



New Technology Helps Reduce Healthcare Costs Associated with the 25 Million Americans Suffering with Incontinence and its Complications

The condition of urinary incontinence is a common problem that dramatically alters the life of men and women affected. It affects an estimated 25 million or more Americans of all ages and economic levels. The great myth about urinary incontinence is that it is a natural part of growing older. There is nothing natural about incontinence. Most patients experience Urinary Incontinence (UI) as a result of a spinal cord injury, multiple sclerosis, prostate or bladder cancer, etc.

With the staggering number of Americans suffering from Urinary Incontinence, there was a great need for a bladder management product that reduces the complications/adverse reactions to many of the Urinary Incontinence treatments that are available to them.

In 2006 the AMXD® Bladder Relief System was released to the United States Military Pilots to aid them in urination in-flight when there were no safe methods of relieving their bladders. With the growing number of civilian suffering from UI, Omni Medical Systems saw this as the opportunity to fulfill the need of revolutionary Bladder Management product to address the concerns and complications of current methods. The URINCare® Incontinence Management System¹ was introduced to the public in 2007 to address this specific need.

The URINCare® Systems' patented ability to entirely route the urine, which is caustic to skin in nature, away from the patient's skin is the only System of its kind and there are no substitutes. The System provides an option for the most complex of patients who have failed all other methods for safe urinary elimination.

CURRENT COMMON URINARY INCONTINENCE TREATMENT METHODS & THEIR COMPLICATIONS

Urinary catheters are the most common type of UI treatment available to patients. One of the most typical complications of using catheters is Urinary Tract Infections (UTI). Unfortunately, insurance carriers limit the amount of catheters they will pay for on a monthly basis and this amount may not be enough for patients who are prone to UTIs. It causes the patient to have to reuse the catheter. When a patient has to reuse a catheter, it can increase the risk of UTI's. The cost of a hospital visit for a single

UTI can be exorbitant to insurance carriers. Not only are they paying for the treatment of the UTI with multiple courses of antibiotics, they are also paying for the use of the hospital facility, and its' staff.

Catheters (Condom/Texas) can also cause skin erosion and penis maceration, which can lead to reoccurring hospital visits.

There are also oral agents that can be used to aid in the management of UI, however, after time patients can build a resistance to the oral medications.

¹ The URINCare® Incontinence Management System for men is available while the URINCare® Incontinence Management System for women is currently in testing¹

An Alternative Approach to Incontinence Management

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The more extreme cases of UI require intermittent or indwelling (Foley or Suprapubic) catheterization, which again, put the patient at risk for UTI's and damage to the urethra.

When patients exhaust all avenues of conservative management of their UI, they are only left with the choice of diapers or pads. While diapers are felt to be another method for urine collection, with the almost guarantee of skin breakdown, there is also the inability to provide reliable and safe extracorporeal urinary collection. Diapers serve as credence to their legacy of utility in many situations, however they are known to cause Decubitus Ulcers which are not only painful to the patient but, costly to the insurance carriers.

SUMMARY

With all the above treatments of UI having some type of adverse reaction to them, the cost to the insurance carriers are billions of dollars annually.

The need for the URINCare[®] System is more effective and cost-reducing to all aspects of patient care. From a purely economic standpoint, considering the cost of one Emergency Room visit, a 3 to 10 day hospitalization, or IV infusions because of the complications of UI and the adverse reactions to the current treatment methods - the URINCare[®] System more than pays for itself.

In the end, we all have the same goal in mind, to help the ever-growing population of Americans who suffer from Urinary Incontinence to obtain and achieve the highest level of healthcare that there is to offer. The URINCare[®] System does just that, all while lowering the cost of healthcare to both the patient and insurance companies.

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