



Hosted by



ICS-EUS 2025
ABU DHABI

17 - 20 SEPTEMBER 2025
ADNEC, ABU DHABI, UAE



Patient Awareness Campaign on Urinary Incontinence (UI)

17th September 2025 | 13:30 – 17:30 (GMT+4)

Mediclinic Airport Road Hospital, Abu Dhabi – UAE | Auditorium

ABOUT THE EVENT

This unique, patient-centered side event—held for the first time in the Middle East—focuses on **urinary incontinence (UI)** and its profound impact on individuals and communities. Organized by **WFIPP** and endorsed by **ICS-EUS 2025**, the session brings together international and regional experts, healthcare professionals, and patient advocates to foster awareness, reduce stigma, and promote culturally respectful care.

LEARNING OBJECTIVES

By attending this event, participants will be able to:

- Recognize the different types and causes of urinary incontinence and their impact on patients' lives.
- Understand the importance of accurate diagnosis and the range of treatment options available.
- Apply patient-centered care principles, including shared decision-making and culturally sensitive communication.
- Explore the latest research and innovations in UI management.
- Identify strategies to reduce stigma and raise awareness in diverse cultural contexts.
- Evaluate sustainable practices in continence care, especially in long-term care settings.

TOPICS COVERED

Understanding Urinary Incontinence: Types (SUI, OAB, Mixed UI), causes, and risk factors

- **Impact on Quality of Life:** Physical, emotional, and social consequences
- **Diagnosis & Treatment:** Importance of accurate diagnosis and individualized care
- **Patient-Centered Approaches:** Communication, shared decision-making, and flexible treatment strategies
- **Innovations in Care:** Latest research, medications, and therapies
- **Sustainability in Continence Care:** Absorbents, waste management, and long-term care
- **Cultural Sensitivity:** Addressing stigma and taboo in the Middle East
- **Patient Voices:** Real-life experiences and advocacy

PANEL DISCUSSION: “VOICES, VALUES, AND VISION IN CONTINENCE CARE”

This dynamic, broad-based panel will bring together clinicians, researchers, patient advocates, and caregivers to:

- Share real-world challenges and solutions in UI care
- Discuss the role of culture, stigma, and communication in patient outcomes
- Explore how to build trust and empathy in the doctor-patient relationship
- Highlight the importance of multidisciplinary collaboration
- Offer practical, regionally relevant strategies for improving continence care

The panel aims to spark meaningful dialogue and inspire action across the healthcare spectrum.

PROGRAM SCHEDULE



13:30 - 14:00	Registration	
14:00 - 14:05	Welcome And Introduction	Prof. Mohsen Elmekresh, UAE
14:05 - 14:10	Introductory Speech by International Continence Society (ICS)	Dr. John Heesakkers ICS General Secretary
14:10 - 14:20	Difficult Micturition & Pelvic Disorders in Women	Prof. Sherif Mourad, Egypt
14:20 - 14:30	Urinary Incontinence Awareness in Turkey & Management Challenges.	Prof. Tufan Tarcan, Turkey
14:30 - 14:40	OAB: Importance of Phenotyping	Dr. Sanjay Sinha, India
14:40 - 14:50	Addressing Cultural Barriers About the Management of Urinary Incontinence in The Middle East	Dr. Mehri Mehrad, Iran
14:50 - 15:10	Break	
15:10 - 15:20	The Patient Perspective on OAB And the Relevance of Shared Decision-Making	Thomasz Michalek, WFIPP Mary Lynne Van Poelgeest, WFIPP
15:20 - 15:40	Self-directed Care, The Role of the Patient	Jane Clarke, Abu Dhabi (UAE) Continence Nurse
15:40 - 16:10	Patient Story	TBC
16:10 - 17:10	Panel Discussion Moderator: Prof. Mohsen Elkresh, UAE	Panelists: All Faculty
17:10 - 17:30	Wrap Up & Informal Gathering	

EVENT CHAIR

- Prof. Mohsen Elmekres**
Head of Urology and Men’s Health Medicine, Airport Road Hospital - UAE



FEATURED SPEAKERS & PANELISTS

- Dr. John Heesakkers**
ICS General Secretary
- Prof. Sherif Mourad**
Egypt
- Prof. Yasser Farahat**
UAE
- Prof. Tufan Tarcan**
Turkey (General Secretary Elect, ICS)
- Dr. Mehri Mehrad**
Ambassador of WFIPP for Middle East
- Dr. Sanjay Sinha**
India
- Dr. Mary Lynne van Poelgeest**
President, WFIPP
- Mr. Tomasz Michalek**
Treasurer, WFIPP
- Jane Clarke, UAE**
Continence Nurse

WHO SHOULD ATTEND?

- Urologists, (uro)gynaecologists, pelvic floor specialists
- Nurses, physiotherapists, psychologists, sexual health professionals
- Researchers, patient advocates, caregivers
- Healthcare providers (GPs, hospitals, local health bodies)
- Industry representatives
- Patients and family members



WHY ATTEND?

- Gain insights into the latest in UI care and research
- Hear directly from patients and professionals
- Explore culturally sensitive approaches to continence care
- Network with global and regional experts
- Be part of a groundbreaking dialogue in the Middle East



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