



World Champion Athlete Advocates for Improved NHS Continence Care

Current Obstacle Course Racing World Champion and former Judo World Number Two Jamie Gane is backing Essity's campaign to demonstrate how the current set up on the NHS is failing patients with incontinence.

Jamie, 31, talks bravely and openly about how a surgery blunder at 15 left him incontinent and the struggles he faced as a result.

Throughout his teenage years he hid his condition from his parents and friends and scraped together money from part-time jobs from washing people's cars to making cards and working in a restaurant to pay for incontinence pads all without his parents' knowledge.

However, when Jamie ran out of money he was forced to use toilet paper instead and also keep wearing pads for longer than the recommended time.





When he went to university Jamie lived in a tiny three-bedroom flat with seven other students in order to save money to use on pads before realising his situation wasn't sustainable and finally went to his GP to get help.

Several years later Jamie faced a new battle when he had his right leg amputated below the knee after more than a decade of chronic pain having collapsed while on a family holiday in Disney World at the age of 10.

Doctors diagnosed Jamie with chronic plantar fasciitis which left him in a wheelchair. After years of pain Jamie begged doctors to amputate.

Jamie is now a maths teacher in Hampshire and the World number one in Obstacle Course Racing. He wants to highlight the importance of speaking about incontinence so people don't feel ashamed to get the help they need.

His story is highlighted as Essity has identified lesser quality incontinence pads are a false economy for the NHS resulting in a massive £520,418,989 extra in costs each year.

To date, the procurement of products has been a 'one size fits all' approach, with the NHS procuring the cheapest possible products, discounting the quality and performance of the product, and the specific needs of the patient or situation.

The government announced last Autumn that the NHS will change its procurement criteria for all medical supplies, and new guidance is being issued to NHS Trusts which will stipulate for the first time that patient experience and outcomes must be considered ahead of cost.

However, this change in policy has yet to become a mandatory requirement and we are continuing to raise awareness of the very real need to bring in this 'patient first' method of procurement as soon as possible – saving money, dignity of the patient and wastage.

To find out more about Jamie and his journey visit:
www.jamiegane.com