

Date:

Dear _____,

I wanted to let you know that _____ is now offering Urgent[®] PC, in-office neuromodulation for patients with overactive bladder (OAB) symptoms of urinary urgency, urinary frequency and urge incontinence. Urgent PC is a non-drug, non-surgical option and 60-80% of patients respond well to this therapy.¹

As you know, OAB is a condition that affects many of your patients. Approximately 16% of the adult population has one or more OAB symptoms.²

Drugs have been the primary treatment for OAB. However, 80% of patients do not remain on their drugs for one year, due to poor results or bothersome side effects.³ Untreated OAB has been associated with depression, sleep disturbances, UTIs, falls, fractures and sexual dysfunction.

The enclosed Urgent PC patient brochure explains the procedure, benefits and risks. Please call _____ and ask for _____ to refer patients for this effective therapy. We would be happy to supply your office with patient brochures to meet your OAB patient needs.

Sincerely,

¹ MacDiarmid, S.A., & Staskin, D.R. (2009). Percutaneous tibial nerve stimulation (PTNS): A literature-based assessment. *Current Bladder Dysfunction Reports*, 4, 29-33.

² Wein, A.J., & Rackley, R.R. (2006). Overactive bladder: a better understanding of pathophysiology, diagnosis and management. *J Urol*, 175(3 Pt 2), S5-S10.

³ Perfetto, E.M., Prasun, S., & Jumadilova, Z. (2005). Treatment of overactive bladder: A model comparing extended-release formulations of tolterodine and oxybutynin. *Am J Manag Care*, 11, S150-157.