targeted communities across the U.S. is aimed at integrating more activities into our routine consumer education programming and responsiveness to reduce health disparities. Our goal is to enable the disenfranchised to become more mainstreamed in our healthcare delivery system.

Additional Support/Sponsorship is needed for:

- Culturally sensitive, gender-specific materials incorporating explanations of symptoms, guidance for treatment and options for management. (These materials will be distributed to provider members of NAFC, consumers requesting materials, and public health clinics serving disadvantaged communities.)
- Public Service Announcements targeting minority men and women, urging viewers to talk with a provider to receive treatment.

Cost: TBD

“Unless everyone within a community has access to the same levels of health and mental health services, then those of us committed to health promotion and service provision will have failed as leaders and managers.”

— The Medtronic Foundation



“By the year 2050, projections indicate that nearly 50% of the U.S. population will be persons of color.”

— The Medtronic Foundation

NAFC Contenance Care Champions

Established in 2000 to reward healthcare clinicians who elevate research, and enhance clinical practice and education in the field of incontinence, the Contenance Care Champion Award raises awareness of the importance of addressing incontinence in clinical practice. Individuals are nominated by members of their respective professional society, and the award recipient is then selected by representatives of NAFC's Board of Directors. NAFC formally announces the winner at the association's annual meeting at which the recipient receives an engraved plaque. A press release is sent to the media and posted on NAFC's Web site announcing the winner and recognizing the sponsor of the award.

American Urogynecologic Society (AUGS)

- 2000 John DeLancey, MD
- 2001 Linda Brubaker, MD
- 2002 Donald Ostergard, MD
- 2003 Peggy Norton, MD
- 2004 Tom Benson, MD
- 2005 Lewis Wall, MD, DPhil
- 2006 Anne Weber, MD, MS
- 2007 Kathryn Burgio, PhD

Society for Urodynamics and Female Urology (SUFU)

- 2000 Ananias Diokno, MD
- 2005 Jerry Blaivis, MD
- 2007 Edward McGuire, MD

American Academy of Family Physicians (AAFP)

- 2001 Toni Miles, MD
- 2005 John Murphy, MD
- 2006 Matt Toren Rosenberg, MD

Society of Urologic Nurses and Associates (SUNA)

- 2002 Diane Newman, RNC, MSN, CRNP
- 2003 Betsy Omeis, RN
- 2004 Karen Sasso, MS, BS
- 2005 Joyce Colling, PhD, RN, FAAN
- 2006 Cheryl LeCroy, MS, BS
- 2007 Angela Joseph, MSN, RN, C, CURN

Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)

- 2002 Carolyn Sampsel, PhD
- 2003 Jean Wyman, PhD
- 2004 Molly Dougherty, PhD, RN, FAAN
- 2005 Andrea McCrink, MSN, RP-C, RNC

Society for Women in Urology (SWIU)

- 2001 Deborah Erickson, M
- 2002 Jenelle Foote, MD
- 2003 Kristene Whitmore, MD
- 2004 Lenaine Westney, MD
- 2005 Elizabeth Bozeman, MD
- 2006 Kathleen Kobashi, MD

American Geriatrics Society (AGS)

- 2003 Joseph Ouslander, MD
- 2004 Catherine DuBeau, MD

American Physical Therapy Association (APTA)

- 2002 Jane Frahm, PT
- 2003 Cheryl Wisinski, PT

Nurse Practitioners in Women's Health (NPWH)

- 2003 Diane Smith, RN
- 2004 Helen Carcio, MS, BS
- 2005 Martha Klay, RN, MSN, APRN
- 2007 Diana Underwood, MS, RN-C, WHNP

Wound, Ostomy, and Contenance Nurses Society (WOCN)

- 2004 Mikel Gray, PhD, MSN, BSN
- 2005 Marta Lee Krissovich, MS, RN, NP
- 2006 Katherine Moore, PhD, RN

Association of Physician Assistants in Obstetrics and Gynecology (APAOG)

- 2006 Paul Taylor, PA
- 2007 Esther McCorkindale, PA-C

Outstanding Contenance Care Clinic

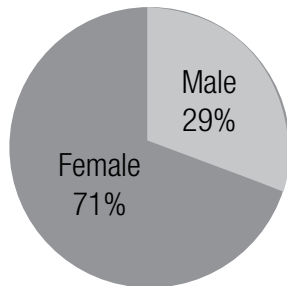
- 2003 University of California in San Francisco
- 2004 University of New Mexico
- 2005 Seton Health

Cost: \$4,000 per award

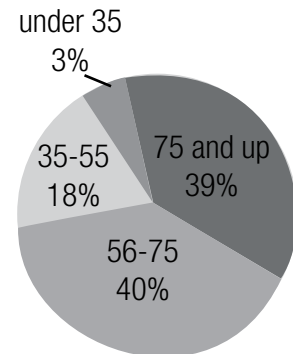
Consumer Access 2008

NAFC maintains a database of over 135,000 individuals, 90% of whom are consumers. NAFC offers specialized sorts and mailings of our database for research-based projects, such as requests for study participants for a new product or pharmaceutical trial, or mailing of survey questionnaires to collect information about treatments or products. NAFC reserves the right to restrict access to its database and set a reasonable number for accessing its database. This measure protects the privacy of consumers and the integrity of the NAFC database.

GENDER



AGE



About NAFC Consumers

- The average age is 67
- 71% are women
- The average constituent has experienced bladder control problems for seven years
- Primary concerns of continence are social embarrassment and odor
- Representation geographically spans the major population centers of the U.S. for the 65+ age population

Cost Structure

The specifics involved in performing a specialized sort of the NAFC database are outlined below:

- Provide NAFC with sort parameters (i.e. range of zip codes or cities; male/female, etc.).
- NAFC must approve any insert and script to be included in the mailing.
- NAFC will compile a "Summary of Expenses" to include a minimum fixed fee of \$3,000 for access to the NAFC database. Other fees, related to postage, number of inserts, and administrative costs, depend on the number of records chosen from the search.

Access	\$3,500/\$1,500*
1,000 names	\$450/\$250* (rounded to next 1,000)
NAFC Staff Time	\$75/hour

**Indicates a discounted rate for NAFC Industry Council.*

Mailing fees are quoted on a per job basis. All fees are due on or before date of mailing.

Board of Directors 2008



2008 Directors

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NAFC Project Advisory Council

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Retired from FDA, private consultant

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American Urological Association Foundation

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The National Parkinson Foundation

Marta Lee Krissovich, MS, RN, NP

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Virginia Women's Center

Todd Linsenmeyer, MD

Kessler Institute of Rehabilitation

Mollye Rhea

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University of New Mexico Health Sciences Center

Amy Rosenman, MD

Geffen Medical School at UCLA

Yvonne Russell, RN

Private citizen and philanthropist

Karen Sasso, MSN, BS

Evanston Continence Center

Peter Shepard

Former Mentor Corporation Executive

Benson Smith

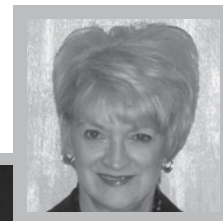
Benson F. Smith & Associates

Alex Te, MD

Weill Medical College of Cornell University

William (Bill) Westin

WSW Financial, LLC





“Novasys Medical is proud to support NAFC, the premier education and advocacy organization for patients suffering from bladder and bowel disorders. As an Industry Council member, Novasys benefits from NAFC’s reach and credibility as we work together to educate patients about options for the treatment of stress urinary incontinence. NAFC’s advocacy efforts help spread the word to government agencies and private entities so that patients may have access to all appropriate therapeutic options.”

**- Lauri Campbell, Vice President of Marketing and Reimbursement
Novasys Medical, Inc.**

“Ethicon Women’s Health and Urology is proud to support NAFC as a member of the Industry Council and help the thousands of people who are turning to NAFC for education, support and guidance.”

**- Jackie Jankewicz, Public Relations Director
Ethicon Women’s Health and Urology**

“Pfizer, Inc. is happy to support the efforts of the National Association For Continence. As an Industry Council member our collaboration has really helped to elevate the quality of information and materials we are able to provide to patients that suffer with urologic/overactive bladder symptoms.”

**-Linda A. Schlachter, Senior Marketing Manager
Pfizer, Inc.**

“As a member of the Industry Council, Home Delivery Incontinent Supplies Co., Inc. (HDIS) is pleased to support the NAFC. As Chairperson of the Council, I look forward to working more closely with the NAFC Board toward a shared vision of serving incontinent consumers, their families and their caregivers. NAFC is uniquely qualified to provide insight to such consumers to enable them to make informed decisions on care and treatment, while treating each individual with the compassion and dignity they deserve.”

**-Mark Nedvin, Vice President of Marketing
HDIS
Industry Council Chair, 2008-2010**