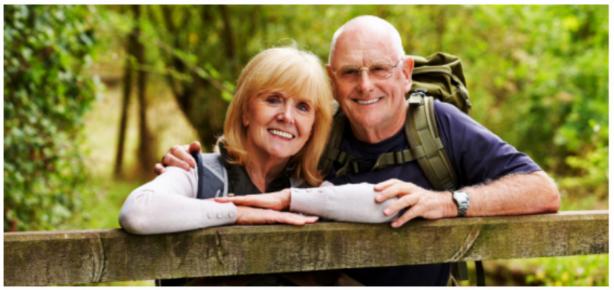
Toviaz® (fesoterodine fumarate) t Let Overactive Bladder Sto

Don't Let Overactive Bladder Stop You In Your Tracks...



James Ahearn, Michelle Miller, Casey Murdock, Michelle Shemkovitz, Ben Yudin



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What is Overactive Bladder?

- Urgency: having a strong need to urinate right away
- Frequency: having to urinate often
- Urgency incontinence: involuntary loss of urine
- Nocturia: waking up > 2 times

Source: International Continence Society

RM



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OAB Prevalence

200 million people globally

33 million men and women in the U.S.

1 in every 6 persons who are over the age of 40

Source: Global Industry Analysts

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OAB Treatment

First Line Therapy

Behavioral therapy; physical therapy; lifestyle changes Bladder training, pelvic floor muscle therapy, change :

Prescription Medication

Detrol LA, Enablex, Vesicare, Sanctura, Botox, Ditrop Similar results in terms of safety and efficacy Half of patients stop taking medication

Source: Consumer Reports

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OAB Market Growth

GlobalData

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- Market worth \$1.8 billion in 2011
- Market worth \$1.3 billion in 2019

Patent Expires of key drugs



Source: RegenceRx Pharmacy Benefit Management

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