



Strategic Overview: Non-invasive Continence Care

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Elidah develops external, at-home therapies for urinary incontinence. Its Elitone platform spans women's stress and urge incontinence and early continence recovery in men following prostate surgery. A strategic investment, commercial partnership or acquisition could combine Elidah's established products and customer experience with a partner's clinical relationships, distribution infrastructure and geographic reach.

The strategic opportunity

Elidah offers a platform that can serve multiple, large patient populations within continence care. The strategic thesis is to expand access to an existing therapy through channels where a larger partner already has relationships and operating capabilities. Women's pelvic health and post-prostatectomy recovery create distinct entry points, while shared controller technology and external electrodes provide a common product foundation.

For an organization serving urology or pelvic health, Elitone can broaden the range of treatment options offered to appropriate patients. For a company focused on home care or medical distribution, it offers a treatment delivered outside the clinic. The value of a transaction will depend on the partner's ability to convert these opportunities into sustained patient access and profitable growth.

An external treatment platform

Elitone delivers electrical stimulation through a reusable adhesive GelPad placed against the skin in the perineal region. Treatment requires no vaginal or anal probe and no implanted component. 20-minute sessions allow therapy to fit into daily routines. Users control intensity and follow the instructions supplied with their specific product.

Elitone. Neuromuscular electrical stimulation to treat female stress urinary incontinence, the leaking that occurs with control during coughing, lifting, exercise and other activities. The therapeutic signal acts to both contract the pelvic floor muscles and calm overactive bladder muscles. FDA clearance: K183585, February 2019.

Elitone Urge. A separate stimulation program treats urge urinary incontinence in women. This expands the portfolio to women with overactive bladder leaks. FDA clearance: K223884, February 2023.

Elitone for Men. External muscle activation aids early continence recovery following prostate surgery. The 2026 introduction extends the platform into men's urology. FDA clearance: K253285, January 2026.

Elidah's patent portfolio supports the external stimulation platform. U.S. patents protecting the structure of the GelPad include US 9,623,231 and US 10,035,016, with corresponding patents in multiple international markets.

Clinical evidence and patient adoption

All products were FDA-cleared with clinical data from prospective case series and device use in a pragmatic home environment. Studies evaluated changes in urinary leakage and patient-reported outcomes relative to pre-treatment baselines.

Women's stress incontinence. In a six-week clinical study, participants experienced an average 71% reduction in daily leaks; 95% experienced fewer leaks and 75% achieved a reduction greater than 50%. Pad use and incontinence-related quality of life also improved. [1]

Women's urge incontinence. In a twelve-week study of women with urge or mixed incontinence, 97% experienced improvement and 85% achieved more than a 50% reduction in urge-related accidents. These results relate to the studied population and protocol. [1]

Post-prostatectomy recovery. The men's study reported mean reductions in 24-hour pad weight of 61% at six weeks and 92% at 12 weeks. The reported 12-week comparison was 68% improvement in historical controls. [1, 3]

40,000+ users have adopted Elitone and Elitone Urge. In the last 12 months, more than 500 unique prescribers have prescribed one of the Elitone family of products, without a notable field sales force. This demonstrates both consumer adoption and clinician interest, and provides an existing prescriber base for a strategic partner to develop through education, follow-up and repeat prescribing.

Position within the care pathway

Elitone provides structured treatment at home and can complement clinician-directed pelvic floor rehabilitation. Unlike a biofeedback trainer that measures voluntary contractions, neuromuscular stimulation generates muscle activation. The external format gives patients an option without an inserted probe. Treatment selection remains dependent on the diagnosis, contraindications and product labeling. [1]

For men, the opportunity is concentrated in recovery following prostate surgery. The therapy can be introduced within a postoperative rehabilitation pathway, with patient education and follow-up coordinated by the treating practice. [3]

Quality infrastructure and reimbursement access

Elidah maintains an ISO 13485–certified quality management system for medical devices and is an FDA-registered device manufacture. Final device assembly and inspection occur at its facility in Newtown, CT. Elidah also maintains accreditation as a durable medical equipment supplier and Medicare enrollment, supporting access to Elitone through eligible, prescription-based reimbursement pathways. These capabilities provide an established foundation for expanding clinical distribution.

Patient access and the commercial model

Elidah's commercial model combines device sales with replacement GelPads used for initial treatment, extended therapy and maintenance. Repeat purchases provide an additional revenue stream, although their contribution depends on actual treatment duration, pad reuse and reorder behavior.

OTC and prescription (Rx) channels provide complementary access routes: patients can purchase directly without a prescription, while clinician prescribing supports medically directed treatment and insurance access. Original Medicare Part B may cover treatment when medical-necessity and documentation requirements are met. A partner with established coverage support and distribution operations could expand access and reduce administrative friction. [1]

How a strategic partner can create value

Increase prescribing and clinical adoption. With 500+ unique prescribers in the last 12 months without a sales force, Elidah has a clinician base that a partner can develop. An established urology or pelvic-health sales force

could expand reach and encourage repeat prescribing through education, patient-selection guidance and a dependable ordering process.

Integrate treatment into existing workflows. Postoperative visits, pelvic-floor rehabilitation and continence consultations offer potential points of introduction. A repeatable implementation model could define who educates the patient, how the device is obtained and when outcomes are reviewed. This would make adoption easier for clinical teams.

Extend a continence portfolio. Elitone can add an external treatment option alongside a partner's existing continence products or services. The fit varies by partner: a pelvic-health company may see a broader treatment offering; a home-care distributor may see a new channel opportunity; a urology company may see earlier engagement in postoperative recovery.

Expand geographically. A partner's local regulatory, distribution, and clinical capabilities could support additional markets. The Elitone device is CE marked for sale in the EU and UK, and Elidah warehouses product within the EU. The status of regulatory approval in other markets varies.

Scale operations and ongoing product development. A larger organization could support manufacturing, procurement, patient service and development capacity beyond Elidah's current capacity. Elitone's shared platform offers a foundation for continued development, but any new indication would require appropriate evidence and regulatory authorization.

Why engage now

The introduction of Elitone for Men in 2026 creates a new point of engagement with urology practices while building on the women's product portfolio. A partner can evaluate the platform at a stage when the products are commercially available and the clinical distribution model can still be shaped around its capabilities.

Elidah is engaging multiple potential strategic partners. The company is evaluating investment, commercial partnership and acquisition opportunities. Interested parties are invited to discuss strategic fit with leadership and review detailed information under NDA.

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Public evidence and company background

[1] Product facts, clearances, outcomes and access: <https://elitone.com/just-the-facts/>

[2] Clinical studies: <https://elitone.com/science/>

[3] Men's clinical overview: <https://elitone.com/men/clinicians/>

[4] Company background: <https://elitone.com/press-kit/>

[5] Patent portfolio reference: <https://elitone.com/about/>