

## MATURITY



AP PHOTO/GENE J. PUSKAR

This photo shows a Lyft logo being installed on a Lyft driver's car in Pittsburgh.

# Need A Lift?

## Ride-Hailing Companies Say They Have Cure To Medical Transportation Needs For Elderly

BY TOM MURPHY  
ASSOCIATED PRESS

Lyft and Uber are attempting to cure a major medical problem for the elderly: Getting a ride to the doctor.

The ride-hailing services are expanding their offer to take patients around the country to and from non-emergency health care appointments, and they have a huge market to target.

More than 7 million Americans miss medical care every year due to a lack of transportation, according to health economist Paul Hughes-Cromwick.

Health insurers and care providers have been trying to solve this problem for years. Those who have studied it say Lyft and Uber will help, but improving access to health care involves more than just lining up a ride.

Here's a closer look?

### Q: What are these companies offering?

A: Lyft said it is partnering with the information technology company Allscripts to expand the number of rides it offers through doctor's offices and other health care providers. The company already provides transportation to millions of patients each year through partnerships with insurers, large health care systems and others.

Uber announced last week that it will offer health care transportation in every U.S. market where it operates, the continuation of a venture it has been testing since last summer.

Both companies say they will operate in cities and less-populated rural areas, and they will bill the care provider or an insurer — not the patient — for the rides. They may not need a smartphone or an application to use their services.

They're digging into an issue that has long been a concern for insurers and health care providers. The state- and federally funded Medicaid program for poor people and the disabled covers transportation costs.

The insurer Molina Healthcare, which specializes in Medicaid, has offered a

transportation benefit for around 25 years. Molina provides bus passes and works with transportation brokers to arrange rides.

### Q: What are the benefits?

A: Health care providers say rides with Uber or Lyft can be easier to schedule and cheaper than other alternatives like taxis. Uber, for instance, says it can schedule rides within a few hours or up to 30 days in advance.

These companies help people who might otherwise have to wait around for a friend or family member to pick them up, said Carlos Ospina, chief clinical officer of New Jersey-based Pro Staff Physical Therapy.

"It gives the patient more independence or power to get to and from visits," he said.

The company has had a "significantly lower" number of cancellations due to transportation problems since it started using Uber last fall, Ospina said.

### Q: Can they erase the problem?

A: Researchers at the University of Pennsylvania offered Lyft to help around 300 Medicaid patients make primary care appointments at two practices in Philadelphia. They were surprised to find that relatively few people accepted the offer in their study, and it did not lead to a drop in missed appointments.

Lead author Dr. Krisda Chaiyachati said there were several possible reasons for the low interest. The offer was made over the phone, and patients might have been more receptive if it was done in person, like at a doctor's office.

He also noted that many of the patients were familiar with Lyft but hadn't used it. They may have been reluctant to switch from rides they were used to like public transportation.

Chaiyachati said he's optimistic that ride-hailing services will ease transportation problems for some, but other options like home visits or telemedicine may also be needed.

"It's just not that easy or that straightforward," he said.

# Passport 55 Program To Look At Advance Care Planning

## March 15 Talk Is Free And Open To Public

This month's Passport 55 health education program will focus on advance care planning.

The event, which is free and open to the public, will be held Thursday, March 15, at 10 a.m., at Roby Fitzgerald Adult Center. The adult center is located at 203 N. College Street, across the street from Greeneville Town Hall.

According to a news release, the guest speaker will be Deanna Shepard, R.N., who serves as the staff development coordinator at Laughlin Memorial Hospital. Her talk will be entitled, "Is Your House in Order?"

"Attendees will receive important educational information about prepar-

ing an advance care plan, also known as a living will, power of attorney for health care, or appointment of health care agent," the release notes.

"An advance care plan allows you to not only specify your personal health care wishes, it also gives you an opportunity to designate an individual to act on your behalf in the event that you cannot speak for yourself," the release adds.

Passport 55 is a health-related, free program that's open to the public as a community service. It's presented each month in partnership with Roby Adult Center and coordinated through the Ballad Health Foundation.

For additional informa-



Deanna Shepard RN

tion, contact the Ballad Health Foundation's Greeneville location (formerly known as the Laughlin Health Care Foundation) at 423-787-5117.

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PAID ADVERTISEMENT

# Adult Diapers May No Longer Be Needed Thanks To Amazing New Pill

*Clinical studies show new pill may be effective enough to replace adult diapers for bladder control; initial users show dramatic reduction in trips to the bathroom, embarrassing leaking, and nighttime urgency.*

Robert Ward,  
Associated Health Press

AHP — Adult diaper sales are expected to plummet as results from a clinical trial on a new, patented bladder control pill have finally been released.

Sold under the brand name *UriVarx™*, the new pill contains key ingredients that keeps the bladder from releasing voluntarily, which reduces accidents and frequent bathroom trips.

Perhaps more impressive, it also targets the tiny muscles around the bladder, which helps the bladder to create a tighter seal.

This would explain why the average *UriVarx™* user in clinical trials experiences a 66% reduction in urinary incontinence symptoms, such as day and night leaking and sudden urges to urinate.

### NEW DISCOVERY IN BLADDER CONTROL

Until now, doctors believed it was impossible to strengthen the muscles that control the bladder. They are amazed to see that it can now be done with the non-prescription *UriVarx™* pill.

"As you get older, and the involuntary muscles around your bladder weaken, you lose urinary control. With your bladder wall unable to properly seal, you constantly leak and feel pressure to urinate" explains Dr. Bassam Damaj of Innovus Pharmaceuticals.

"*UriVarx™* targets the bladder muscles and help restores vital kidney health, reducing urgency and frequency. It also helps you "hold it" for hours so you never have to worry about embarrassing accidents ever again!"

### FREEDOM FROM SUDDEN URGES AND LEAKS

Since hitting the market, sales for the patented *UriVarx™* pill have soared and there are some very good reasons why.

To begin with, the double blind large clinical studies published in the [clinicaltrials.gov](http://clinicaltrials.gov) have been impressive. Participants taking *UriVarx™* saw a **stunning reduction** in urinary frequency, which resulted in fewer bathroom trips both day and night.

They also experienced a **dramatic decrease** in incontinence episodes, such as leaking and bed wetting.

The active ingredients in *UriVarx™* comes from a patented formula. It is both safe and healthy. There are also no known serious side effects in its history of use.

Scientists believe that the ingredients target the muscles of the bladder to grow stronger. These muscles are responsible for keeping the bladder tightly sealed. They also help the bladder to completely empty, allowing bacteria to be flushed from the urinary tract.

Research has shown that as you get older, certain hormonal changes in the body cause these muscles to shrink and become lose. This is what causes the bladder to be over active and the resulting urine accidents and why *UriVarx™* seems to be so effective in the published clinical trials.

### EXCITING RESULTS FROM URIVARX USERS

Many *UriVarx™* users say their bladders have never



**NEW PILL MAY REPLACE DIAPERS FOR BLADDER CONTROL: This new patented clinically proven pill solution is now available nationwide**

been stronger. For the first time in years, they are confident and in complete control. Adult pads and diapers are no longer a big worry.

"After my third child, I couldn't control my bladder. I was running to the bathroom all the time! And once I hit my 60s it became so unpredictable I needed to wear adult pads every day" explained Marie L. of Danbury, CT.

"I was embarrassed so before going to my doctor I decided to try *UriVarx* and I'm so glad I did! The urgency is gone and I no longer feel like my bladder is about to explode. I can also "hold it" when I need to so I'm no longer living in constant fear of finding a bathroom."

### IMPRESSIVE CLINICAL RESULTS

The exciting clinical results published on the government clinical website [clinicaltrials.gov](http://clinicaltrials.gov) show that *UriVarx™* can strengthen your bladder fast, significantly reducing the urine urgency and leaks.

In a new double-blind, placebo-controlled clinical study, 142 men and women with bladder control issues were separated into two groups. The first group was given a placebo while the other received *UriVarx™*.

**The results were incredible.** The participants who received *UriVarx™* saw major improvements in leaking, pressure, and the urgency to go — all without the usual side effects seen in prescription drugs! They also reported fewer trips to the bathroom both day and night.

Overall, the *UriVarx™* group experienced:

- 56% Reduction in Urge Incontinence
- 66% Reduction in Stress Incontinence
- 61% Reduction in Urgency
- 33% Reduction in Frequency
- 46% Reduction in Nighttime Bathroom Trips

Additionally, at the end of clinical trial and after seeing the results, **84% of the participants taking *UriVarx™* said it significantly improved their quality of life.**

"The clinical findings are incredible, but people still wonder if it will really work" explains Dr. Bassam Damaj. "It's normal to be skeptical, but we've seen

thousands of *UriVarx™* users get results exactly like the participants in the study. It's an amazing product."

### HOW IT WORKS

*UriVarx™* is a pill that's taken just once daily. It does not require a prescription.

The active ingredients are patented natural extracts.

Research shows that as we get older, the muscles which surround the bladder weaken. This is caused by hormonal changes in the body that causes the muscles to atrophy and weaken.

When they become too small and weak, they cannot seal your bladder shut, which causes leaking, accidents, among other incontinence symptoms.

It also prevents your bladder from fully emptying, which can result in persistent bacterial infections and UTIs.

*UriVarx's™* active ingredient targets the muscles around the bladder, making them stronger. Supporting ingredients in *UriVarx™* support kidney function and overall urinary health.

### BLADDER PROBLEMS GONE

With daily use, *UriVarx™* can restore strong bladder control and help users overcome leakage without the negative side effects or interactions associated with drugs.

Leakage sufferers can now put an end to the uncontrollable urges, the embarrassing accidents, and enjoy an entirely new level of comfort and confidence.

### HOW TO GET URIVARX IN TENNESSEE

This is the official release of *UriVarx™* in Tennessee. As such, the company is offering a special discounted supply to anyone suffering from bladder issues who calls within the next 48 hours.

A special hotline number and discounted pricing has been created for all Tennessee residents. Discounts will be available starting today at 6:00AM and will automatically be applied to all callers.

Your Toll-Free Hotline number is 1-800-850-7552 and will only be open for the next 48 hours. Only a limited discounted supply of *UriVarx™* is currently available in your region.

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FDA. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE. RESULTS MAY VARY. CONSULT YOUR PHYSICIAN BEFORE TAKING THIS SUPPLEMENT. URIVARX IS NOT A DRUG.