

## BLUE CROSS ON HEALTH CARE

PGM.#/TOPIC/GST/S: #154 -- Incontinence-- Agnes Buchanan

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### OPEN MUSIC W/ANNCR... Out: “moderator Susan Cosgrove”

Hi-- and welcome to this edition of Blue Cross on Health Care. Today we're going to talk about a health issue that affects 20 million Americans-- but it's still an issue a lot of people are too embarrassed to discuss. The problem is urinary incontinence-- that's right; we see TV ads for Depends and similar products but we're often still too hesitant to come right out and talk about the problem. That's not the case today-- our guest is a nurse practitioner and consultant whose goal, she says, is to help people control incontinence-- and put June Allyson out of business! Please stay with us...

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### MUSIC UP FULL BRIEFLY AS TRANSITION

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#### INTERVIEW, PART I: APPROX. 8:00

Joining me in the studio today is nurse practitioner, consultant, and incontinence specialist Agnes Buchanan...

**Agnes, welcome... we're glad you're here.**

**Let me begin by asking you a few basic questions about urinary incontinence...**

- . First, exactly what is it?
- . Whom does it affect? (mention 20 million)
  - Men and women?
  - Age?
  - Women who've given birth?
  - Runners?

**We're going to talk about causes and types of incontinence, ways we can control it, and so forth-- but right now let's go to the bottom line: true or false-- most people with incontinence can learn to control it...**

- . True-- 80-85% (even sometimes cure, but almost always improvement?)
- . We'll tell how later in program...

**I understand there are different types of incontinence: what are they?**

- . Stress (leakage w/exertion, laughing, coughing)
- . Urge (when you gotta go...)
- . Overflow (weakened bladder muscles)

**Let's talk now about what causes incontinence...**

- . Not normal part of aging

- . UTIs
- . Medications
- . Weakened pelvic muscles
- . Hormone depletion
- . Bladder muscle weakness or overactivity (?)
- . Enlarged prostate
- . Surgical procedures
- . Neurological disorders
- . Immobility

### **Seminar...**

- . Wednesday, October 9 from 9:30-11:30 a.m.
- . Vintage in E. Liberty (senior citizen facility across from old Sears store)
- . Agnes plus M.D.s plus nurses looking at various aspects of incontinence
- . Cost?
- . To register?

### **SNEAK MUSIC UNDER this next piece...**

At approx. 7:30: Thanks, Agnes. We'll continue in a minute, but right now, here's a message for our listeners. Blue Cross and Blue Shield Primary Care Centers are already open in McCandless, Green Tree, and Monroeville, and a new Primary Care Center will be opening soon in your neighborhood. Patients can choose from physicians in internal medicine, family practice, general practice, pediatrics, or obstetrics-and-gynecology. At the Primary Care Centers, service is prompt, courteous, and responsive, and patient-friendly office hours accommodate your busy schedule. Keep tuning in to this program to find out more about the Primary Care Centers opening up in your area.

Agnes Buchanan and I will be right back.

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**BREAK 1:00                      (USE GENERIC PHONE PUSH?)**

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**INTERVIEW, PART II: APPROX. 8:00**  
**MUSIC UP FULL BRIEFLY, THEN UNDER**

Welcome back. I'm talking with nurse practitioner and consultant Agnes Buchanan, and the subject is urinary incontinence...

**I assume it's important for a person to know the cause of his or her incontinence because that can make a difference to what treatment approach will work best...???**

- . (E.g. if UTI, treating infection will help the incontinence...)
- . So what's the best way to find the cause? Should we see a doctor—specialist needed?