



STEP THERAPY AND OVERACTIVE BLADDER



The **33+ million** Americans living with overactive bladder face:



STRESS
ABOUT PUBLIC
OUTINGS



ANXIETY
ABOUT RESTROOM
PROXIMITY



STIGMA
ABOUT THEIR
MEDICAL CONDITION



THEN MAYBE THIS



THEN THIS



TRY NEXT



TRY FIRST

Innovative medications exist, but insurers' **step therapy requirements** often keep them out of reach.



Some patients are required to first **try medications** with troubling side effects:



HALLUCINATIONS



MEMORY LOSS



**GREATER RISK FOR
DEMENTIA**

STEP THERAPY IS AN UNREASONABLE DELAY

when urgent treatment is needed.

