

**ICS 2026 • ABSTRACT
#789**

**Breaking Barriers
Beyond the Clinic: A
Hybrid Community-
Clinic Awareness
Model to Improve
Detection and Care-
Seeking in Urinary
Incontinence**

Dr. Ojas Vijayanand Potdar

Thunga STH Andheri West,
Mumbai, India

**842 vs 463 PATIENTS
82% INCREASE IN
DETECTION**

URINARY INCONTINENCE AWARENESS • ICS 2026 MAASTRICHT

BACKGROUND

Urinary incontinence (UI) continues to be underreported in urban and semi-urban populations because of stigma, normalization of symptoms and lack of structured awareness. Community outreach combined with clinic reinforcement may reach patients missed by

METHODS

A prospective interventional study was conducted across five private urology centres with parallel community outreach over 6 months. The intervention included awareness camps, educational talks, multilingual material, screening questions integrated into OPD workflows and follow-up counselling. Outcomes were compared with retrospective baseline data.

CONCLUSION

A hybrid model integrating community outreach with clinic-based reinforcement improves detection, earlier presentation and treatment acceptance in UI. The approach is scalable, culturally adaptable and bridges the gap between community perception and clinical care.

OBJECTIVE

To evaluate the effectiveness of a hybrid community-clinic awareness model in improving detection, early presentation and treatment acceptance for urinary incontinence in a multi-institutional private-practice network.

RESULTS

842 patients were identified during the intervention period versus 463 pre-intervention, an 82% increase in detection. Early presentations improved significantly, female participation increased, and treatment uptake improved across both conservative and surgical modalities.

KEYWORDS Urinary incontinence • Awareness • Community outreach • Private practice • Early diagnosis • Public health

Dr. Ojas Vijayanand Potdar • Thunga STH Andheri West, Mumbai, India