

# SURVEY: Caregiving Professionals Significantly Value High-Quality Absorbent Products



Vast majority agree product performance “heavily influences” patient wellbeing and “impacts the ease and efficiency of their jobs”

## Introduction

COVID-19 caused a negative, ongoing impact to the physical and mental wellbeing of caregiving professionals, with one study<sup>1</sup> predicting pandemic-induced burnout would cause 40% of healthcare workers to leave the industry within five years. In response to trending caregiver staff turnover reported by its own customers, Principle Business Enterprises, Inc. commissioned a national study comprising 588 nurses and aides in a home, hospice or palliative care setting. The goal was to help better understand and identify means to improve a common caregiving task: incontinence management.

### Significant Incontinence Prevalence

**50%** 

Respondents on average said they spend about half of their time at work managing patient incontinence needs.

### Impact: Job Ease and Efficiency

**93%** 

93% of respondents believed higher-quality incontinence products would “impact the ease and efficiency of their jobs.”

### Impact: Patient Quality-of-Life

**95%** 

95% of respondents agreed incontinence product performance “heavily influences the physical and mental wellbeing of their patients.”

## IMPORTANCE OF PRODUCT ABSORBENCY & RETENTION

To understand absorbent product perceptions, respondents were asked, **Which aspect of incontinence products do you believe is the [most/second most] important for improving overall well-being for the patient?**

**Capacity under pressure** was considered the most important aspect:

Response Option	Most Important	Top Two Combined
Ability to keep liquid off the skin even when under pressure (sitting, lying down)	<b>26%</b>	<b>42%</b>
High absorption capacity for fewer interruptions/changes	<b>20%</b>	<b>35%</b>
Quick drying of the skin for comfort and fewer skin health issues	<b>19%</b>	<b>35%</b>
Effective leakage control	<b>15%</b>	<b>34%</b>
Ease of finding an ideal fit	<b>8%</b>	<b>25%</b>
Making it easier to check when changes are needed	<b>9%</b>	<b>17%</b>
Containing odors	<b>4%</b>	<b>10%</b>

## Conclusion

Supporting patient hygiene and dignity via good incontinence management protocols is a common and potentially undervalued caregiving task. Caregivers devote at least half of their shift times to checking and replacing absorbent products, hygienic cleaning and changing of linens and clothing related to loss of urinary and bowel control. The performance of incontinence care products – most notably their ability to absorb and retain fluid while under pressure – not only significantly impacts the ability of caregivers to do their jobs effectively, but also patients’ quality of life.

**Care leaders can utilize these insights to select higher-quality, superabsorbent incontinence products, which can potentially benefit their organization by:**

- Improving job satisfaction and reducing staff turnover
- Reducing caregiver labor and burden
- Positively impacting client/patient outcomes and quality of life
- Elevating CAHPS survey scores and Pay-for-Performance initiatives

**To learn more about this research, please contact Bob Recker, Senior Content Manager, at [rrecker@pbenet.com](mailto:rrecker@pbenet.com).**

# Professional Caregiver Survey

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CONDUCTED BY



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# Research Overview

## RESEARCH OBJECTIVES

Understand professional home caregivers' perceptions of incontinence products and their impact on caregivers' jobs and on patients' quality of life, with the front-line professionals' perspective.

## METHODOLOGY

Online survey with professional home caregivers, screened to those who indicated having direct or indirect involvement with patients requiring incontinence care

## SAMPLE SIZE

588 respondents (n=588)

## GEOGRAPHY

Nationwide

## DATA COLLECTION

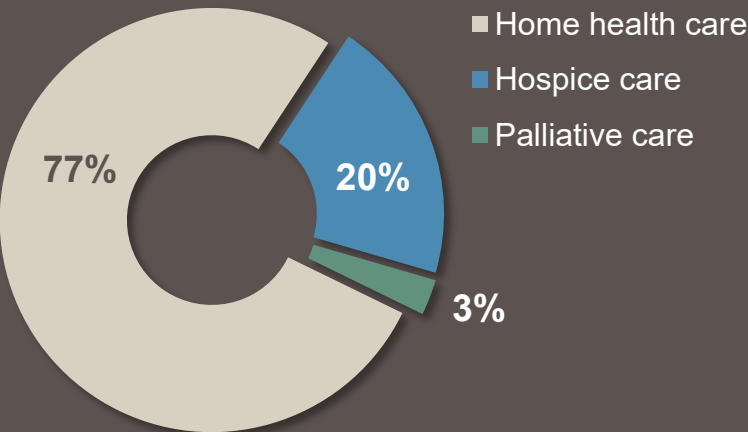
March 2, 2022 through April 26, 2022

# Respondent Profile *(n=588)*

## ROLE

Home Care Aide	57%
Certified Nurse Assistant	16%
Registered Nurse	13%
Physician	10%
Nurse Practitioner	3%
Physician Assistant	2%

## SITE OF CARE



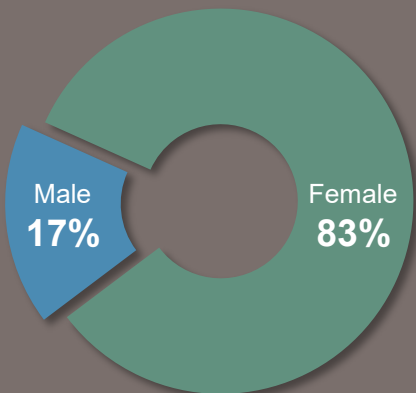
93%

**directly involved**  
in incontinence care on  
a regular basis

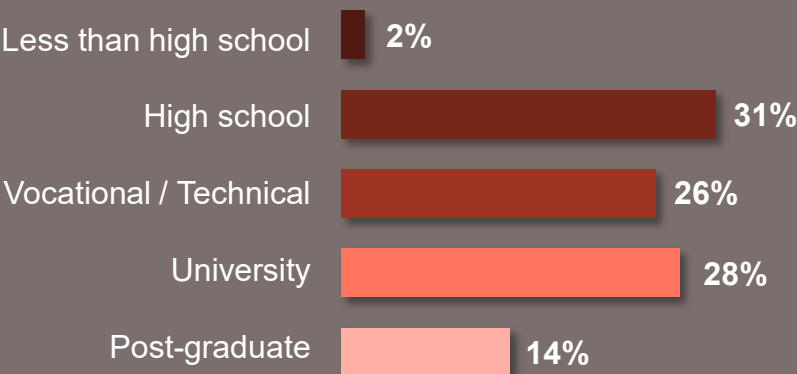
7%

**work with team**  
caring for incontinence  
needs

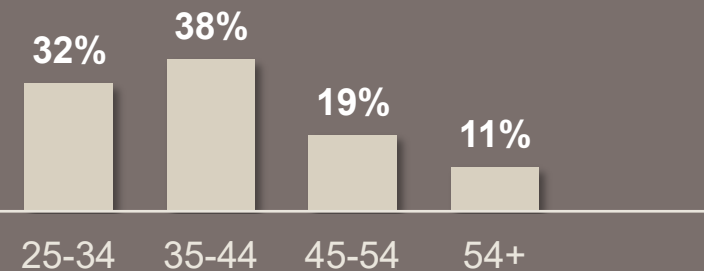
## GENDER



## EDUCATION

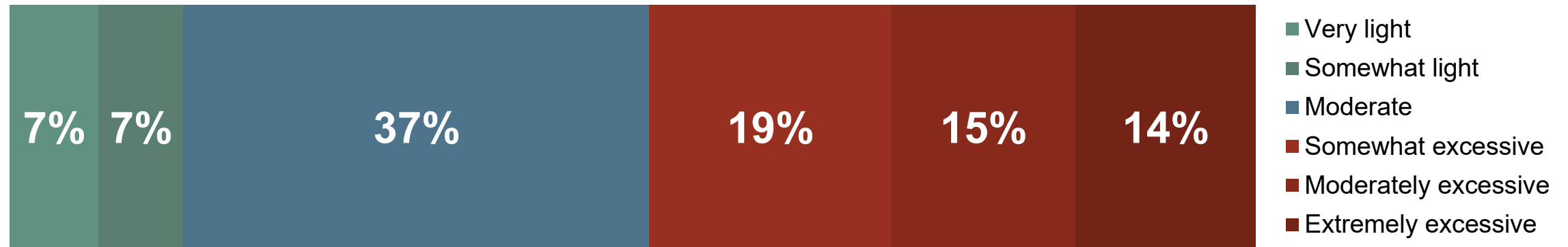


## AGE



# About half of respondents believe their current workload is **excessive**

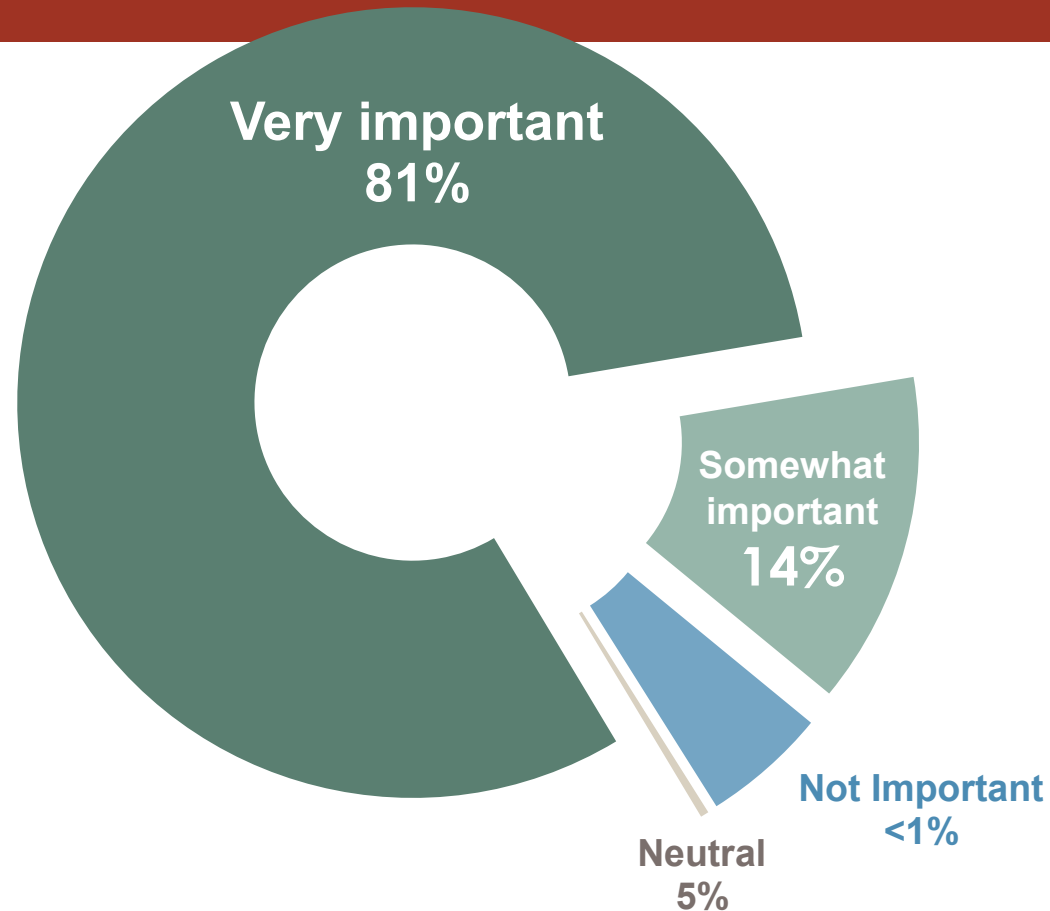
How demanding would you describe your **caseload** in the last six months?



Respondents on average say they spend about half their time at work **managing patient incontinence needs** (median 55%)

~50%  
OF WORK SHIFT

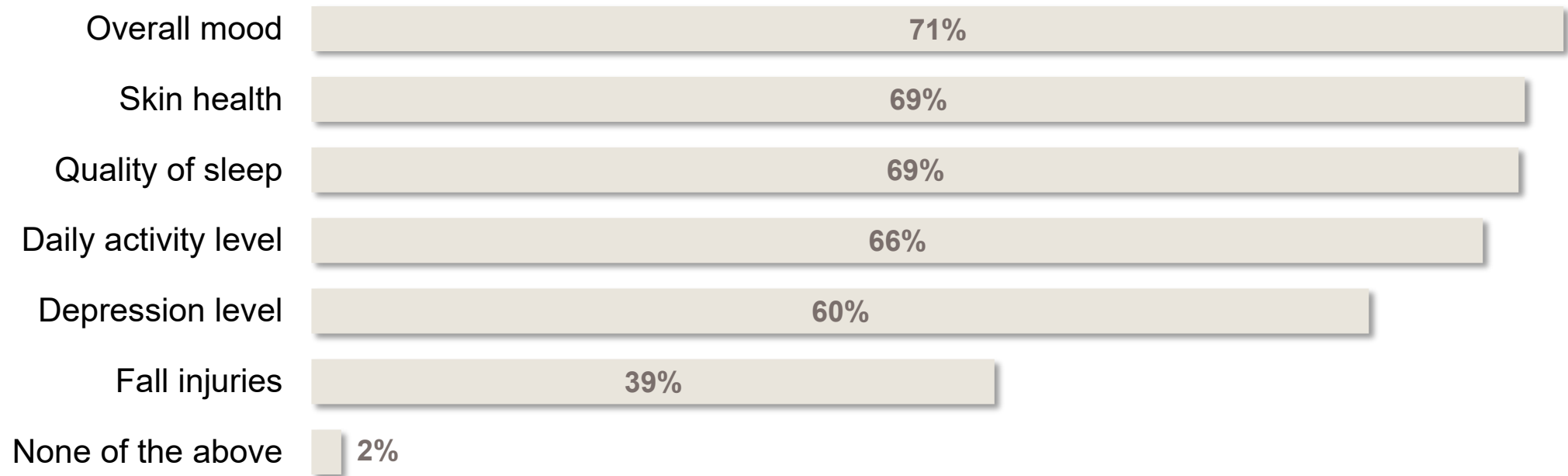
# Overwhelming agreement that incontinence product performance heavily influences well-being



**How important** do you think **well-performing incontinence products** are to a patient's overall physical and mental well-being?

# Incontinence product performance affects a wide range of physical and mental patient aspects

**Which of the following aspects of a patient's well-being** have you observed incontinence product performance positively or negatively impacting?



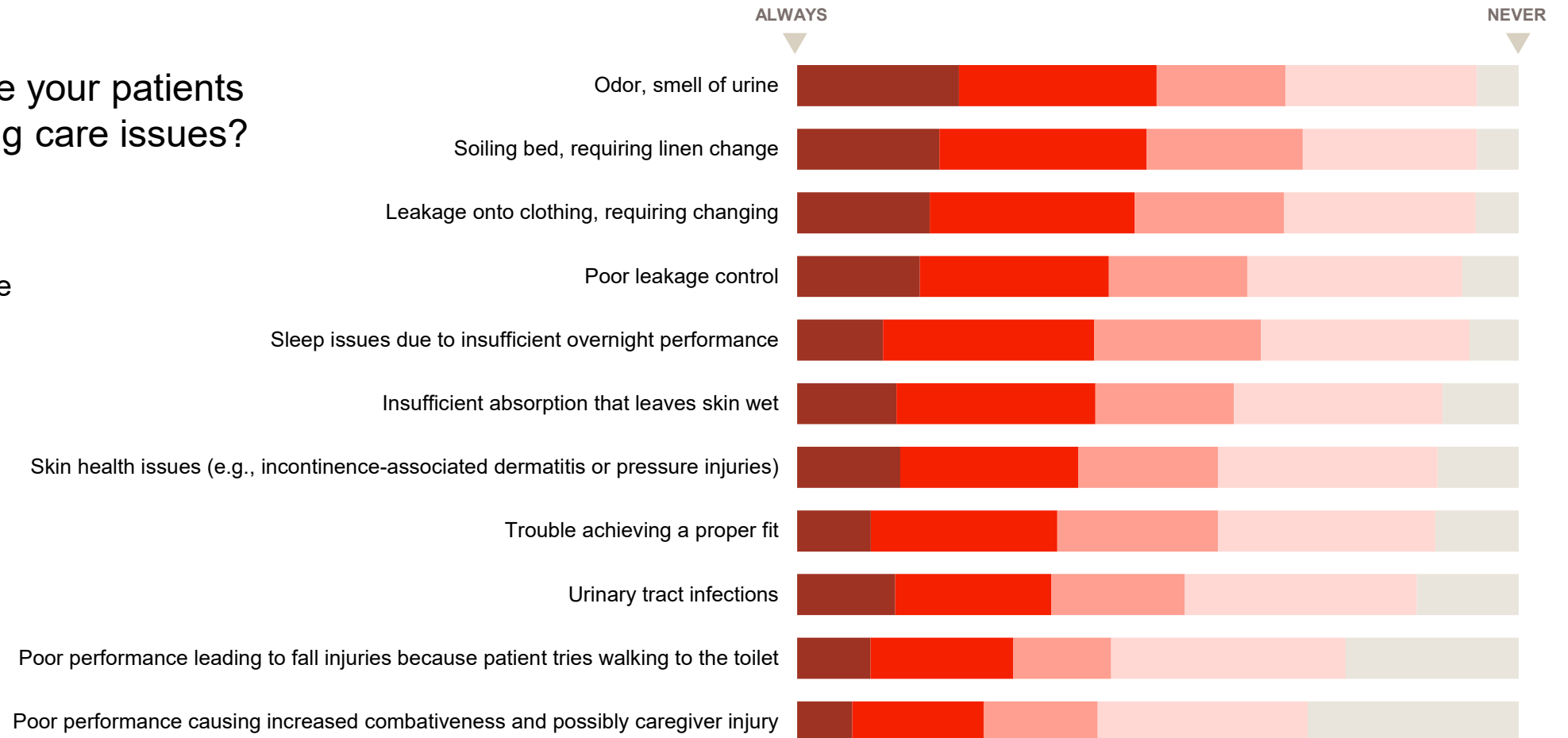
# Odor and leakage issues most commonly experienced

**How often** have your patients had the following care issues?

- Always
- Most of the time
- About half the time
- Sometimes
- Never

**58%**

say they encounter skin health issues **half the time or more**





# Capacity under pressure considered the most important aspect for patients

Which aspect of incontinence products do you believe is the [most/second most] important for improving **overall well-being for the patient**

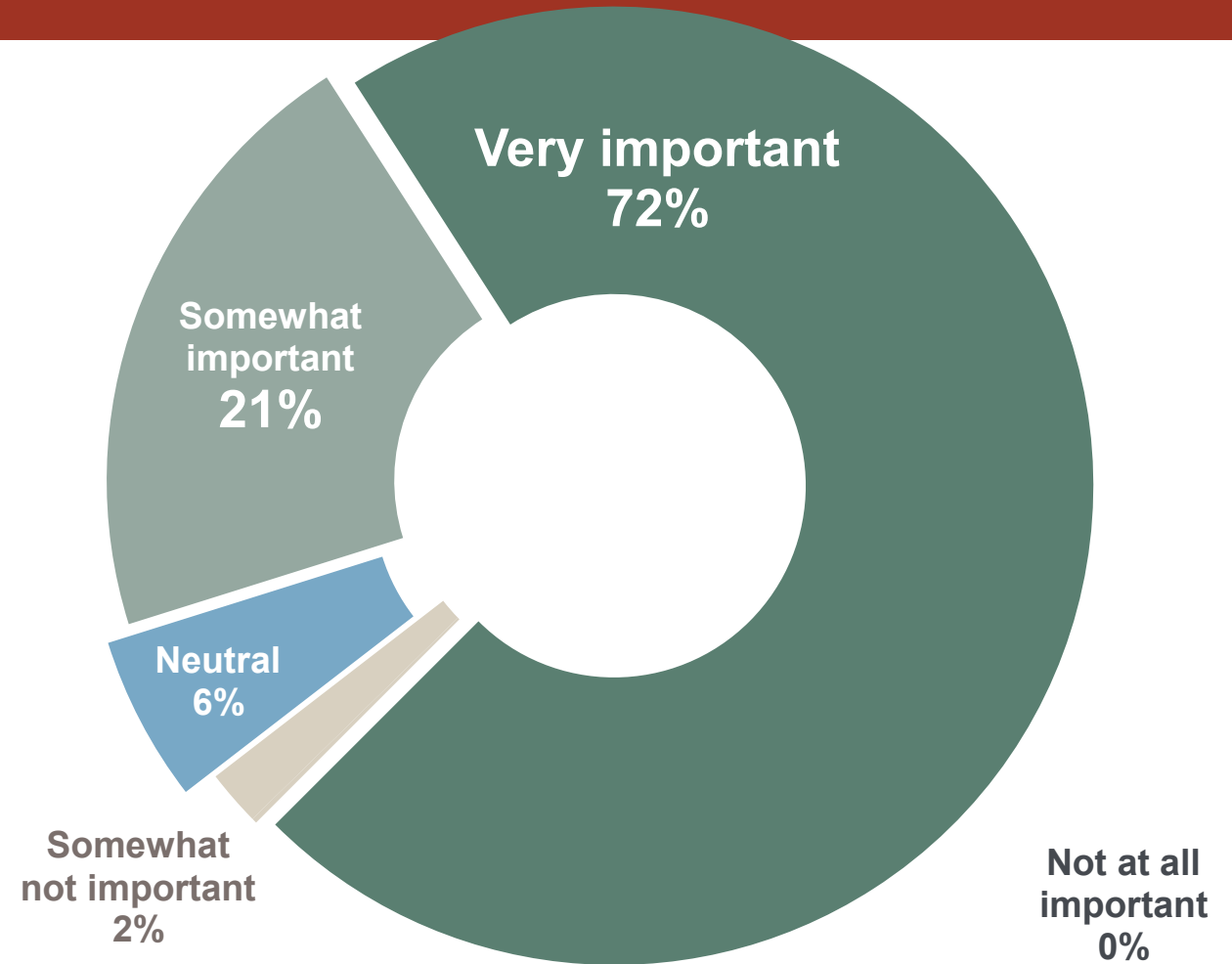
## Skin health

included in 2 of top 3

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Containing odors	<b>4%</b>	<b>10%</b>
Other	<b>&lt;1%</b>	<b>1%</b>

93% believe incontinence products impact the ease and efficiency of their jobs

How important do you think good performing incontinence products are to **supporting you in your job or the job of others on your team?**



# Respondents are highly aware of incontinence product performance as major impact on their time

In what ways does incontinence product performance impact your daily work, job satisfaction and time demands?  
[Open Ended]

Showing all response themes with >6% frequency

Topics Mentioned	% of Responses
General duties or extra duties added, time taken away from other tasks	24%
Amount of time spent	20%
Impacted by leaking	12%
Impacted by skin issues	9%
Patient's emotional state	8%
Helpful impact	7%
Impact dependent on reliable product	7%

## In their words ...

What **challenges with achieving a proper fit** do your patients commonly experience when wearing incontinence products?  
[Open Ended]

“If you get a bigger size to fit their waist, then the leg openings are way too big.”

– **Home Health CNA**  
Virginia Beach, Virginia

(This sentiment was expressed by multiple respondents)

“They always choose sizes too big for some reason ... 80% of them choose XL.”

– **Home Health CNA**  
Waynesville, North Carolina

## In their words ...

In what ways does incontinence product performance impact your daily work, job satisfaction and time demands?  
[Open Ended]

“When working with an incontinent patient, my whole shift revolves around it. It creates more work, more laundry, more bathing or showers, more cleaning and sanitizing, and more skin care for the client.”

– **Home Care Aide**  
Marion, Ohio

“Our caseloads are so big that good time management is always a top priority; so when the briefs leak, leading to otherwise unnecessary showers, clothing changes and linen changes, it puts an even bigger stress on an already tight schedule.”

– **Palliative Care RN**  
Vancouver, Washington

In their words ...



In what ways does incontinence product performance impact your daily work, job satisfaction and time demands?  
[Open Ended]

“It’s this simple ... the more pad, clothing and bed changes we have in a 12-hour shift, the less time we have to assist our patients in other things. It’s also a very wearing and exhausting task for the nursing staff.”

– **Palliative Care RN**  
Bluefield, West Virginia

“It’s time consuming and mentally draining.”

– **Home Health Care Physician**  
Miami, Florida

“When we stop what we are doing every 5 minutes because they need to go, because they don't trust the product.”

– **Home Care Aide**  
Hope Mills, North Carolina

