

## User test of Efemia Bladder Support (EBS) during running

### Summary

83 women experiencing urine leakage during running were invited to answer questions on how they cope with their leakage. 34 of these women also evaluated the EBS during running and answered a questionnaire on their experience.

It was seen that urine leakage during running mainly occurs after having given birth and that it is a hidden problem. Despite replying that urine leakage had a big impact on their running, most of the women had not looked for professional help and only 25% defined themselves as being incontinent.

The user test of the EBS during running showed a high user satisfaction. Of the 34 women answering the questionnaire, 79% were likely to continue using the product and 94% felt that Efemia had reduced their leakage.

### Purpose of the studies

The purpose of the studies was to gather information on how women that leak urine during running cope with the problem (TVS7000) and to evaluate the user acceptance of Efemia Bladder Support (EBS) to alleviate leakage during running (TVS8000).

### Study Design

83 Women experiencing urine leakage while running were recruited by advertising on the Efemia webpage and in the magazine Spring. The participants answered an e-questionnaire on their background and how they cope with their urine leakage. 59 of the women were also invited to participate in a user test of the EBS during running and were sent a free start-set with three sizes of the EBS and were sent a questionnaire after 6 weeks. 34 women returned the questionnaire. The study was conducted according to ICC/ESOMAR ethical guidelines, and the answers were collected anonymously.

### Results

#### Coping with urine leakage during running (study ref. TVS7000)

- For 91% of the women, the problems with urine leakage started after giving birth.
- Only 26% of the women had asked for professional help for their urine leakage.
- The most frequent rating for how much leakage affected their running was 5, "Very much".
- Examples of Free-text comments received on how the women coped with their leakage was "to stop running" or to "wear black tights".

#### User Satisfaction of Efemia Bladder Support (study ref. TVS8000):

- 79% of the women are likely to continue to use Efemia after the study ( $\geq 6$  on a scale 0-10).
- 94% of the women felt that Efemia reduced leakage. The most common rating was "A lot"
- The participants had used Efemia almost every time they ran. Average running distance per week was 20 km. Running distance had no effect on the user experience of EMC.
- The device was felt to be comfortable; the most frequent comment was: "I can hardly feel it"
- 15 free-text comments were received. The majority (n=9) were positive. Example from a positive user: "Nice with a product that actually helps!"
- 53% reported that the device sometimes chafed. From comments received on chafing, it was seen that this was mostly in the beginning, before learning how to place the device correctly.

### Conclusion

It can be concluded that urine leakage during running is to a large part a hidden problem that occurs after childbirth. Most women had not asked for professional help and they did not regard themselves as being incontinent. Women that tried to use EBS during their running sessions were satisfied with the effect and the majority of them will continue to use the EBS.