

Secure Start



A Quarterly Newsletter for People with Ostomies

WOCN administrators visit Hollister Incorporated headquarters

Attendance at a Wound, Ostomy and Continence Nurses Society (WOCN) strategic planning meeting last fall was Hollister's first step in establishing a stronger relationship with this important organization.

The second was a WOCN visit to Hollister's headquarters in Libertyville, IL, in January.

"Hollister was one of the first companies to support the WOCN after its formation 35 years ago, and we have had an important and beneficial relationship throughout this time period," says Al Maslov, Manager of Customer and Professional Relations. "I invited the WOCN leadership to come talk to us about their challenges and issues, and to give us a 'wish list' of programs that need support."

WOCN recently moved from California to the Chicago area, and Executive Director Catherine Underwood and Director of Sales Sheila Lee accepted Maslov's invitation.

During the half-day session, the pair met with Hollister managers from North American Marketing, Global Marketing and Research & Development, and toured the Hollister facility.

"We confirmed that our involvement would best be in support of WOCN's educational efforts," Maslov says. "There is an acute shortage of specialized nurses right now, and organizations such as WOCN can attract and retain members only by providing services, information and education that members value."



From left, Heather Czarnetzki, Hollister Associate Product Manager, Ostomy; Sheila Lee, WOCN Director of Sales; Al Maslov, Hollister Manager of Customer and Professional Relations; Catherine Underwood, WOCN Executive Director; and Joanne Nelson, Hollister Senior Product Manager, Ostomy, stop long enough to take a breath – and a picture.

It is important to Hollister that WOCN and similar groups flourish, because nurse members are a conduit to customers, not only to recommend Hollister products but also to help Hollister understand what customers want and need.

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Lock 'n Roll is Here to Stay

A drainable pouch that doesn't require a stiff, bulky clamp to close is the latest addition to the Hollister line of quality ostomy products, and it may well represent the wave of the future.

New Image Two-Piece Drainable Pouch with Lock 'n Roll closure is the most secure, comfortable and easy-to-use pouch on the market, thanks to a proprietary closure material that eliminates the need for separate clamps.

"We spent a year developing this material, because we are committed to making product improvements that are



Lock 'n Roll Closure System

meaningful to our customers," says Jeff Bark, Product Development Manager. "We work to make changes that improve their lives and preserve their dignity."

New Image Two-Piece Drainable Pouch with Lock 'n Roll closure features

What's New at Hollister

a revolutionary integral closure system that uses innovative plastic fasteners to create a seal that remains secure.

The innovative closure material is rinseable, making stains and foreign matter easy to remove, and it has been tested wet and dry, with no loss of security.

Additionally, New Image pouches with Lock 'n Roll closure are so easy to use that people with new ostomies can wear them immediately upon discharge from the hospital.

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Key Issues

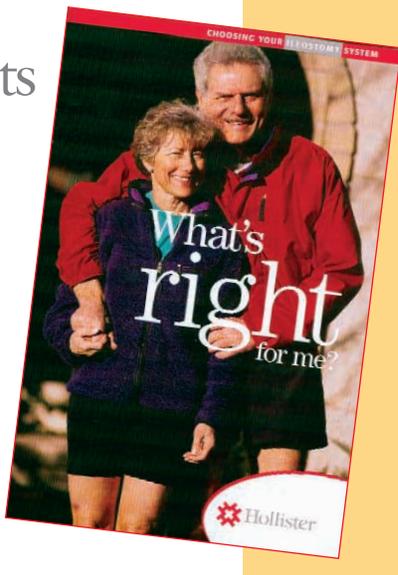
Patient choice booklets help people find *'What's Right'*

A host of products is available for an individual who has just had an ostomy. Hollister is making it easier for you to select the products that will work best for you.

Hollister's three "What's Right for Me?" booklets provide information, instructions and education specific to people with colostomies, ileostomies or urostomies.

Using easy-to-understand language and an abundance of photographs, the "What's Right for Me?" booklets define and illustrate different types of ostomy products, discuss how to use them and offer "how-to" and "troubleshooting" advice.

"These booklets were developed to help simplify choices in ostomy product selection. They were designed for individuals with ostomies, but they will be valuable resources for ostomy suppliers and clinicians. Our goal is to help every individual find the product and accessory item that works best for them," says Joanne Nelson, Senior Product Manager, Ostomy.



"Another important goal of these booklets is to allow individuals to contact a Hollister WOC nurse or Customer Care specialist if they need additional assistance."

Each booklet also includes a tear-out business reply card that is good for **free** product samples.

"People recovering from ostomy surgery may feel overwhelmed by all the options they have," Nelson says. "The 'What's Right for Me?' booklets help them understand those options, as well as serving as a long-term source of information and answers."

WOCN

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Hollister's support in 2003 began with a \$35,000 grant that will be used to fund the following educational efforts:

- A full-day educational track at the WOCN annual conference
- Publication of guidelines on pressure, venous and neuropathic ulcers
- Initial sponsorship of a three-year research grant

The most visible program, however, will be the WOCN annual conference in Cincinnati in June, where sponsorship brings recognition in signage, the conference booklet and the brochure, as well as sponsor designation throughout the four-day event.

"We do this not just to sell product, but because we share concerns for some very important issues," Maslov says. "We get a higher profile, certainly, but we also get an opportunity to address topics that help individuals and Hollister alike. Relationships with WOCN and other associations around the world are truly win-win."

What's New continued from front page

at Hollister

"You can do this with one hand, in the dark or half asleep," says Bark. "You cannot fold the pouch up wrong, and you can feel the seal being formed. There is a little mini-click you can feel with your fingers as each plastic fastener connects."

New Image drainable pouches with Lock 'n Roll closure were first introduced in Europe, Australia and Japan, to uniformly enthusiastic reviews. People who had difficulty with traditional

clamps, including two blind women and a woman with severe arthritis in her hands, are able to use Lock 'n Roll pouches with ease.

In addition to the new fastening system, Lock 'n Roll pouches have two flexible strips at the open end of the pouch to help hold the pouch open for cleaning.

"These pouches are easier to open, easier to clean and easier to fold and close," says Bark. "They can be used with any of the New Image Skin Barriers."

The New Image Two-Piece Drainable Pouch with Lock 'n Roll closure comes in several sizes, with or without an integrated filter, in beige or transparent. For purchase information or to try a free product sample, call Hollister Incorporated at 1-800-323-4060.

Clinical Education Corner



Adapt Convex Barrier Rings are made of our most durable skin barrier – Flextend barrier, which is formulated to be resistant to fluid and erosion. The rings stretch, conform and fill in areas around the stoma. They are not a substitute for convex ostomy products. Rather, they are a new addition that provides innovative options in achieving convexity.

Some things to know about Adapt Convex Barrier Rings are:

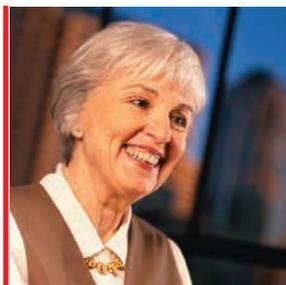
- The flat side of the ring rests against the skin barrier. The convex portion (the outward curve or “bump”) goes against the skin.
- The ring is easier to use if it is applied to the skin barrier first, rather than to the skin. Doing it this way gives you better control.
- Adapt Convex Barrier Rings can be used to increase convexity in a pouching system that already has integrated convexity without using a faceplate with deep convexity. Sometimes additional convexity is needed when there is a large depression around the stoma.
- For even deeper convexity, Adapt Skin Barrier Rings can be stacked.

Adapt Convex Barrier Rings: A New, Innovative Solution

By Joy Boarini
Clinical Education Specialist

- To create soft convexity add an Adapt Convex Barrier Ring to a flat pouching system. Soft convexity may be exactly what is needed when a stoma is located in a crease and firm convexity does not work.
- Adapt Convex Barrier Rings stretch so they can create oval convexity. Simply stretch the ring and apply it to the skin barrier before placing it on the skin. This helps protect the skin and avoid the need for cutting that may be difficult for some people.
- Adapt Convex Barrier Rings are available in three sizes. They also can be cut to create a customized fit. You can use half a ring if indicated or reseal the ring after a portion has been cut out.

Adapt Convex Barrier Rings have proven to be very adaptable! We know there are other ways of using them that have not been mentioned. If you have a suggestion, we'd love to hear from you! Send comments to Heather Czarnetski, Associate Product Manager, Ostomy, at Hollister, 2000 Hollister Drive, Libertyville, IL 60048.



Frequently Asked Questions

Hollister Incorporated has skilled customer service staff to assist you with questions about our products. Additionally, we have nurses who specialize in wound, ostomy and continence care (WOC nurses) who provide support and information. Some of the most frequently asked questions include:

Q *What is the skin barrier?*

A The skin barrier is the waxy part of your pouch system that sticks to your skin. The skin barrier is primarily responsible for holding your pouch to your body. Tape may be used as an additional support, but if the skin barrier doesn't hold, the tape alone won't be enough.

Q *Is that the only purpose of the skin barrier?*

A Holding your pouch on is pretty important, but the skin barrier also helps to protect your skin. Without the skin barrier, your skin would be exposed to the harmful effects of the urine or stool.

Q *What size should my skin barrier be?*

A The opening in the skin barrier should be the same size as your stoma. This is not something you want to guess at. Sizing guides are available free from Hollister Incorporated. If you are not sure that you have the right size opening or you want to try a skin barrier that is already cut out, you need to measure. Size does matter!

Q *What skin barriers does Hollister have?*

A Hollister has a variety of skin barriers to meet a variety of needs. Flextend barrier is our most durable skin barrier. To find out if it is right for you, contact your WOC nurse or one of our nurse specialists.

If you have a question regarding Hollister products or ostomy care, call 1-800-323-4060.

Patient Profile

Norman Park

Ohio Teacher Ends 'Nuisance' with Hollister Products

After his urostomy in 1978, Norman Park just kept using the ostomy products the hospital gave him to start out with.

"I used that three-piece system for years," says the 77-year-old retired schoolteacher from Mantua, Ohio. "It was kind of a nuisance, now that I look back on it."

The nuisance ended when Park discovered Hollister's two-piece pouching system.

The three-piece system Park had been using left his skin red and irritated, requiring more frequent changes. With Hollister products, he goes about a week between changes and there is no skin irritation or discomfort.

"I'm in tune with this product," he says. "There's no inconvenience, because in the shower I can just whip the pouch off, give it a rinse and pop it back. I'm getting good wear out of Hollister products."

Wear is important for Park, who has amassed a large collection of knife blades, tomahawks, arrow and spear heads, which he uses in presentations for groups from preschool to nursing-home age.

He also spends time scavenging stones for the walls, steps, porches and other stone structures he builds.

"My ostomy never slowed me down," he says. "I had adhesions, but after that was taken care of I did the largest stone job I'd ever done: a wall around 300 feet long and five feet high in some places."

With his wife, Evelyn, a retired kindergarten teacher, Park also cares for the three acres surrounding their house. Their apple orchard supplies applesauce for them, their five children and 12 grandchildren.

Tests show: Hollister Rustle-Free Pouch Film is Superior

People with ostomies who use Hollister products can be confident that their pouches make less noise and block odor transmission better than any other pouches on the market.

Using proprietary lab testing, the company found that Hollister rustle-free pouch film is four times quieter and eliminates odors twice as long as other pouch films.

"Our testing includes the use of gas chromatography that measures how long it takes odor to break through the pouch film," says Michael Taylor, Director of Research & Development. "We also use scientific instrumentation to measure sound levels as the pouch film is flexed to

duplicate the motion involved in normal wear of a pouch."

The test methods and instrumentation were developed as part of Hollister's commitment to making products superior in every detail.

"We use these tests in our development of new pouch films," Taylor says. "It's another tool we can use to improve and to benchmark against our competitors."

Taylor and Claudio Giori, Manager of Chemistry, Materials and Formulation Development, presented a poster on noise and odor measurement for the 2000 Wound, Ostomy, Continence (WOCN) conference.

Resources

United Ostomy Association (UOA)

19772 MacArthur Blvd.
Suite 200
Irvine, CA 92612-2405
1-800-826-0826
www.uoa.org

Wound, Ostomy, and Continence Nurses Society (WOCN)

4700 West Lake Ave.
Glenview, IL 60025
1-888-224-9626
www.wocn.org

Crohn's & Colitis Foundation of America, Inc. (CCFA)

National Headquarters
386 Park Avenue South
New York, NY 10016-8804
1-800-343-3637 or
212-685-3440 for NY
www.ccfa.org

Hollister Customer Care 1-800-323-4060

Secure Start

Call to
subscribe to the
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newsletter

1-800-323-4060

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www.Hollister.com
www.ostomyworld.com

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