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Sales of Adult Diapers and Wipes Surging Due to Virus as “At-Risk” Patients Stock Up on Medical Necessities

(Buffalo Grove, Ill.) – [NorthShore Care Supply](#), an incontinence product and supply company, has experienced a significant increase in customer sales of [NorthShore adult diapers](#) and wipes for the past four weeks, correlating to the rise in COVID-19 coronavirus cases in the U.S.

“Many of our long-time NorthShore customers are nervous that stock may be depleted or shipments suspended if the pandemic spreads further and have decided to visit NorthShore.com to order online to alleviate this concern,” says President and Founder Adam Greenberg. “Calls to our Customer Care & Support Center are also experiencing significant increases. We recently implemented a call-back feature to better accommodate the uptick in orders.”

The average customer order size has increased from a one-month supply to over two months of diapers and wipes. NorthShore specializes in adult incontinence products for individuals with moderate to severe control loss who need reassuringly strong prevention of leaks not available from most store brands. Additionally, NorthShore has



NorthShore Care Supply is doing its best to meet customer demands for necessary supplies, including adult diapers and wipes, throughout the U.S.

seen a doubling of its new customer acquisition as supplies on retail shelves become depleted and people are listening to the public health experts and avoiding going out as much as possible.

“So far, NorthShore has been able to maintain consistent supply for uninterrupted shipments due to our diverse network of manufacturing partners, which have been working overtime to keep up with rising demands,” says Greenberg.

When asked what types of concerns are being reported by patients and caregivers, Greenberg says, “Our customer base is mostly those at high risk for complications from the coronavirus, and adult diapers are essential tools to maintain their dignity and reduce the risk of infections for those with incontinence. People who normally are quite anxious to prevent leaks are now also full of anxiety about their supply levels and risk of becoming ill.”

When asked how NorthShore manages customer anxiety during this difficult time, Greenberg adds, “We start by letting our customers know they are not alone and we are here to help. They are very relieved to talk to a live agent, whether it’s via live chat or by phone, who empathizes with their situation and will take the time to listen and address their concerns. One of our customers sent us a thank you today and stated, ‘Much of my stress was wiped away by NorthShore’s help and patience.’ This is very rewarding for our team.”

Greenberg reports NorthShore started stocking up to ensure customers had necessary products and supplies in early January after experts warned about the likelihood of the virus spreading to the U.S.

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About NorthShore Care Supply

NorthShore Care Supply was founded in 2002 by Adam Greenberg after family members struggled to manage their incontinence with retail adult diapers. NorthShore® is the leading direct-to-consumer brand of high absorbency adult diapers and incontinence supplies in the U.S. providing peace of mind to those with moderate to severe incontinence. NorthShore is committed to #EndHealthStigma to help 80 million Americans living with some form of bladder or bowel dysfunction. For more information, call 800-563-0161, visit [NorthShore.com](https://www.northshore.com), or follow us on LinkedIn and Facebook @NorthShoreCareSupply, Twitter @NorthShoreCare, and on Instagram @NorthShoreCare.