

Urinary Incontinence Is Common. The Conversation About It Isn't.

Guidance for primary care providers, care teams, and community health centers

Urinary incontinence affects an estimated 67–80 million women in the United States, yet it remains frequently underreported and undertreated. More than half of symptomatic, undiagnosed women surveyed by NAFC and Phreesia said they had never discussed their condition with a healthcare provider, even though most reported moderate or severe symptoms.

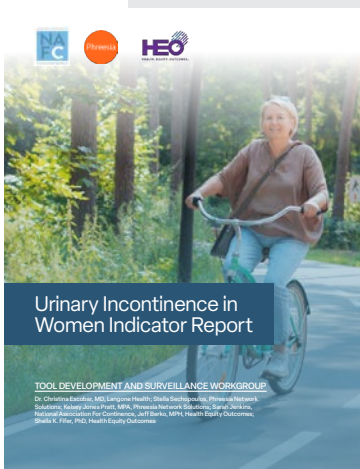
For healthcare professionals, a few simple questions can open the door to identification, treatment and a meaningful improvement in quality of life.



A Practical Resource For Better Continence Care

The Urinary Incontinence in Women Indicator Report from the National Association For Continence, Phreesia and HEO brings together current clinical information, practical guidance and real-world patient perspectives to help healthcare professionals better recognize, evaluate, and manage urinary incontinence in women.

Designed to be used in everyday practice, the report provides guidance and resources across the continuum of care, from starting the conversation and identifying symptoms to diagnosis, treatment, and follow-up.



Inside The Report

Screen & Identify

Insight on when and how to screen for UI, including guidance on a selection of brief, validated questionnaires that can help identify symptoms and begin the conversation.

Evaluate & Diagnose

Discover how patient history, bladder diaries, physical examinations, and laboratory and diagnostic testing can drive better outcomes, and learn

about the red flags that may warrant specialist referral.

Explore The Full Treatment Pathway

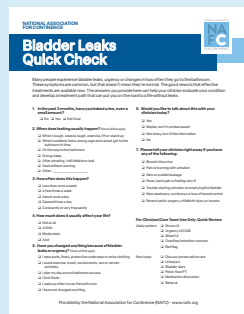
Navigate treatment options for stress and urgency urinary incontinence, from supportive management, behavioral modifications and pelvic floor muscle exercises to medications, devices, minimally invasive therapies and surgical interventions.

Hear Patients' Perspectives

Throughout the report, findings from an NAFC/Phreesia survey of 2,787 women provide insight into what women with diagnosed and undiagnosed UI are actually experiencing, including barriers to discussing symptoms, treatment awareness, financial concerns, and satisfaction with care.

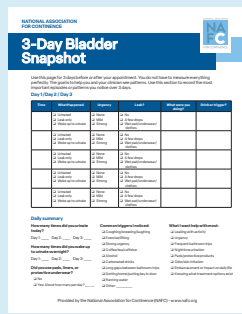
Three Practical Tools You Can Use With Patients

The report also includes three easy-to-use resources designed to support patient-clinician conversations:

A quick check form for bladder leaks. It includes sections for identifying symptoms, assessing impact on daily life, and determining next steps. The form is designed to be a simple questionnaire for patients to fill out.

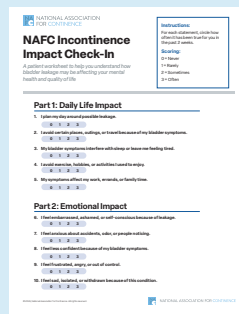
Bladder Leaks Quick Check

A simple questionnaire to help identify symptoms, patterns, impact and potential next steps.

A 3-day bladder snapshot form. It is a patient-friendly tool for tracking frequency, urgency, leakage, triggers and other patterns before or after an appointment. It includes a table for recording data over three days.

3-Day Bladder Snapshot

A patient-friendly tool for tracking frequency, urgency, leakage, triggers and other patterns before or after an appointment.

A NAFC Incontinence Impact Check-In form. It is a worksheet exploring how bladder leakage may be affecting daily life, emotional well-being, relationships and quality of life. It includes sections for daily life impact and emotional impact.

NAFC Incontinence Impact Check-In

A worksheet exploring how bladder leakage may be affecting daily life, emotional well-being, relationships and quality of life.



Why This Matters.

UI may not be widely discussed – even in the doctor's office – but it affects more patients than diabetes or heart disease.

67–80 MILLION women in the U.S. are estimated to experience UI.

53% of symptomatic, undiagnosed women surveyed have never discussed it with a healthcare provider.

<10% of women who discussed UI with a provider did so because the provider initiated the conversation.

Refer to Urinary Incontinence in Women Indicator Report for sources and additional detail.



[Want to learn more?](#)

[Click to view the 4-minute overview video.](#)

Don't Wait For Your Patient To Bring It Up

Among women who discussed urinary incontinence with a healthcare provider, fewer than 10% did so because the provider initiated the conversation. Nearly 2 in 5 diagnosed women surveyed waited more than three years before receiving a diagnosis.

A simple conversation can be the first step toward better care.



[Click or scan to download the free report today](#)



The Urinary Incontinence In Women Indicator Report contains current information gathered by field experts in conjunction with the National Association For Continence (NAFC) and the Centers for Disease Control and Prevention (CDC). This report is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1,125,000 with 100% funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by CDC/HHS or the U.S. Government.