

MEDIA RELEASE

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New Tampa start-up aims to give women renewed confidence through an innovative incontinence treatment

****Media Availability: Members of the media interested in interviewing a representative from Confident Me Health Care Center are encouraged to contact James Judge at 813.279.8335****

TAMPA, Fla. – Millions of men and women in the U.S. suffer from some form of urinary incontinence, with a majority of those diagnosed being women over the age of 50. A new Tampa Bay area start-up has emerged to help those affected with this condition.

[Confident Me Health Care Centers](#) (CMHCC) is a Brandon-based medical company that treats bladder leakage through a new medical technology that provides non-invasive pelvic floor therapy. This new technology provides 11,000 Kegels in a 28 minute session.

A key differentiator between conventional urinary incontinence treatment options and those offered by CMHCC includes the center's focus on utilizing the latest medical technology to leverage better results. The company's core treatment program utilizes a non-invasive and non-surgical treatment device which utilizes HIFEM (high-Intensity focused electromagnetic technology) to strengthen an individual's pelvic floor muscles and restore neuromuscular control.

According to CMHCC, the company has seen an 85 percent success rate among patients.

"Although urinary incontinence is a fairly common medical issue affecting as many as 25 million adult Americans, it is widely perceived as a taboo topic and rarely discussed, even between patients and their doctors," said Michele Boone, president of CMHCC. "Our mission is to inspire those dealing with this condition to seek treatment and regain their confidence. Treatment is quick, painless and easy, with real results seen in as few as 3-4 visits.

Treatment programs offered by CMHCC are beneficial for both men and women and typically include six 28-minute sessions, which are usually prescribed two times per week over the course of three weeks. During a treatment session, patients sit comfortably and fully clothed on the device, which has been described by some as a "sci-fi inspired lounge chair." Once powered on, the device uses electromagnetic waves to create powerful muscular contractions equal to 11,000 Kegel exercises in one session. Confident Me Health Care Centers is thought to be the only medical practice in the United States to limit its practice to treating only urinary incontinence with this new technology.

The HIFEM therapy is administered under the guidance, and control of medical experts and all patients are seen by a physician before beginning therapy. The treatment is non-surgical, painless, and non-invasive. There is no limitation of activities or down time following treatment.

For more information about CMHCC, please visit <https://confidentmehealth.com/> or call 1-833-532-5668.