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# REPORT

# COMPREHENSIVE REPORT ON INCONTINENCE PROCEDURES FOR WOMEN

By Dr. Amy Blasen, FACEP

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# Introduction

## Comprehensive Report on Incontinence Procedures for Women

By Dr. Amy VH Blasen, FACEP Avita Health and Wellness

Urinary incontinence is not just a common health concern but also a significant factor affecting women's quality of life. It impacts millions of women worldwide, with estimates suggesting that 25-45% of women may experience some form of incontinence at various stages of their lives. Alarmingly, incontinence is one of the leading causes of nursing home admissions. This condition can severely affect daily activities and overall well-being, leading to social isolation and emotional distress.

Furthermore, the financial implications of incontinence are substantial. Research shows that more money is spent annually on incontinence products, such as pads and protective garments, than on baby diapers. The U.S. market for incontinence products is projected to reach approximately \$3 billion by 2025, illustrating the extensive financial burden on individuals.

Addressing urinary incontinence is crucial not only for improving individual health outcomes but also for enhancing the overall quality of life for women. As a physician dedicated to women's health, I understand the physical and emotional toll that incontinence can take. This report aims to provide a comprehensive overview of the different types of urinary incontinence, the most effective procedures available, and their respective pros and cons.

Make  
informed  
decisions  
with Avita's  
Incontinence  
Report

# Understanding Urinary Incontinence

**Urinary incontinence is a complex issue that affects many individuals, particularly women. This condition encompasses various forms of involuntary urine leakage, each with distinct characteristics, causes, and implications for those who experience it.**

## 2.1 Types of Urinary Incontinence

### 2.1.1 Stress Incontinence

Stress incontinence occurs when physical activities, such as coughing, sneezing, laughing, or exercising, exert pressure on the bladder, leading to involuntary leakage of urine. This type is often linked to weakened pelvic floor muscles, which can result from childbirth, hormonal changes during menopause, or obesity that adds extra pressure to the bladder. Women experiencing stress incontinence often notice that the leakage is small, but it becomes particularly evident during physical exertion.

### 2.1.2 Urge Incontinence

Urge incontinence is marked by a sudden, intense urge to urinate, which can result in leakage before reaching the bathroom. This condition is often caused by overactive bladder muscles or neurological disorders, such as multiple sclerosis or Parkinson's disease. Women with urge incontinence may find themselves urinating frequently, including at night, and the urgency can be overwhelming and difficult to control.

### 2.1.3 Mixed Incontinence

Mixed incontinence combines elements of both stress and urge incontinence. It often arises in women who have experienced childbirth or who are post-menopausal. These individuals may face the challenges of both leaking during physical activities and sudden urges to urinate, making it a complex issue to manage.

### 2.1.4 Overflow Incontinence

Overflow incontinence occurs when the bladder fails to empty completely, leading to frequent dribbling of urine. Causes can include bladder obstruction—such as an enlarged prostate in men—weak bladder muscles, or nerve damage affecting bladder function. Patients may describe a weak urine stream and the persistent sensation of incomplete bladder emptying, which can be distressing.

# Types Cont'd

## 2.1.5 Functional Incontinence

This type of incontinence is not rooted in a malfunction of the urinary system but rather in the individual's physical or cognitive limitations. For example, someone with severe arthritis may struggle to reach the bathroom in time. Cognitive impairments, such as those associated with dementia, can also impede timely bathroom access. Here, the urgency of needing to urinate exists, but the physical ability to respond is compromised.

## 2.1.6 Temporary Incontinence

Temporary incontinence can arise from specific conditions, such as urinary tract infections, certain medications (like diuretics), or lifestyle factors such as excessive alcohol or caffeine consumption. Fortunately, this type is often short-lived, resolving once the underlying issue is addressed.

## 3. Understanding Incontinence: Procedures and Solutions

### 3.1 Surgical Procedures

When conservative methods fail, surgical interventions can provide lasting relief.

**Sling Surgery** is one of the most common surgical options for stress incontinence. It involves placing a mesh tape under the mid-urethra to support it, effectively reducing or eliminating leaks. While many women experience significant improvement and the results can last for years, this procedure does require general anesthesia and has potential risks, including complications from the surgery itself.

**Colposuspension** is another effective surgical solution for stress incontinence. This procedure lifts and supports the bladder neck and urethra. Its high success rate offers long-term relief, but it also requires general anesthesia and has a risk of urinary retention post-surgery.

# Procedures Cont'd

**Vaginal Mesh Surgery** is designed for women suffering from stress incontinence and offers effective outcomes for many. However, it comes with significant risks, including mesh erosion, which can lead to further complications.

## 3.2 Non-Surgical Procedures

For those seeking alternatives to surgery, non-invasive treatments are available that can be just as effective.

**Botox Injections** have emerged as a popular treatment for urge incontinence. By injecting Botox into the bladder, it helps reduce urgency and frequency of urination, offering minimal recovery time. However, the effects are temporary, typically lasting around six months, and may require repeat treatments.

**Neuromodulation Therapy** is a non-invasive outpatient procedure that uses electrical impulses to stimulate nerves controlling bladder function. While it can be effective, multiple sessions are usually needed, and results can vary widely.

**Urethral Bulking Agents** can be used to treat both stress and urge incontinence. This minimally invasive procedure involves injecting a bulking agent into the urethra to help prevent leaks. Patients enjoy quick recovery times, but the effects can be temporary, often necessitating repeat treatments.

**Tone and V-Tone** by EmpowerRF, provides a modern, non-invasive approach to pelvic floor rehabilitation. This treatment enhances pelvic floor strength and improves bladder function. Procedure Type: Non-invasive, no downtime. Session Duration: Quick sessions lasting about 30 minutes. Recovery Time: Immediate. Overall, it's an excellent option for those looking for a non-surgical solution.



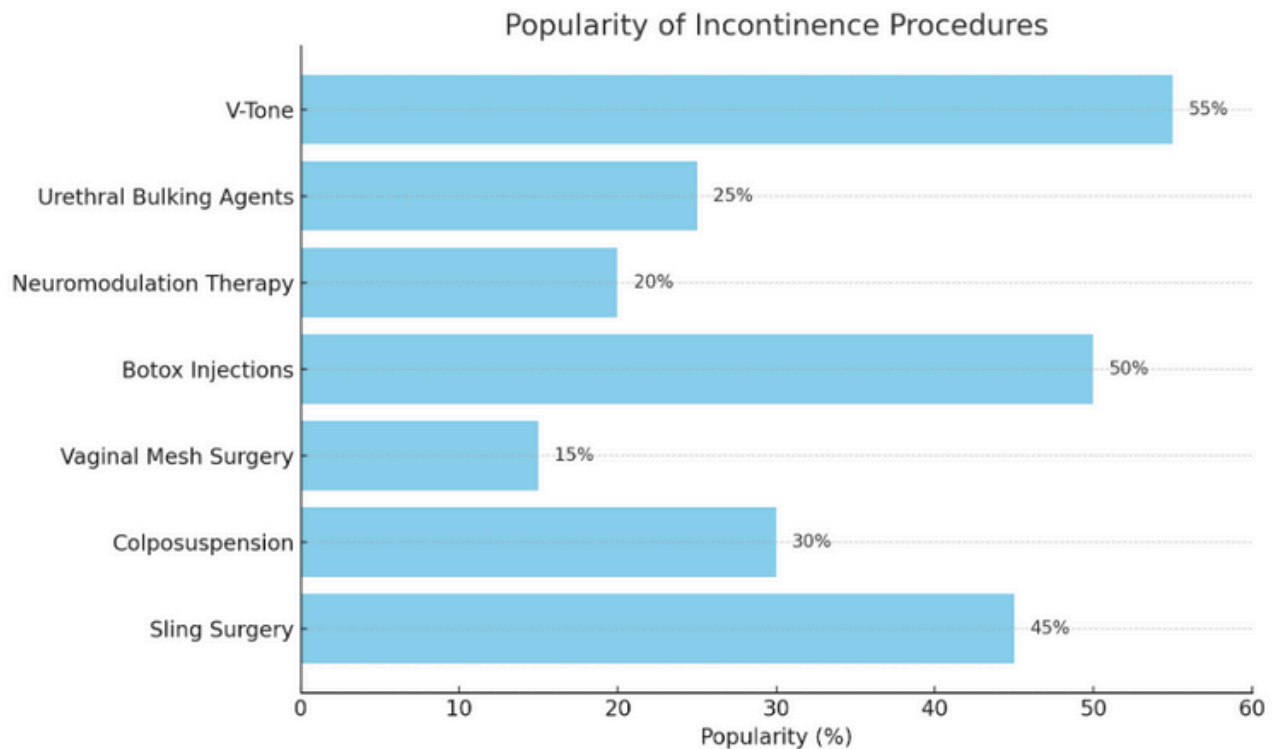
# Summary: Table of Incontinence Procedures

By understanding these options, patients can make informed choices about managing their incontinence. Each procedure has unique benefits and drawbacks, allowing for a personalized approach to treatment that aligns with individual health needs and lifestyles. As we move forward, remember that no one needs to face this challenge alone, and support is always available.

Procedure	Type of Incontinence	Pros	Cons	Estimated Cost	Insurance Coverage
<b>Sling Surgery</b>	Stress Incontinence	Effective at reducing leaks; long-term	Requires anesthesia; potential complications	\$3,000 - \$5,000	Often covered
<b>Colposuspension</b>	Stress Incontinence	Long-term relief; high success rate	Requires anesthesia; potential urinary retention	\$5,000 - \$10,000	Usually covered
<b>Vaginal Mesh Surgery</b>	Stress Incontinence	Effective for many women	Significant risk of complications	\$5,000 - \$12,000	Typically covered
<b>Botox Injections</b>	Urge Incontinence	Reduces urgency; minimal recovery time	Temporary effect; potential for retention	\$500 - \$1,200	May be partially covered
<b>Neuromodulation Therapy</b>	Urge Incontinence	Non-invasive; outpatient	Variable effectiveness; multiple sessions needed	\$3,500 - \$5,000	Often covered
<b>Urethral Bulking Agents</b>	Stress/Urge Incontinence	Minimally invasive; quick recovery	Temporary effects; may require repeat treatments	\$1,500 - \$3,500	Usually covered
<b>Empower V-Tone</b>	Stress/Urge Incontinence	Non-invasive; enhances pelvic floor strength	Treatment package typically requires more than one appointment	\$250 - \$500 per treatment	Not typically covered



# Popularity



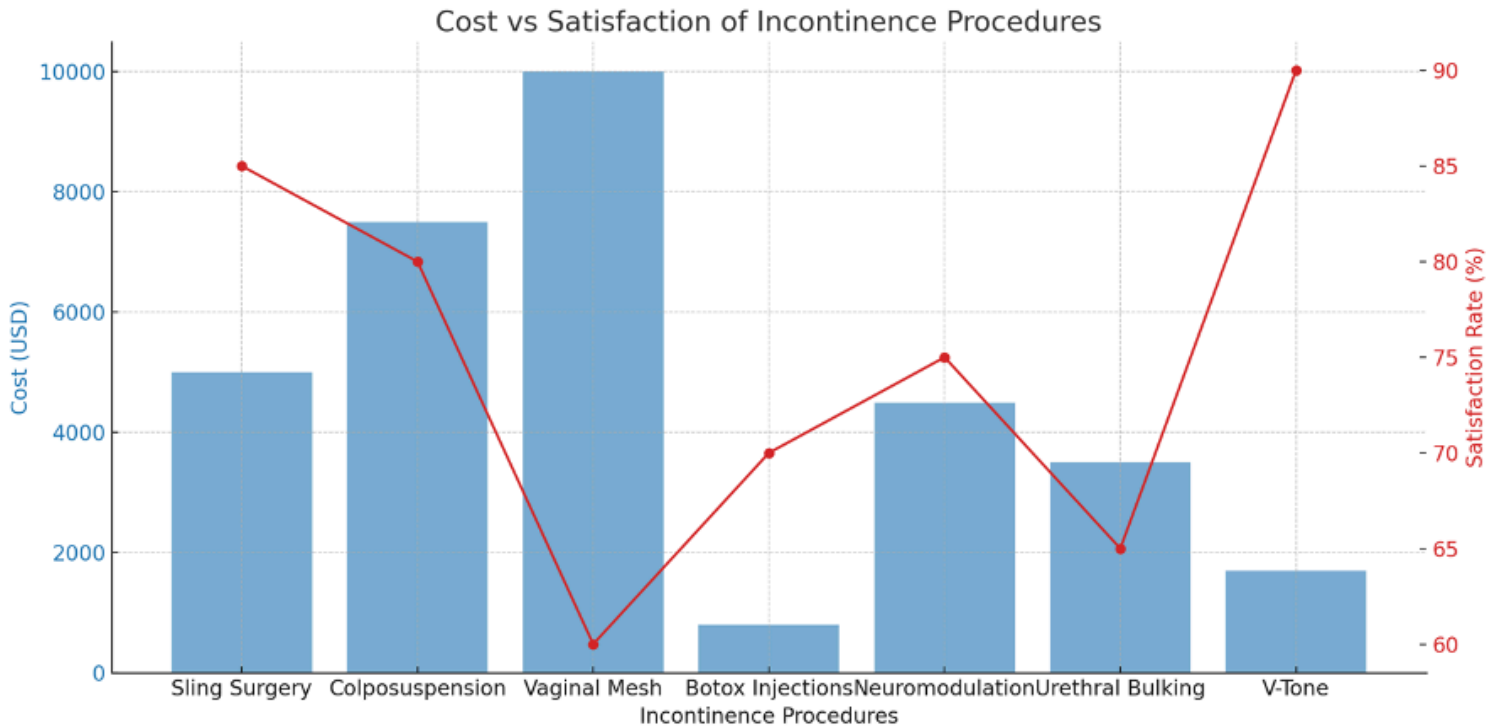
The chart above illustrates the trend in the utilization of non-surgical versus surgical cosmetic procedures over the past decade. It shows a significant increase in non-surgical procedures, which have gained popularity due to their minimally invasive nature and shorter recovery times.

1. Non-Surgical Procedures: These include treatments such as Botox injections, dermal fillers, and laser treatments. The data indicates a consistent rise in the number of non-surgical procedures performed, reflecting a growing preference among patients for less invasive options.
2. Surgical Procedures: While surgical procedures also saw an increase, the growth rate was slower compared to non-surgical options. Procedures such as facelifts, liposuction, and breast augmentations remain popular but are increasingly being supplemented or replaced by non-invasive alternatives.

**This trend emphasizes a shift in patient preferences towards non-surgical solutions in aesthetic medicine, driven by factors such as convenience, safety, and effectiveness.**

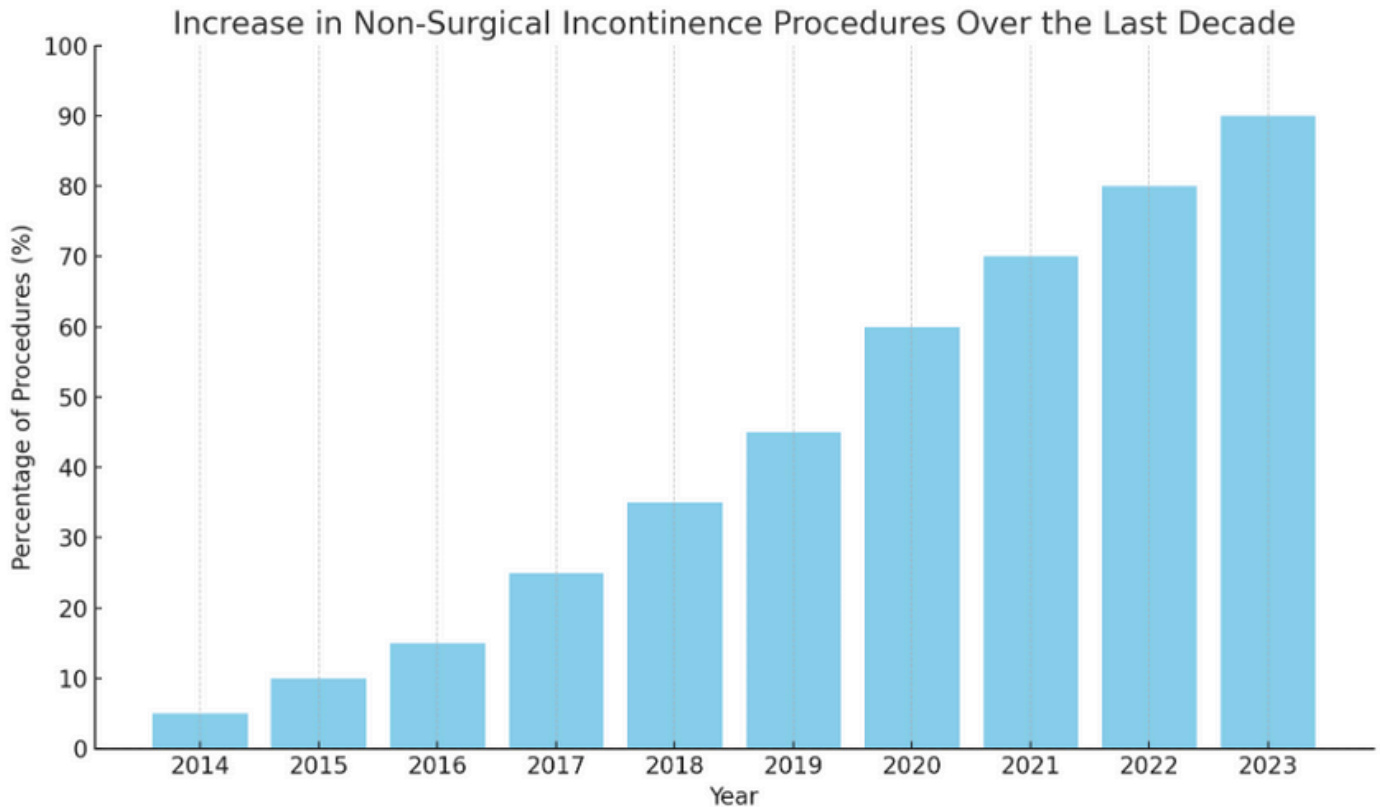


# Cost vs Satisfaction



The bar chart above illustrates the cost versus satisfaction rates for various incontinence procedures. The blue bars represent the estimated costs of each procedure in USD, while the red line indicates the corresponding satisfaction rates as a percentage.

# Trend



This chart illustrates the increase in non-surgical incontinence procedures over the last decade. The chart demonstrates a significant upward trend in the percentage of these procedures performed from 2014 to 2023.

Key Insights:

**Increasing Popularity:** Non-surgical options, such as Botox injections and neuromodulation therapy, have seen a consistent rise, reflecting a growing preference among patients for minimally invasive treatments.

**Patient Preferences:** The increasing numbers indicate a shift towards non-invasive solutions due to their convenience, safety, and shorter recovery times.



## 4. Avita's Solutions: Tone and V-Tone

### What are Tone and V-Tone?

Tone and V-Tone are non-invasive treatments that use electrical muscle stimulation (EMS) technology to strengthen pelvic floor muscles. V-Tone specifically focuses on rehabilitating weak pelvic floor muscles to alleviate urinary incontinence symptoms, while Tone enhances overall core strength and addresses conditions such as diastasis recti. Both treatments typically have no downtime, with noticeable results often achieved after just a few sessions.

At Avita Health and Wellness, we utilize the EmpowerRF system, an innovative and FDA-cleared solution designed to effectively address various concerns related to urinary incontinence and pelvic floor health. This advanced technology provides multiple benefits for women, making it a versatile option for improving feminine wellness.

### Benefits:

**Minimally Invasive:** EmpowerRF treatments are non-surgical and require little to no downtime, allowing patients to resume their daily activities immediately after sessions. Unlike traditional surgical interventions, which can involve lengthy recovery times, EmpowerRF offers a more convenient option for busy women.

**Tailored Treatment Plans:** Each treatment is customized to meet the unique needs of the patient. Our approach typically involves a series of 3 to 6 short sessions, with some patients achieving significant improvement after just one treatment. This personalized care helps to ensure optimal results.

**Improvement in Symptoms:** The EmpowerRF system effectively addresses a variety of issues, including stress, urge, and mixed urinary incontinence. Patients often report a reduction in leakage, enhanced bladder control, and improved pelvic floor strength.

**Enhanced Quality of Life:** By alleviating the symptoms associated with incontinence, EmpowerRF can significantly improve a woman's quality of life. Patients frequently experience increased confidence, reduced anxiety about leaks, and greater participation in daily activities.

**Positive Patient Outcomes:** EmpowerRF has demonstrated strong statistical success rates, with many patients reporting positive experiences and noticeable improvements in their symptoms. The combination of innovative technology and a compassionate approach to care has proven effective in promoting women's health and wellness.

[Learn More](#)

# Conclusion

Urinary incontinence is a common yet often misunderstood condition that significantly impacts women's quality of life. By understanding the various types of incontinence and exploring the range of available treatment options—both surgical and non-surgical—women can make informed decisions about their health.

At Avita Health and Wellness, we are committed to providing comprehensive, personalized care through advanced solutions like EmpowerRF. This innovative approach not only empowers women to regain control over their health but also enhances their overall well-being. If you or someone you know is facing challenges related to incontinence, we encourage you to consult a healthcare professional to explore the best options tailored to your individual needs.

EmpowerRF offers a modern, effective approach to managing urinary incontinence, combining the benefits of minimally invasive technology with individualized care. Its proven efficacy, tailored treatment plans, and positive patient feedback position it as a leading solution in women's health.

For more information or to schedule a consultation, please contact Avita Health and Wellness today.

## We thank you for your continued support



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