

# Secure | Start

A Quarterly Newsletter for People with Ostomies



## The Hollister quality chain links the world

*Each product, service and employee is a strong link to you*

William Ferguson, Director of Global Quality Management at Hollister Incorporated, takes a team-based approach to quality assurance: "Achieving quality is everybody's business and it's done by strong partnering through all the functions involved."

Ferguson's chain of command is forged of 86 links in six locations worldwide. Key to success are production associates who take ownership of the quality of the product they are making. "Part of our success, I believe, is based on establishing shared goals and expectations between functions," says Ferguson. The team's shared vision assures that the Hollister quality system is the same in every location. This is no easy task considering that each product from each plant must satisfy not only the customer, but the regulatory requirements of the FDA in the United States and the International Quality System Standard overseas.

Hollister goes beyond the regulatory requirements to bring customers products they can trust, created by people who care. These include Quality Engineers who oversee the quality of all new product development, a Manager of Product Performance who maintains a global database of customer satisfaction, a Chief Sterilization Specialist, as well as associates who speak to customers about product problems and can recommend alternative products. And the chain goes on.

Quality at Hollister is an ongoing process, and Ferguson makes it fun with a series of initiatives such as Technical Process Improvement (TPI). On any given day, in any country, you might see Hollister TPI associates leading staff members in team-based projects to create quality and cost improvements. The result? A strong chain of quality that leads directly to the customer.

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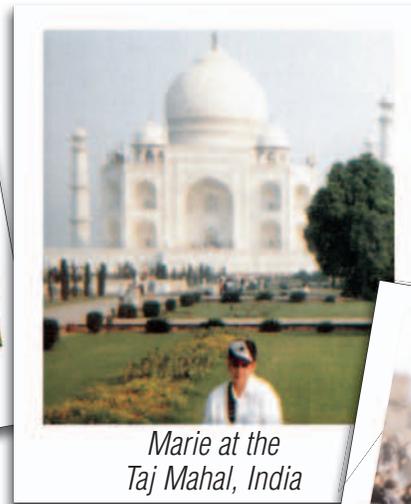
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Marie, Lifftoff in Power-Parachute



Marie at the Taj Mahal, India



Marie & Patrick in China on the Great Wall

## Personal Profile

# Don't be afraid to soar

**Power parachutist Marie Greco can do it, and says so can you**

It was 110 degrees. Marie Greco waited an hour in a sunny field for the pilot who would soon take her power parachuting for the first time. She was terrified—not to parachute, but that her pouch would become loose in the heat and 40 mph winds once she was airborne. She didn't let fear stop her and her **Premier** one-piece drainable pouch with **Lock 'n Roll** closure system from Hollister, as she soared through the wild blue yonder for over two hours.

Adventure is second nature to Marie, who was diagnosed with fistulous Crohn's disease 35 years ago and subsequently had an irreversible ileostomy. "You only go around one time in life; you might as well get everything out of it!" chuckles Marie. She and her husband, Patrick, have gone skydiving, fire walking, hot-air ballooning, and white-water rafting. They have piloted a jet helicopter, circled Mt. Everest, waded in the Dead Sea, climbed the Great Wall in China, ridden elephants in the Himalayas and hunted lions in Zimbabwe! In between adventures, Marie has had 52 surgeries but refuses to let her disease ground her.

"Just because you have a medical problem doesn't mean you can't do things!" she says. Marie recommends getting to know your illness, establishing a good rapport with your doctor, and finding out what to expect in the countries you are visiting. Use your common sense and improvise if necessary: "If you can't use the water in a country to wash up, be creative. Use club soda!"

Marie emphasizes that you don't have to be independently wealthy to be adventurous: "As long as you can find a cheap way to get someplace, you can explore on your own." Her advice to hesitant adventurers is simple: "Just find one thing you've always wanted to do. Once you conquer it, you'll realize you can conquer anything, including dealing with your illness." So fasten your seat belt and prepare for takeoff! You just might meet Marie at 20,000 feet.

## Do You Use Adapt Lubricating Deodorant?

*Participate in our on-line confidential survey!*

[www.keysurvey.com](http://www.keysurvey.com)

[/survey/92768/1446](http://survey/92768/1446)

*Thanks for your cooperation.*

Ask Brenda

# Quality of life

*A heartfelt thanks to the hardworking people who make our ostomy products*

By Brenda Elsagher



In October 2005, the Hollister manufacturing plant in Stuart's Draft, Virginia, celebrated its 30th anniversary. It was an honor to be asked to visit the plant and talk to the 450 associates employed there. As I boarded my plane in Minneapolis, I was told the flight was canceled due to a bad storm in Chicago. I finally arrived in Chicago five hours later, only to find my flight from Chicago to Richmond was canceled. With 14 hours to go before I spoke, there was no need to panic. I found a flight to Washington, D.C., and took the last available seat between two tired travelers. It was still 129 miles to Stuarts Draft, but Mark Kennedy, Ostomy Product Manager at Hollister, arranged for someone to pick me up in D.C., so at least I got four hours of sleep (although not quite enough for my maximum beauty)!

The drive from D.C. to Stuarts Draft was beautiful. Majestic pines and evergreens lined the highways, and time passed quickly with lively conversation in the company of Sales Manager Diane Dubovsky. Once at the plant, I met the talented leadership team, and off we went to get to know each other over a delicious Mexican lunch.

Back at Hollister, I signed 450 copies of my book that the plant had purchased as gifts for the associates. Next on the agenda was a plant tour. It was amazing to see the ostomy products being created and the obvious pride of the people making them. I completely enjoyed the tour, stopping to ask many questions along the way. Our guide brought us to various stations in the plant, and associates in each area explained the many facets of their jobs.

I witnessed the intricate work done not only by machine, but by human hands as well. The staff of Hollister takes ownership of the work produced. Instead of referring to "the

company," they used language like "we" and "our team." This showed me how personally invested they are in Hollister and the success and quality of their work. They asked my opinion of their pouches and gave me suggestions for products I had not tried.

After visiting the plant, I felt an increased sense of security and confidence in the people that make my superb ostomy products. I am so grateful that I got a chance to thank them for coming to work each day. Just like all of us, I'm sure there are days when they would rather stay home or go fishing, but they know people count on them to do their jobs. We can depend on the people at Hollister to continue to keep the ostomate in mind as they move forward with the latest technology and commitment to outstanding products.

It amazed and humbled me to think that 11 years ago I didn't know what an ostomy was, and now I've been to the plant where these great people make the excellent products that help to make my life a quality life. I have been fortunate to travel across the country to speak to various groups, and I couldn't do it if I didn't feel confident in the products I use each day. I don't worry about accidents; I only worry that my jokes are bad. My deepest thanks go out to each one of you at Hollister for your outstanding efforts on behalf of us ostomates. Bravo.

Brenda Elsagher is a 10-year ostomate, a national speaker and author of the book *If the Battle Is Over, Why Am I Still in Uniform?* To order your copy or if you have a question for "Ask Brenda," go to [www.livingandlaughing.com](http://www.livingandlaughing.com). Look for her new book out this spring entitled *I'd Like to Buy a Bowel Please, Ostomy A to Z*.

*After visiting the plant, I felt an increased sense of security and confidence in the people that make my superb ostomy products.*

## Talking Points

# 2006 rings in new ostomy supply codes

*Celebrate the new year with Deanna Eaves, Hollister Reimbursement Manager*



Beginning January 1, 2006, Medicare will recognize some new HCPCS codes for ostomy supplies. First of all, they have recognized the importance of an ostomy skin barrier ring, which allows users to:

- Create oval convexity
- Adjust barrier depth to create deeper convexity
- Achieve flexible convexity
- Help prevent erosion due to the extended-wear barrier properties of the convex ring

They have agreed to create HCPCS code A4411. This code will be used for the **Adapt** Convex Barrier Rings (Stock No 79520, 79530 or 79540). With the addition of this HCPCS code, beneficiaries now have easy access to a full line of ostomy skin barriers.

### HCPCS Description

- A4362 Ostomy skin barrier, solid 4x4 or equivalent, each  
A4372 Ostomy skin barrier, solid 4x4 or equivalent, standard wear, with built-in convexity, each  
A4385 Ostomy skin barrier, solid 4x4 or equivalent, extended wear, without built-in convexity, each  
A4411 Ostomy skin barrier, solid 4x4 or equivalent, extended wear, with built-in convexity, each

Another new code is A4412, used to bill for a high-output pouch without a filter (designed for liquid-type stools). The absence of a filter makes sense, since filters can be easily compromised if allowed to get wet. This code will be used for the High-Output pouches in the **New Image** and **CenterPointLock** families (Stock No families 1801x and 387x). With the addition of this HCPCS code, the full line of two-piece high-output pouches is more easily accessible.

### HCPCS Description

- A4412 Ostomy pouch, drainable, high output, for use on a barrier with flange (2 piece system), without filter, each  
A4413 Ostomy pouch, drainable, high output, for use on a barrier with flange (2 piece system), with filter, each

The last new code for ostomy supplies is A4363, used for replacement clamps (Stock No 8770). Although an ostomy clamp should be supplied with drainable pouches (usually one clamp per box), sometimes the clamp needs to be replaced.

Additionally, Medicare will terminate code A5119 (skin barrier, wipes or swabs, per box of 50) and replace it with A5120 (skin barrier, wipes or swabs, each). This change impacts the **Hollister** Skin Gel Protective Dressing Wipes (Stock No 7917). With A5119, one box of 50 was billed as a unit of one, but now, with A5120, one box of 50 will be billed as a unit of 50.



## Clinical Education Corner

# Ostomy products are shaping up for the better

*Soft convexity is the key to quality, comfort and ease*

The dictionary defines the word “convex” as an outward curving of a surface. This rounded or U-shaped surface has been successfully used in ostomy care almost since the beginning, but new technological advances have made convex ostomy pouching systems easier than ever to use.

Convex skin barriers help to gently press the skin down around the stoma to make it protrude more or smooth out imperfections in the peristomal skin. This gentle pressure can help to create an improved seal and may extend wear time.

Until recently, most convex skin barriers were rigid. Now, there is another alterna-

tive to create convexity – **Adapt Convex Barrier Rings**. These rings can be added to a pouching system to create soft convexity – that is, the surface curves outward, but is flexible rather than firm. As with traditional convex systems, the Adapt Convex Barrier Rings may enhance the pouch seal when used correctly.

When would you use soft convexity? Well, Adapt Convex Barrier Rings might help if there is a deep skin fold near the stoma or if the abdominal surface is hard (like with a hernia). In some cases the traditional firm convexity may cause too much pressure and damage the skin.

So, if you're using a flat or firm convex skin barrier and it's working well then you're in good shape! But if you are using a flat skin barrier and your pouch seal is not secure and reliable, it may be time to shape up and try a new shape!



*The Hollister Clinical Education Team – (left to right) Heather Budorick, Lynn Sacramento, Joy Boarini & Ginger Salvadalena*

## Frequently Asked Questions

# How convexity can work for you

*The experts at Hollister share the latest and greatest solutions*

**Q:** How do I know if I need convexity?

**A:** If your stoma does not protrude from the skin surface, or if the skin around your stoma is not smooth, convexity may help. If you are not getting reliable wear time with your flat skin barrier, you may want to ask your WOC nurse if convexity is right for you.

**Q:** What are the main differences between firm and soft convexity?

**A:** The key difference is the flexibility of the pouching system. Firm convexity is usually integrated into the pouching system and soft convexity is achieved by adding a convex barrier ring.

**Q:** Do convex barrier rings come in different sizes?

**A:** Yes, they do. Select the size that most closely matches the size of your stoma. The rings can be pulled and stretched to fit, but do not overstretch them. Simply use the next larger size.

**Q:** The rings are round, but what if my stoma is oval?

**A:** In some cases, you can avoid cutting altogether by using barrier rings. Stretch the opening slightly to create an oval opening that matches your stoma shape, but remember not to overstretch the rings.

**Q:** If I use a convex barrier ring, should I still use paste?

**A:** You can still use both; however, some people find that the convex shape of the ring fills in areas that paste did before. In fact, many prefer them as an alternative to ostomy paste to provide a secure seal around the stoma.

**Q:** Can convex barrier rings be used again?

**A:** No, they're not designed for reuse. Convex barrier rings are adhesive and will come off when you remove your pouch.



## Someone You Should Know at Hollister

# Lester Herman

*This Quality Assurance Manager makes excellence his business*

Nearly 85 years ago, Hollister founder, John Dickinson Schneider, proclaimed we would have quality people who provide quality services and produce quality products. That legacy lives on through Lester Herman, the Quality Assurance Manager at the Hollister plant in Stuarts Draft, Virginia. Throughout his 14-year career at Hollister, Lester has made it his business to ensure that every product manufactured at Stuarts Draft meets stringent quality standards.

“We partner with operations, yet rely on research and development and the

marketing group, because they’re the ones who hear directly from our customers and know exactly what they want,” Lester said.

Lester manages four Quality Engineers, as well as two Team Leaders who supervise the QA Auditors. He also approves procedures and product specifications, develops QA strategic plans, administers the annual budget and removes “roadblocks” that may impact production. His Quality Assurance Auditors inspect and check raw materials, work-in-process materials

and finished products. To further control quality, the Stuarts Draft plant was redesigned to create teams that inspect each phase of their own work.

Even after eight decades, quality remains a primary value at Hollister, and Lester is proud to be a part of it: “Recently the Stuarts Draft facility has become known as the Ostomy Plant. I consider that a real compliment because our ostomy products are high quality and so are the standards we follow and the associates who produce them.”

## Chapter Profile

# Hearts of gold

*With understanding and support, the Montana chapter mines for members*

Montana is known as the Treasure State, and its Ostomy Support Group is a real gem, thanks to Membership Chair Anita Heppner and COCN Jeanne Knecht. Anita helped start the chapter in 1971, and since the beginning has traveled to visit fellow people with ostomies and offer support. “I wanted them to see someone healthy walking through the door so they wouldn’t think the surgery was so traumatic, and to know that life goes on,” she says.

Jeanne Knecht, COCN for Benefis Healthcare in Great Falls, is the chapter’s lifeline. Not only does she refer people with ostomies to the group after surgery, but she speaks at meetings along with physicians and other professionals. The chapter meets five times a year in

Great Falls, but sometimes goes on the road by special invitation. Jeanne is right there with them. “We provide education and, hopefully, give those individuals in remote areas the support that comes from the meetings,” she explains.

Since the state is so large, and the winter weather conditions so severe, the chapter relies on a beautifully designed newsletter to stay connected to its 100 members. “Temperatures here can drop 30 degrees in an hour, the winds become harsh and the snow piles up. We’ve already had 18” of snow this winter and we’ve got months to go,” Anita adds.



*Anita Heppner (center) with Montana chapter members*

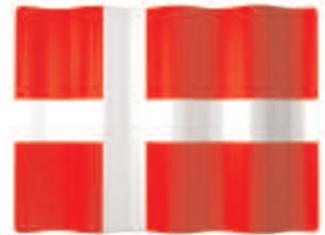
Every March they staff the UOA booth in a countywide health fair, and host a product fair in November so people with ostomies can talk directly to reps from Hollister and other companies.

“No one can do it alone,” says Anita. “You need support, friendships and a way to learn and become secure with your ostomy.” People with ostomies are never alone in the Treasure State, thanks to Anita, Jeanne, the Great Falls Ostomy Support Group and their hearts of gold.

## Report from Overseas

# Hollister in Denmark

*The smallest Scandinavian country is a big believer in customer service*



Denmark is about half the size of Maine, but don't let its size fool you. When it comes to caring and support for ostomates, the old saying "good things come in small packages" applies. In 1989, Hollister Incorporated purchased Dansac, a well-respected Danish company that also produces ostomy products. With two brands, Hollister has made a name ostomates can trust in Denmark. Annette Probst, Key Account Manager for Hollister, has helped develop this trust and create a strong support system for ET nurses across the country.

A registered nurse as well as an ET nurse, Annette has been with Hollister for seven years. Under the leadership of her Sales Director, Ole Hahn, she single-handedly takes care of all customers. There are approximately 10,000 people with ostomies in Denmark. And even though the country is small, the quality of care is huge.

Most ostomy supplies are covered by Denmark's universal health insurance system and each person with an ostomy can go directly to a hospital ET nurse for assistance. These nurses are Annette's valued customers. She travels close to 70,000 kilometers (43,500 miles) per year to reach them, and loves every minute with them. "They are my biggest driving force," says Annette. "I need quality products for these people. If our products weren't as high quality I wouldn't be able to serve my customers as well."

Annette has such a good relationship with her nurses that she is often called on

to speak to patients. This is where her knowledge of quality Hollister products comes in. "If I can see that a patient isn't doing well with our product," says Annette, "I have to be honest, but I have never met a person who cannot wear a



*Annette is always looking for ways to make her customers' lives more fun.*

Hollister product. They are excellent." She lets her patients know that they are not alone and encourages them to keep trying new products. **Adapt Rings** and **Moderma Flex** pouches are the current best-sellers in Denmark due to their comfort.

Annette is always looking for ways to make her customers' lives more fun. One of her ET nurses came up with a game similar to Trivial Pursuit, called the "Stoma Game," to use as an educational tool for fellow nurses. Annette loved the idea so much that she organized "Stoma Game"

competitions all over Denmark that culminated in a master match! An English translation of the game is in the works.

The support doesn't stop there. In the middle of January, the Hollister Hotline will come to life, powered by an ET nurse. Danish ostomates can call with questions ranging from how to use products to how to minimize discomfort. And that's not all! The Danish Ostomy Association (COPA), founded in 1951, serves ostomates across Denmark with 16 local chapters, along with a parents group, a colitis/Crohn's group and a urostomy group. They publish a magazine six times a year and sponsor a summer retreat where ostomates share experiences, ideas and plenty of relaxation.

As Hollister grows by leaps and bounds in Denmark, Annette hopes to take on a working partner. Until then, she is proud to be a one-woman sales force and never feels alone. "Hollister is

like family; I have friends from Australia to Libertyville, Illinois. It's so important to have a network when you work alone to keep up your spirits. They help me keep the Hollister torch burning," she says.



*ET nurse, Grethe Thomsen, and Annette at a costume gala*

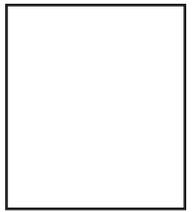


Hollister

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## RESOURCES

### United Ostomy Associations of America, Inc. (UOAA)

1.800.826.0826

info@uoaa.org

www.uoaa.org

### Wound, Ostomy, and Continence Nurses Society (WOCN)

1.888.224.9626

www.wocn.org

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

1.800.932.3637 or

212.685.3440

www.ccfa.org

## GENERAL INFORMATION

### Hollister Customer Care 1.800.323.4060

Call to subscribe to  
*Secure Start* newsletter  
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