



PRESS RELEASE

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77 Turnpike Road, Ipswich, MA 01938

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Core Therapeutics announces the Grand Opening of its first center in Ipswich

“Urinary incontinence is an enormous problem,” said Robin Howe, BSN RN Managing Director and founder of Core Therapeutics. “A recent U.S. Public Health Service study reported that at least 27 million American adults experience some degree of incontinence. Many of them are men or women who are either too embarrassed to seek help or unaware of the new solutions available.” Core Therapeutics was founded to meet these needs. “Core Therapeutics is a specialty center for bladder dysfunction. Staffed by only medical professionals, we are committed to our program and especially sensitive to the needs of the people we are serving. We offer a comfortable, appealing setting that feels more like home rather than a medical office. It is a very private place, where individuals can meet and work with us.”

“Core Therapeutics has developed a unique and comprehensive approach to the treatment of incontinence,” stated Robin Howe, a registered nurse with more than 29 years in the healthcare industry. “Our program emphasized education, provides behavior modification counseling, and utilizes the latest biofeedback enhanced muscle rehabilitation techniques. Over 80% of individuals treated with this biofeedback enhanced therapy experience substantial improvement in as little as four to six weeks, without drugs or surgery.” “While exercises have been around for many years,” added Robin, “new computer technology allows us to evaluate the function of specific muscles, custom design a treatment or therapy program, and measure results. The individuals we are working with see their muscle activity displayed on a computer screen in a form that enables biofeedback training. They actually see how their muscles are working, and very quickly learn what they have to do to regain control. Early initial success restores a person’s confidence and accelerates the whole rehabilitation process.” Robin concluded, “I am very excited about the program. Men and women of all ages, with stress or urgency incontinence of any degree, are candidates for treatment. The cost for therapy is often less than what that individual spends each year for absorbent products. And, in many instances, the cost will be covered, at least in part, by their health insurance. Core Therapeutics utilizes the latest equipment and technology available, in a comprehensive program, designed by a team of medical specialists.”

Core Therapeutics plans to open additional centers in the area. Core Therapeutics is conveniently located at 77 Turnpike Road, Ipswich, MA. The website is www.CoreNurse.com

For questions/interviews call:

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