



Michigan Institute of Urology Opens New Sexual Wellness and Aesthetics Center for Men and Women called REDEEM

Detroit (November 1, 2023) – Michigan Institute of Urology (MIU), one of the largest independent urology practices with 17 offices across the Detroit metropolitan area, opened a new sexual wellness and aesthetics center for men and women this week. The center, called REDEEM, is in Birmingham, Mich., at 2151 E. 14 Mile Road.

MIU acquired the business formerly known as MOXXI, which was previously located in the city of Clawson. It is rebranding the clinic as REDEEM and bolstering treatment services by adding Duolith, a low-intensity shockwave therapy for erectile dysfunction, and MonaLisa Touch, a noninvasive laser therapy to treat vaginal dryness and incontinence.

“Sexual wellness is critical to overall health and happiness. That’s why you see more men and women turning to specialty health clinics for solutions to problems they consider more aesthetic versus medical,” said Dr. Mitchell Hollander, MIU’s CEO. “Urologists receive the most extensive training available in physiology, anatomy, and treatments associated with sexual issues. Our expertise will ensure REDEEM provides state-of-the-art procedures that make clients feel exceptional, both inside and out.”

In addition to sexual wellness services, REDEEM will offer Botox and Dysport injections, dermal fillers, collagen stimulators, platelet-rich plasma (PRP) injections, radiofrequency microneedling, and hair restoration services for women and men. REDEEM’s director of operations, Courtney McCracken, MSN, RN, FNP-C, will work alongside her expert staff, including two registered nurses and her front desk coordinator. McCracken has been a family nurse practitioner for MIU, specializing in general inpatient urology, since 2016 and started MOXXI in 2019.

“Between my years working with leading urology physicians and my years running MOXXI, I know that REDEEM offers the right combination of revitalization and renewal therapies, as well as a direct pathway to urological expertise should someone need to be treated for a condition outside of REDEEM,” said McCracken.

Visit REDEEMmichigan.com to learn more or book an appointment.

About Michigan Institute of Urology (MIU)

The Michigan Institute of Urology is one of Michigan's longest-standing and largest sub-specialty urology practices. MIU has 17 locations in Southeast Michigan. In addition to its 44 general and fellowship-trained urologists, MIU has a full complement of compassionate and caring nurse practitioners,

registered nurses, medical assistants, and ancillary personnel. It is one of the leading urology practices in the United States, utilizing the latest, clinically proven techniques to diagnose and treat many urologic disorders in men, women, and children. Learn more at michiganurology.com.

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