



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Incontinence Management Program Improves Health While Reducing Costs

AUSTIN, Tex., Aug. 27, 2025 – A conservative approach to incontinence management significantly improves clinical outcomes and reduces costs, according to results of a study presented today by TenderHeart Health Outcomes and its academic partners. The Incon@Home study found that incontinence coaching and higher-quality products resulted in an 82% reduction in urinary tract infections, a 100% decrease in pressure ulcers, and a 60% reduction in falls while reducing the total cost of care by 20% for study participants. Two-thirds of participants said their overall well-being improved since the program started.

The findings were presented today by TenderHeart Vice President of Clinical Affairs Tina Harris during the annual Home and Community-Based Services Conference in Baltimore. The University of Pennsylvania's Division of Urogynecology and Pelvic Reconstructive Surgery and the University of Minnesota's Center for Aging Science and Care Innovation assisted in the evaluation.

"Medicaid health plans are under increased pressure to find solutions that decrease cost while improving care and member satisfaction," said CEO Tommy Lewis. "The Incon@Home study results prove TenderHeart's programs deliver these solutions to health plans at this critical time."

TenderHeart designs customized programs that improve health and are tailored to the unique needs of health plan populations. Program offerings include incontinence management, fall reduction, increasing well-child visits, sensory support, and more.

Final, peer-reviewed study results are anticipated to be released in nine months.

Incontinence and Study Background

Nearly 30 million people live with bladder or bowel leakage and face daily challenges with managing the condition. This can result in high costs for the patient and health care system. While much of the published research has focused on the efficacy of medical or surgical interventions in patients suffering from incontinence, less attention has focused on the impact of various conservative approaches, such as products featuring adequate absorbency and skin wellness, as drivers of improved clinical outcomes. The Incon@Home study fills this gap by analyzing how patient



education and high-quality products impact health outcomes such as pressure ulcers, urinary tract infections (UTIs), and certain falls.

The Incon@Home intervention included bimonthly or monthly structured telephonic coaching sessions and members will utilize TenderHeart's high-quality incontinence formulary, which includes products with enhanced breathability and absorbency. Incontinence coaching includes education on skin health, leakage, nutrition, medication adherence, and mobility using an individualized Incontinence Management Tool. Study participants were frail, community dwelling Medicaid enrollees ages 55 through 90. It used a single group pretest posttest (before and after) design.

Member Impact Statements

Member impact statements support the finding that two-thirds of study participants reported improved overall well-being:

- "They've been very instrumental in helping me with things. For example, I don't have to worry about being embarrassed of leaking on myself. Thanks, TenderHeart and yes, I would tell my friends about it. I would recommend it highly, thank you."
- "I have talked to other people, and they tell me they have trouble with another brand giving them rashes, and I told them about how I was using TenderHeart, and they found me a product that doesn't give me rashes."
- "The supplies are sent directly to my door. A past provider left them in the lobby of my apartment. This was very embarrassing. People examined my box and moved it from place to place. Finally, the office got the products and called me to pick them up. TenderHeart's products are perfect. That's why I would tell others."
- "They made sure when my incontinence became worse that I got a product that did the best job! I'm so thankful for them & this service!!!"

About TenderHeart Health Outcomes

At TenderHeart Health Outcomes, our name reflects our mission: improving health outcomes that matter most. We specialize in designing customized programs that improve health and are tailored to the unique needs of health plans' populations.

Our offerings include:

- Incontinence Management: A value-based program that improves outcomes and reduces costs
- Pregnancy Rewards: Breast pumps, car seats, strollers, and pack-n-plays to support maternal and infant health.
- Sensory Support Programs: Therapeutic, interactive activity kits designed for members with sensory needs.



- Health Rewards: Blood pressure monitors, fall prevention kits, and other tools that empower members to take control of their health.
- And many more.

If you are a health plan interested in partnering with TenderHeart to improve your members' health, contact Roger Brown at rbrown@tenderheart.com.

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