

Introducing the *YourWay*™ plan—the OAB patient support plan offered exclusively with TOVIAZ

New TOVIAZ and the *YourWay* plan provide a multidimensional approach to the treatment of overactive bladder (OAB) symptoms

The *YourWay* plan is designed to

- Encourage patients to take an active role in their OAB treatment
- Help patients better understand their condition, its treatment, and treatment expectations

Included with the sample package!

The 4 Components of the *YourWay* Plan



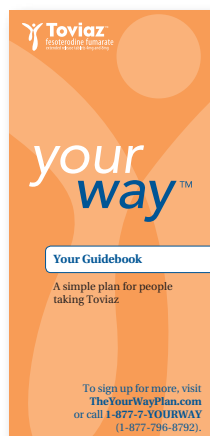
Dietary habits

Helps patients understand why it is important to make informed diet choices



Training techniques

Teaches patients timed voiding, urgency suppression, and pelvic floor muscle training



Tracking

Helps patients track their progress with the plan and share with their physician



Daily TOVIAZ

Explains how medication works and what to expect from therapy

- The *YourWay* plan **Guidebook** explains the 4 components and why they are important
- The *YourWay* plan **Daily Tracker** aims to help patients stay engaged in the plan over a 12-week period
- Patients can register by phone or online for an added level of support

TOVIAZ is indicated for the treatment of overactive bladder with symptoms of urge urinary incontinence, urgency, and frequency.

The most frequently reported adverse events ($\geq 4\%$) for TOVIAZ were: dry mouth (placebo, 7%; TOVIAZ 4 mg, 19%; TOVIAZ 8 mg, 35%) and constipation (placebo, 2%; TOVIAZ 4 mg, 4%; TOVIAZ 8 mg, 6%).

Please see full prescribing and patient information in pocket.



The *YourWay* plan offers patients with OAB an added level of support

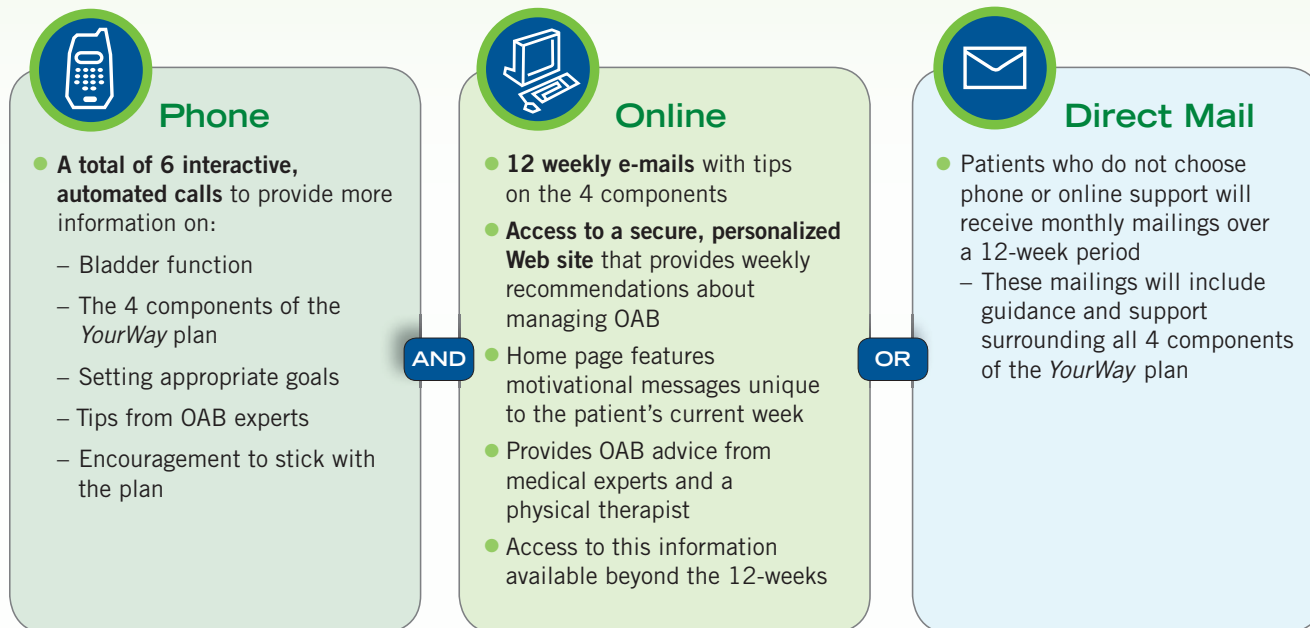
Patients can register to receive:

A Welcome Kit that includes

- Guides for following the 4 components
- “Bladder unfriendly” foods and a plan for finding substitutions
- A 3-day bladder diary for Weeks 1, 6, and 12
- P-Chart to help patients evaluate if they are adequately hydrated



And 12-weeks of customized support delivered by:



Consider the benefits of TOVIAZ and the *YourWay* plan for your patients with OAB

For additional information about TOVIAZ and the *YourWay* plan, please visit our Web site for health care professionals at: www.PfizerPro.com/Toviaz

TOVIAZ is contraindicated in patients with urinary retention, gastric retention, or uncontrolled narrow-angle glaucoma and in patients with known hypersensitivity to the drug or its ingredients.

TOVIAZ tablets should be used with caution in patients with clinically significant bladder outlet obstruction, decreased gastrointestinal motility, controlled narrow-angle glaucoma, myasthenia gravis, and significantly reduced hepatic or renal function. TOVIAZ is not recommended for use in patients with severe hepatic impairment.

Please see full prescribing and patient information in pocket.

