

ANNUAL REPORT

Promoting Quality Continence Care Through Education, Collaboration and Advocacy

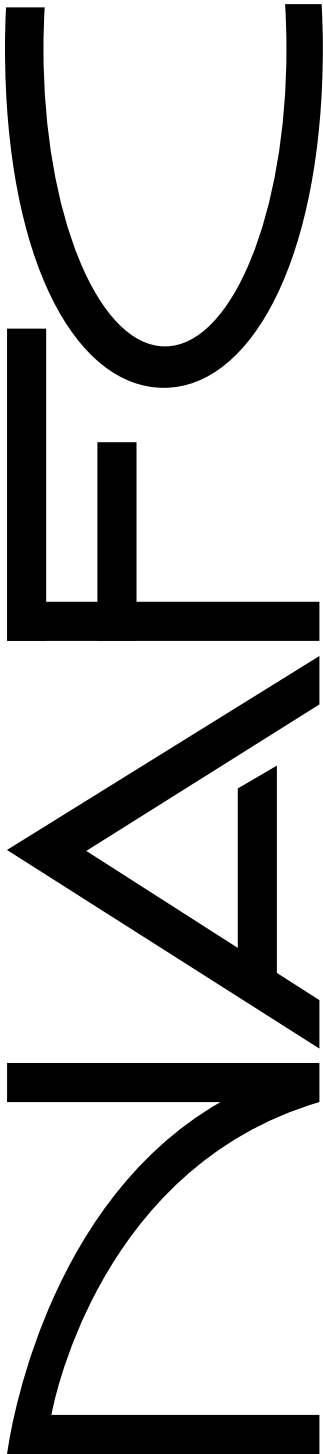


Message from the Chairman

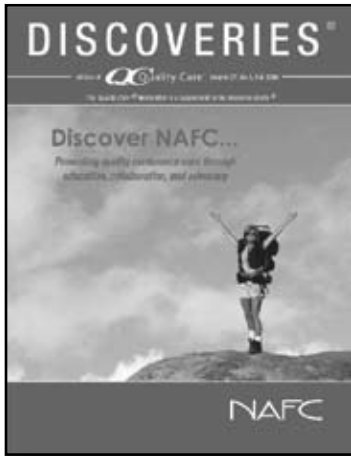
Program Initiatives

Although much of the nation in 2009 found its activities suspended by the worst and longest lasting economic recession since The Great Depression, NAFC's programs were as robust and numerous as ever. Yearlong plans unfolded for a successful collaboration in October with UCSF for a consumer educational forum in San Francisco, staged to coincide with the annual scientific meeting of the International Continence Society (ICS), at which NAFC Executive Director, Nancy Muller, facilitated a workshop on cultural competence in continence care. Meanwhile, the forum presentations were subsequently broadcast freely as webinars and remain archived on NAFC's website. In addition, NAFC hosted during the same week as the forum a well attended Leadership Reception at The Palace Hotel for healthcare professionals – industry and providers alike as invited guests – where Univision and the Medtronic Foundation were honored as Rodney Appell Continence Care Champions specifically for their multi-year support of NAFC's outreach to Hispanic communities. Dr. Wanda Jones, Deputy Director of Women's Health at the U.S. Department of Health & Human Services, gave the keynote address on the challenges and calling for public health education about bladder health. Throughout the year, additional Continence Care Champion awards were presented to Dr. Roger Dmochowski (Vanderbilt) of the Society of Urodynamics & Female Urology, Dr. Mary Palmer (UNC-Chapel Hill) of the American Geriatric Society, Dr. Matthew Barber (Mayo Clinic) of the American Urogynecologic Society, and Leslie Wooldridge of the Society of Urologic Nurses & Associates.

Following two years in the making, *Continence Care for People Living With Parkinson's Disease*, with Professor Claire Fowler of the U.K. serving as principal author and Dr. Jerry Blaivas of NYC as reviewer, was published. An electronic summary is posted at www.nafc.org, both in English and Spanish. The National Parkinson's Foundation collaborated in promoting the booklet to its health educators and caregivers alike, both on its website and at educational gatherings. Under the guidance of Dr. Michael Chancellor and Margie O'Leary, a new edition of the booklet in the same genre series for *People Living With MS* was also published, and a long awaited pamphlet on self-catheterization and urinary tract infections, under the authorship of Leslie Wooldridge, came into print. A much expanded update of the pamphlet, *Male Stress Urinary Incontinence*, was completed, and NAFC



published still another edition of *DISCOVERIES* covering the very latest in technology and new product releases.



From among its entries, the Simplicity Collection System by Worldwide Technology Development Company was named recipient of NAFC's newly established "Most Innovative New Product" award. To help get some of our most basic literature in the hands of patients via clinics, Pfizer's salesforce purchased and distributed over 50,000 copies of two

NAFC publications. Undertaken by Kelton Research, NAFC's fifth major nationwide, epidemiological survey since 2001 was completed, and NAFC issued press packets of findings on overactive bladder in middle aged women at the opening of the 2009 AUA annual conference in Chicago.

Centers Of Excellence Launch

The organization moved closer to a full scale launch of its program for granting Center of Excellence designation to continence care providers, mapping a strategy to include a soft launch aimed at creating a baseline set of patient-centered benchmarks for future applicants to meet and including the creation of a Steering Committee to determine benchmarks for future applicants. A literature-supported, patient satisfaction survey was designed as part of the application process, to be concluded with a daylong site visit by NAFC. The first wave of applications was solicited by invitation of the Board's launch team so that the first center could be announced in 2010.

Increasing Web-Based Emphasis

The website expanded in multiple ways. The Bladder and Bowel Health section was segregated by gender to simplify navigation for visitors. NAFC blog content was added, as were prescription drug resources for the indigent and links to and from the Spanish sections of the MS and American Diabetes association websites. It got a boost with the "Find A Bathroom" toilet mapping function as a live link. With devoted attention to referencing published statistics and updating policy statements regarding the integrity of

the site with respect to visitor privacy, the highly coveted Health-on-the-Net (HON) certification was renewed by the Swiss-based organization.

Placing increasing reliance on the internet for consumer-direct communications, NAFC began issuing the Quality Care newsletter electronically using Vertical Response®, an online software that provides immediate feedback on whether recipients are opening and spending time with the e-correspondence. Our Health Educator began twittering as NAFCEducator, and we created Facebook® and LinkedIn® accounts. NAFC began writing Google Adwords® under a grant, and website traffic increased by over 7% in just one quarter. By yearend, one third of visitors were generated from our Google Adwords. While not in the top 100,000 sites worldwide, 2009 traffic to www.nafc.org was already half that of the AUA, 2.2 times that of IFFGD, 4.3 times that of men's health.org, 6.0 times that of Women's Health Foundation, 14.5 times that of the Simon Foundation, and 24.0 times that of Accidental Sisterhood. Work on site optimization is continual.

Patient Advocacy

Ms. Muller continued her efforts to put the patient not only "at the table" but at the center of focus in her involvement with the Evidence Based Workgroup based in Washington, DC. In 2009, she was invited to be a Visioning Board member of the International Council on Active Aging and participated in its priority planning for the new decade. Dr. Deborah Myers of Brown University Medical School delivered an oral testimony from Ms. Muller at a public hearing in Providence sponsored by the NIH Office of Research on Women's Health, calling for additional innovation and clinical research to improve outcomes while reducing risks of adverse events associated with surgery for stress urinary incontinence. In lieu of traveling to Rhode Island, Muller joined former NAFC Board chairman Dr. Willy Davila in Florida to meet with Truth In Medicine, a patient advocacy group organized to caution against the use of surgical mesh and to promote improved informed consent.

In The Media

To further elevate the status of continence care, NAFC's Executive Director began writing a full-page monthly "column" for *Ostomy, Wound Management*, a peer-reviewed journal largely read by advanced practice nurses. *Urology Times* and *Active Aging* carried NAFC news to its readers.

Meanwhile, consumer media mentions were far-reaching and diverse, including *The Wall Street Journal*, *Forbes*, *Brand-Week*, and *The Saturday Evening Post*, among a dozen others.

Planning And Governance

The year ended with a planning retreat with the theme of rekindling connections with the consumer, generating input to the new 2010 – 2012 strategic plan for the organization, under the direction of a task force comprised of Board, Project Advisory Council, and Industry Council members alongside NAFC staff. Priorities for the planning horizon include web-based consumer engagement, patient-centered quality improvement through the full launch of Centers of Excellence, and elevated status to the caregiver's role for an aging population.

To those who serve in a myriad of volunteer capacities and still greater numbers who financially support NAFC's array of activities – not the least of which is NAFC's daily operations of answering phone calls and emails from anxious consumers with questions – this organization and governing Board of Directors express heartfelt gratitude. Recognition of donors is noted separately in the back inside panel of the year's Annual Report. Welcomed to Board leadership by election in accordance with By-Laws are Dr. Marlene Corton (UTSW), Dr. Donna Deng (UCSF), Chris Hilton (Silvercare Solutions, Nashville), Dr. Ted Johnson (Emory), Dr. Amy Rosenman (UCLA), Dr. Vivian Sung (Brown), Dr. John Zavaleta (Las Colinas OBGYN, Dallas), and Lauri Campbell (Novasys Medical). Thanked for their service and rotating from the Board at yearend were Dr. Willy Davila, Greg Drew, Dr. Salvatore Giorgianni, Dr. Mikel Gray, Dr. Cheryl Iglesias, Mark Nedvin, and Orlando Padilla.



Niall T. M. Galloway, MB, FRCS, FRCSE
Chairman of the Board

Executive Director's Report 2009 Financial Summary

Nowhere has the recession cut more deeply in revenues, over recent years, than in professional ranks of financial support for NAFC. After a period of rising professional memberships earlier in the decade, for the second year in a row, revenues from professional memberships declined 5.6% from 2008. Fearful doctors awaited a pending +20% cut in Medicare fees coupled with the uncertainty of impacts from Healthcare Reform legislation being debated. While the AMA generally supported universal coverage, specialists in particular feared reduced fees from public payers to offset increased attention to primary care and preventive services. Support from professional ranks came from organizations, rather than individual providers, in the form of lump sum sponsorship for the Leadership Reception in San Francisco. Platinum sponsors were the Society of Urodynamics & Female Urology and the American

Urogynecologic Society, while the Society of Urologic Nurses supported the event as a bronze sponsor. Still, all sources combined scarcely covered the out of pocket expenses for the affair, leaving little for operational support and planning.

But the real sting of the recession came in plummeting consumer support. Between a sharp decline in subscriptions to *Quality Care* and a softening in outright donations, support from consumers eroded 23.3% from 2008. Without a matching challenge from Board members to new donors, with additional challenges from John Adams and John Bouda to Board members themselves for donations, variances would have been even more negative.

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Industry was particularly generous in its support of the women's health forum, in part because of the extension of reach promised by the webinars of content with "live" online Q&A over the nine months to follow the event. NAFC modestly increased dues annually for companies with non-510K devices and non-prescription drugs. We were pleased not to have lost any Industry Council members going into 2010, despite the lingering recession. Still, several large players and former members remained on the sidelines, including Watson Pharmaceuticals, Astellas, Allergan, Kimberly-Clark, and SCA.



Fortunately, the Medtronic Foundation approved in the fourth quarter of 2009 continued support of NAFC's Hispanic Outreach to solicit and bring more doctors into our Find An Expert database with Spanish language capabilities. It also permitted planning by the staff of a public forum in Spanish to take place in 2010. Separately, the Foundation funded expenses associated with the organization's 2010-2012 Strategic Planning Retreat in Atlanta held in November 2009.

Strong industry sponsorships of projects over the course of the year resulted in substantial printing costs. Consequently, program printing expense showed a near four-fold increase in 2009 over prior year. Having launched the new website in 2008 utilizing software to allow in-house staff to make routine updates and load new content, we were able to transition away from reliance on the website developers, allowing website maintenance expense to decline well under \$10,000. With investment in upgrading in-house computers, PCs that were nearly five years old were replaced. Computer costs accordingly rose, along with depreciation. Otherwise, overhead was held tightly in line with prior year levels, with all salaries and personnel costs plus occupancy and administrative expenses totaling only 1.8% above that of 2008. Expenses in total were held at just 0.7% above 2008 levels in the aggregate, despite the above mentioned necessities in spending for program and infrastructure.

With favorable market conditions as Wall Street recovered somewhat from its plunge in 2008, NAFC's portfolio enjoyed a 22.1% net return on invested assets at UBS, closing the year with an aggregate value of \$30,908, despite withdrawals and conservative investment strategies,. While total assets decreased slightly, liabilities primarily in the form of payables decreased by a greater amount. This, coupled with the \$13,117 excess revenue over total spending resulted in an increase in net assets at yearend from \$258,430 in 2008 to \$271,547 in 2009.

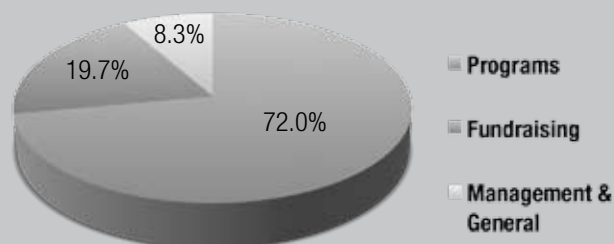
Sources of revenues and major categories of spending, based on 2009 independently audited financial statements, accounting procedures, and management practices by Biddlecomb Game & Wise, PC, are reflected in the charts and table on the next page.

Sincerely,

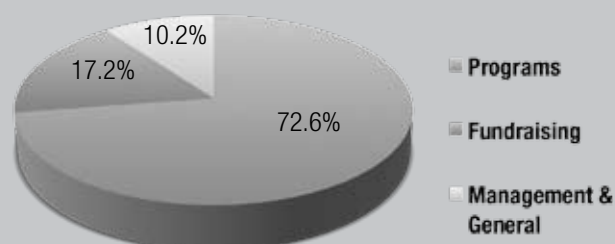
A handwritten signature in cursive script that reads "Nancy Muller".

Nancy Muller, MBA, PhD
Executive Director

2009 Functional Expenses



2008 Functional Expenses



Summary Statements of Financial Position

As of December 31, 2009 and 2008 (\$000)

ASSETS	2009	2008
Current Assets	\$185.8	\$161.5
Investments	30.9	44.7
Inventories	62.7	78.0
Net Property and Equipment	8.8	17.0
Total Assets	\$288.2	\$301.2
LIABILITIES AND NET ASSETS		
Accounts Payable	\$8.9	\$30.3
Accrued Expenses	1.0	1.9
Deferred Revenue	6.7	10.6
Total Liabilities	\$16.6	\$42.8
Unrestricted	\$178.6	\$213.8
Temporarily Restricted	93.0	44.6
Total Net Assets	\$271.6	\$258.4
Total Liabilities and Net Assets	\$288.2	\$301.2

NAFC Recognizes 2009 Donors With Gratitude

FOUNDER'S CIRCLE (\$50,000 AND MORE)

Medtronic Foundation
Pfizer Global Pharmaceuticals

BENEFACTOR (\$20,000 TO \$49,999)

Ethicon Women's Health & Urology
Medtronic, Inc.
Novartis Pharmaceuticals Corporation

ASSOCIATE BENEFACTOR (\$10,000 TO \$19,999)

Allergan
Astellas Pharma, Inc.
C.R. Bard, Inc.
Coloplast Corporation
Novasys Medical, Inc.

SUPPORTING PATRON (\$7,000 - \$9,999)

HDIS, Inc.

CONTRIBUTING PATRON (\$3,000 TO \$6,999)

Attends Healthcare Products, Inc.
AUGS Foundation

SPONSORING PATRON (\$1,000 - \$2,999)

Christopher K. Payne, MD
Guillermo Davila, MD
Kristene Whitmore, MD
Nancy J. Muller, MBA, PhD

PATRON (\$100 - \$999)

Pleas R. Copas Jr, MD
Paul W. Danahy
Greg Drew, RPH
Elizabeth Enriquez
Hannah J. Fawver
Paul M. Fine, MD
Jean L. Fourcroy, MD
Jane Frahm, PT
Larry I. Frank, MD
Lee Geronime
E. Ann Gromley, MD
Barbara J. Hocevar, RN
Deborah Hull
Cheryl Iglesia, MD
Virginia Kincaid
Irene L. Kumnick
Vincent R. Lucente, MD
Connie Majka-Uland, OTR/L
Geraldine Rivera
Peter Shepard
Scott W. Smilen, MD
Terry H. Struck, MD
W. Conrad Sweeting, MD
Stewart J. Wetchler, MD, FACOG, FACS
Marilyn-Lu Webb, NP-BC

(NAFC recognizes Industry Council dues, grants, sponsorships and donations among contributions of support. Excluded from the above calculations are professional memberships, newsletter subscriptions, paid industry advertising and bulk purchases of booklets, leaflets and pamphlets).

**Thanks to all who helped make our mission successful
this past year!**

NAFC gratefully acknowledges all of the individuals and companies who have graciously and generously served in a leadership capacity to enable the organization to successfully fulfill its mission with quality in content and integrity in communications.

2009 NAFC Board of Directors

John Adams, Esq
Joyce Bonnett
Willy Davila, MD
Greg Drew, RPh
Catherine DuBeau, MD
Jane Frahm, PT
Niall Galloway, MB, FRCS, FRCSE
Sal Giorgianni, PharmD
Mikel Gray, PhD, CUNP, CCCN, FAAN
Cheryl Iglesia, MD
Karl Lubber, MD
Judd Moul, MD, FACS
Mary Pat Connor
Orlando Padilla
Eric Rovner, MD
Diane Smith, RN, MSN, CRNP
Alex Te, MD

Ex-Officio

Katherine Jeter, EdD
Charles Sigety

2009 NAFC Project Advisory Council

Jerry Blaivas, MD
Helen Carcio, NP, RN
Frank Dirks, III
Donna Deng, MD
Dorothy Doughty, MSN
Jean Fourcroy, MD, MPH, PhD

2009 NAFC Project Advisory Council (cont'd)

Leo Giambarresi, PhD
Ruth Hagestuen, RN, MA
Marta Lee Krissovich, MS, RN, NP, CNS
Todd Linsenmeyer, MD
Ravinder Mittal, MD
Mollye Rhea
Rebecca Rogers, MD
Amy Rosenman, MD
Yvonne Russell, RN
Karen Sasso, RN
Peter Shepard
Benson Smith
Bill Westin

2009 wNAFC Industry Council

American Medical Systems
Attends Healthcare Products, Inc.
C. R. Bard, Inc.
Coloplast Corporation
Ethicon Women's Health & Urology
HDIS, Inc.
Medtronic, Inc.
Novartis Pharmaceutical Corporation
Novasys Medical, Inc.
Pfizer Global Pharmaceuticals
Rochester Medical Corporation
Uroplasty

Our Mission

National Association For Continence is a national, private, non-profit 501 (c)(3) organization dedicated to improving the quality of life of people with incontinence.

NAFC's mission is threefold:

- 1) To educate the public about the causes, diagnosis categories, treatment options, and management alternatives for incontinence, nocturnal enuresis, voiding dysfunction and related pelvic floor disorders;
- 2) To network with other organizations and agencies to elevate the visibility and priority given to these health concerns; and
- 3) To advocate on behalf of consumers who suffer from such symptoms as a result of disease or other illness, obstetrical, surgical or other trauma, or deterioration due to the aging process itself.

2009 Leadership Reception

A Celebration of Leadership in Continence Care

Thursday, October 1, 2009
Palace Hotel
San Francisco

Cohosted by NAFC and the University of California, San Francisco National Center of Excellence in Women's Health and the Department of Urology.

Wanda Jones, DrPH, deputy assistant secretary for Health in the U.S. Department of Health and Human Services and the director of the Office on Women's Health, was the keynote speaker.

The Medtronic Foundation and Univision Communications, Inc. were awarded with the Rodney Appell Continence Care Championship Award.

