



Rx/Reimbursement Adult Incontinence in the US

February 2024

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Rx/Reimbursement Adult Incontinence in the US - Category analysis

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2023 DEVELOPMENTS

Rx/reimbursement continues to see steady growth, even amid the cessation of COVID-19 emergency relief funding

Funding constraints limit product options

Florida lawsuit settlements prompt expanded coverage of incontinence products

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Brands and direct-to-consumer retailers' education and alliances are essential for the reimbursement consumer

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DISCLAIMER

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