

## PRELIMINARY REPORT OF DATA COLLECTED FROM AN ITALIAN WEBSITE ON URINARY INCONTINENCE.

### Hypothesis / aims of study

Urinary incontinence is a pathological condition with significant prevalence in the general population but it is underestimated due to various factors that still limit the request of medical assistance by patients. Today many patients search for information about diseases in the websites and this happens especially for conditions that cause embarrassment. Therefore it appears of hard importance to provide correct information regarding this disease on the website thus to allow adequate knowledge in the general population and contribute to help people in seeking therapies.

### Study design, materials and methods

A panel of experts provided specific contents regarding urinary incontinence to develop a website aimed to help the general population to easily find information on this condition and allowing to quickly understand how to access a consultation at specialized centers. The website gives various information about the disease: its spread in the population, the possible causes and complications and, above all, the different treatment options available today, ranging from conservative, suitable for most cases simple, to those advanced for the most complex cases. People visiting the website can easily understand the features of incontinence, do a self-test and possibly know what are the closest recommended public medical centers specialized on urinary incontinence and how to contact or reach them: at the time, the website contains 85 specialized centers, throughout the Italian territory. Visitors of the website can also listen, through video films, the advice on the disease directly from the voice of the leading specialists in the field and the testimonies of people who suffer from urinary incontinence. The website also offers a phone contact that drives in browsing the site to use it as the best and help to find the care centers. In addition, to clarify the doubts about the disease, patients can have a direct contact with an expert. Analysis of data collected from this website during the first 6 months from april to december 2016 is here reported. The analysis was comprehensive of data obtained from google analytic reports.

### Results

In the first ten months, 20.614 visitors were recorded, with an average number >2.000 visits/month. A significant improvement of the number of web contacts has been observed during the first months of 2017. (Fig. 1). Mean number of webiste's pages opened was 3.3 for each session. Mean time of web-contacts was more than 2 minutes, inducing to consider that people visiting the website usually read the contents and is not a simple observer of pictures. Most of the recorded contacts came from northern Italy; in the central part and south part of the country the distribution of contacts was substantially homogeneous (Fig. 2). The topics which were more attractive and mostly visited by the population were, respectively: Neurological bladder, Male urinary incontinence surgery, Incontinence and Sexuality, Botulinum toxin for urinary incontinence.

### Interpretation of results

The number of contacts recorded in the observation period led this website as the first linkable by a google search. The growing number of visitors suggests that the search for informations on urinary incontinence through the web is a socially relevant phenomenon and represents an indirect proof that there is a widespread need of knowledge on this condition by the general population. This encouraging preliminary results prompted us to insert new contents, especially on treatment options, prevention, and also add further video contents regarding conservative treatments.

### Concluding message

The favourable outcomes obtained in these first months will prompt us to improve the contents of this website and collect long term data. We believe that this project could achieve not only social purposes but also contribute to obtain information useful to better manage patients suffering from this pathological condition taking into considerations the needs expressed by patients through the interaction on the website.

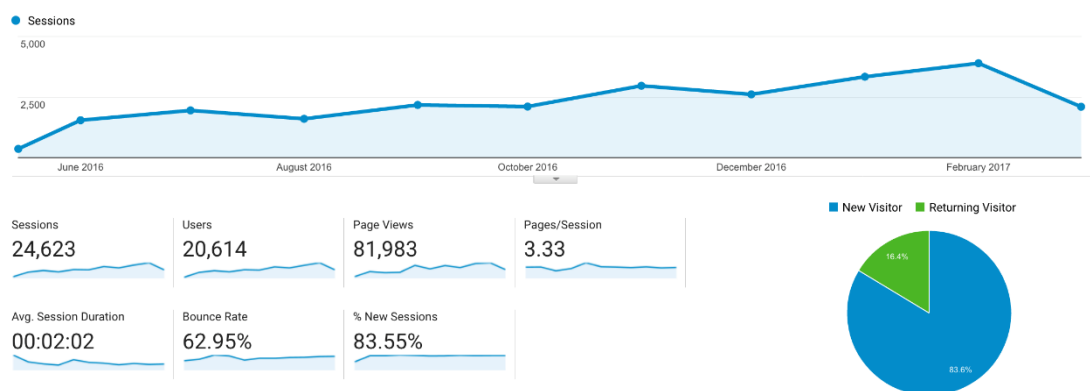


Figure 1. Website main analytics. Period: May 15, 2016 – March 15, 2017



Figure 2. Users geographic location. Period: May 15, 2016 – March 15, 2017

Disclosures

**Funding:** None **Clinical Trial:** No **Subjects:** HUMAN **Ethics not Req'd:** We provide data collected from a WEBSITE developed to give informations on urinary incontinence. All contacts are obviously anonymus **Helsinki not Req'd:** The reason is already reported for the Ethical Committee Item **Informed Consent:** No