

# Perineal Massager Eases Childbirth Anxiety

Case # 288

Perineal massage in late-stage pregnancy can relieve anxiety and reduce the need for episiotomies and Caesarian deliveries. However, the technique is difficult, requires instruction, is impeded by the mother's enlarged abdomen, and is often performed incorrectly even with instruction.

## A Simple, Effective Solution

This device provides a simple, convenient, and effective way for patients to perform perineal self-massage.

The patient grasps two handles connected to an angled retractor that she positions behind her back. Allowing the retractor's tip to contact the perineum, she then applies massage by moving the handles.

## Multiple Sizes & Adjustments

Envisioned as a molded plastic device, the massager could be manufactured in multiple sizes, and the grips and retractor made adjustable to accommodate individual needs and preferences.

## Wide Distribution Potential

This simple device would require minimal patient training, and instructions could be provided as pictograms. Thus, it could easily be repackaged and sold in worldwide markets.

In the U.S., if medical claims were avoided in marketing the device, regulatory approval would not be required prior distribution.

Potential sales channels include pharmacies, maternity supply stores, obstetricians, primary care physicians, and midwives.

## Next Steps

Prototypes will be developed and tested on human subjects.

## Patent / Licensing Status

Patent pending. Worldwide rights available.

## Principal Investigator

Dr. Roger C. Young

## *Competitive Advantages*

- Relieves anxiety in expectant mothers.
- Based on a technique long-known to minimize trauma.
- Intuitive to use...instructions can be provided as simple graphics.
- Unique product.
- Multiple sizes possible.
- Potential worldwide market with numerous distribution channels.

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