

Secure | Start

A Quarterly Newsletter for People with Ostomies



new comfort
convenience
KarayaSeal®
Hollister Stoma Bag

a completely disposable, one-piece ostomy appliance



Now there is a new idea in ostomy care, designed to make life easier and more pleasant for the colostomy or ileostomy patient. The unique one-piece construction of Hollister's new Stoma Bag means there are no loose parts to put together, no cardboard gaskets separate rings to assemble and wash. You simply attach it to the soft, non-rolling Hollister belt with smooth plastic connectors. To change the Stoma Bag simply remove and dispose of the entire unit — gasket and all — and replace it with a completely fresh appliance. Bag and gasket are lightweight (3 1/2 oz.) and comfortable to wear. Seven sizes (3/4", 1", 1 1/4", 1 1/2", 2", 2 1/2", and 3") allow a perfect fit for any stoma. Send for Introductory Kit today. Specify Ileostomy



An Anniversary to Remember

Hollister celebrates 85 years of quality products, quality services and quality employees

It's our 85th anniversary and you're a big part of our celebration. After all, you have helped transform the small printing company founded by John Dickinson Schneider into the global medical products company it is today. How? By telling us what you need, letting us know what works and what doesn't and taking us along on your journey.

Our journey has been a remarkable one as well. In 1938, John Dickinson Schneider's printing firm produced heirloom quality birth certificates for the Franklin C. Hollister Co., a company that sold obstetrics products. In 1948, Mr. Schneider purchased the company and continued to develop a variety of innovative healthcare products. In the 1960s, an associate who had a family member with an ostomy came to Mr. Schneider with an idea to develop ostomy products—and the rest is history.

Throughout these colorful decades Hollister has listened to the needs of its customers while remaining focused on the core principles planted by John Dickinson Schneider 85 years ago—quality products, quality services and quality employees. And these, along with a thirst for innovation, have made us a strong presence in more than 90 countries on six continents.

The proof is in the people we serve. Mrs. Yoshie Iwata of Japan says, "25 years ago I thought it would be better to die than live with ulcerative colitis. Now I don't even remember I have an ostomy. I have used Hollister products from the start, and although I've changed products as they've gotten better, I have not changed the company that manufactures them."

Our 85th anniversary theme is "Making a Difference in the Journey of Life" and we're happy to have made a difference in your life. Thank you for making a difference in ours—for 85 wonderful years.



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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



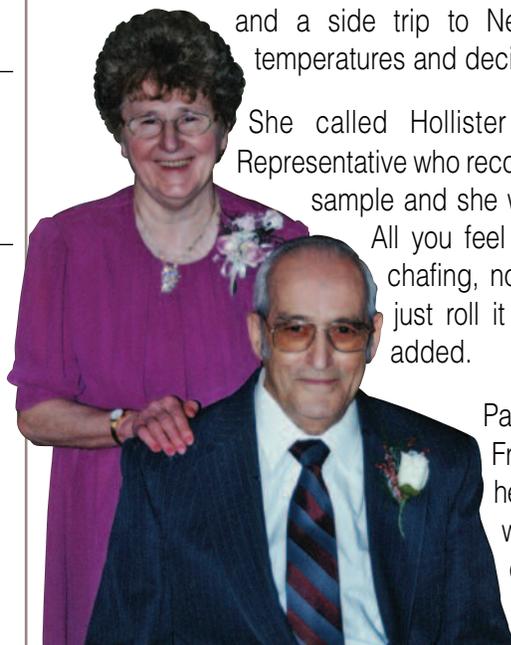
Personal Profile

Keep on going and going

Pauline Cote doesn't let anything slow her down

Pauline Cote's daughter Louise calls her the Energizer Bunny. "She's constantly going and has more energy than I do. I don't know how she does it," chuckles Louise. At 72, Pauline has not let ovarian cancer, breast cancer or a colostomy stop her. When not babysitting her eight grandchildren or two great-grandchildren at her home in West Stewartstown, New Hampshire, Pauline can be found playing bingo, dining with friends or whipping up one of her famous meat pies.

Since her colostomy in 1988, Pauline has used the **FirstChoice** Drainable Pouch from Hollister, which was the perfect choice for her busy lifestyle. But this year after a three-month stay in Florida and a side trip to New Mexico, she developed a rash from the extreme temperatures and decided it was time to look at other pouching options.



Pauline and Oscar Cote

She called Hollister Incorporated and spoke to a Customer Service Representative who recommended the **Premier** Pouch with **Lock 'n Roll** closure. One sample and she was hooked. "It's a lot more convenient and comfortable. All you feel is soft material against the skin. It's almost velvety. No chafing, no irritation. It's just amazing," beamed Pauline. "And you just roll it three times and it snaps. What could be easier?" she added.

Pauline attributes her joie de vivre (joy of living) to being French, but her daughter Louise thinks it has a lot to do with her grandchildren and great-grandchildren. "Even when she was really sick, she insisted on babysitting and cooking each one something different if they asked for it," Louise laughed. "She also has a wicked sense of humor and doesn't let anything get her down." Hollister is happy to help keep this Energizer Bunny going and going and going.

Diets, Fitness and Fears—Oh My!

The journey down the yellow brick road takes courage, love and wisdom

By Brenda Elsagher



Much like Dorothy and her adventures in the *Wizard of Oz*, we all face our own yellow brick roads when it comes to eating healthy and getting fit. Walking through life with an ostomy, we're bound to discover new things about ourselves. Many resolve to stop and smell the poppies. Some choose exotic trips, long delayed for fear of traveling with a diseased colon. Just like Dorothy, each of us faces both fears and opportunities on our journey.

Like an overstuffed suitcase, I pack too much into 24 hours. I admire those who plan a healthy lunch, make exercise a priority and avoid excess stress. On a plane when the flight attendant demonstrates the oxygen mask, he or she says, "Put on your own mask first, securing it tightly, before assisting others." This is an excellent metaphor for living. Unless we take the time to properly care for ourselves, we can't help those around us.

I have failed miserably at diets and have not always been consistent with exercise, and, as I am about to join AARP, I fear that I may never get the hang of it all. Then the sun rises on a new day, I take time to eat a healthy breakfast and I go bike riding, knowing that I'm doing the best I can today. I have been training for the 210-mile *Get Your Guts In Gear* (see the article on page 4) bike ride in Seattle this August and have ridden my recumbent stationary bike all winter in preparation.

A local bike shop generously loaned me a bike and provided coaching. I approached my new steed with adrenaline pumping. The owner ran behind me as I relived

my first bike ride and the fear of letting go. After several attempts, I made the entire length of the parking lot only to crash on the first turn. I brushed off my ego and got on again. We tried another bike. That one felt better until I crashed into a small snow bank. Eventually I made turns without falling so he let me go home with the bike.

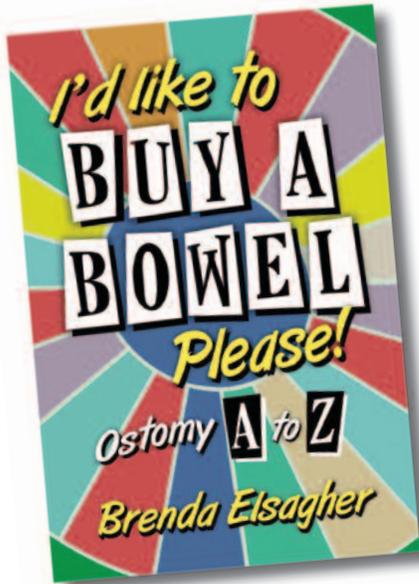


Two days later, wearing my helmet, water bottle in place, cell phone in pocket, I took off down the road. Only three blocks from home, while shifting gears on my first hill, my wheel touched the curb and I crashed. I limped home, where my husband straightened out my handlebars. I questioned my own sanity: "What are you thinking? You're an overweight, out-of-shape woman with two bad knees, riding a recumbent bike with no previous experience. You must be nuts."

Ironically, my ostomy seems like a minor inconvenience compared to breathing and staying upright on the bike. But like Dorothy, I receive gifts along the way. Courage propels me to keep exercising (though Spandex would take real courage and I'm not there yet). Love for myself keeps me eating right. Wisdom tells me when I need to apply the brakes and rest. It's never too late to start your journey. Go find your own yellow brick road and just start walking or riding today.

Brenda Elsagher is a national keynote speaker, author, comic and person with an ostomy for 10 years. Her latest book, *I'd Like to Buy a Bowel Please!* is available at www.livingandlaughing.com.

Announcements/What's New



Rave Reviews for Brenda

I'd Like to Buy a Bowel Please! is on our best-seller list

Brenda Elsagher's new book is out and ready to delight patients, caregivers, and loved ones alike. *I'd Like to Buy a Bowel Please!* provides a glimpse of daily living with an ostomy and how it affects not only the patients but also those who care for her/him. It's filled with over 80 humorous anecdotes from nurses, family members and people with ostomies.

For some of the contributors, ostomy surgery was not only life saving but also life enhancing. Many of them share a hilarious peek at moments gone wrong, and others reveal stories of hope and candor, but all educate the reader about the everyday challenges that people with ostomies face.

Once again, Elsagher illustrates the spirit of moving on with enthusiasm and self-acceptance.

She is thrilled that so many people were willing to share a glance into their ostomy world and appreciates their honesty and humor. "These people and their caregivers have helped me recognize that life with an ostomy can be full of adventure and joy for years to come," she says. Order your copy of *I'd Like to Buy a Bowel Please!* at www.livingandlaughing.com.

New Image Closed Pouch without Filter

You probably already know that **New Image** pouches provide the highest level of comfort and versatility, but did you know that the New Image closed pouch is now available without a filter? All New Image pouches feature odor-barrier rustle-free film and (non-woven) comfort panels to provide the most discreet pouch on the market. And talk about versatile! New Image pouches without filter are available in both standard and mini sizes in both packs of 30 and 60. Call toll-free 1.800.323.4060 to learn more.

Stock No.	Description	Flange Size
Box of 30	Box of 60	
18332	18732	9" Pouches 1¾" (44mm)
18333	18733	9" Pouches 2¼" (57mm)
18334	18734	9" Pouches 2¾" (70mm)
18352	18752	7" Pouches 1¾" (44mm)
18353	18753	7" Pouches 2¼" (57mm)
18354	18754	7" Pouches 2¾" (70mm)

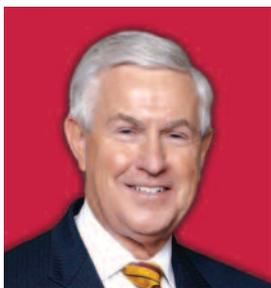
Cruising with Hollister

We recently received an excellent suggestion from one of our clients. After contracting a case of food poisoning while on a cruise, he was thrilled to discover that the ship's infirmary carried Hollister products. Unfortunately they were the old "clamp style" closure pouches. He suggested that Hollister conduct an educational in-service seminar to introduce ship clinicians to the **Lock 'n Roll** closure. Good idea! We'd love to go to the Caribbean just about now! Want to come along?



Get Your Guts in Gear

The Ride for Crohn's & Colitis is a three-day, 210-mile cycling event on two coasts that raises funds and awareness for Crohn's disease and ulcerative colitis. The Hudson River Valley ride is June 9–11 and the Pacific Northwest ride is August 18–20. The New York team is full and Seattle still has a few slots open, but they are going fast. Our own Brenda Elsagher is gearing up now to ride and promises to share her experiences in our next issue. For more information go to www.ibdrive.org.



Someone You Should Know at Hollister

Al Herbert

President of Hollister Incorporated

Al Herbert built his career in healthcare, and whether the companies he worked for focused on pharmaceuticals, diagnostics, or medical devices, they always focused on people. This commitment to helping people is what enticed him to Hollister Incorporated nine years ago as he learned

the company's business is about serving customers—both inside and outside the organization.

"Not only does Hollister have a long and successful history, but I soon found out that the company produces high-quality

products and has a sensitive and caring approach toward people. That was important to me," he said. "I was also drawn to the overall mission, vision and values, which focus on fulfilling people's needs and a belief that the ethical way is the only way to conduct business," he added.

Continued on page 6

Frequently Asked Questions

Change is good

Advances in ostomy technology make it a great time to try something new



Q: I have successfully used the same product for years. Is there any reason I should change?

A: There have been many advances in ostomy technology and features that make the products more comfortable, convenient and discreet. Also, if you have not seen your WOC (ET) Nurse in a while, this may be the time to get a checkup and check out new products.

Q: I haven't made any changes, but for some reason my pouch is not lasting as long as it used to. Am I doing something wrong?

A: Not necessarily. One common explanation is that your body may have changed. As we age, our skin becomes less firm and the pouching system may not fit the same way to the skin. You may also have developed a hernia around the base of the stoma, which could change the way your product fits and decrease wear time.

Q: A nurse at the hospital said I may want to look at pouching options when I feel better. What did she mean?

A: In the hospital, product choices are usually limited. When you get home and become accustomed to your ostomy and how it functions, you can explore your options. You might try a beige pouch so contents are not visible or a drainable pouch with an integrated closure that is less noticeable under clothing. Another option is a pouch with an integrated filter. When you're ready, simply contact one of our helpful Customer Service Representatives, who can answer your questions and send you a sample.

Q: I was recently discharged from home care. Are there any changes I should make in my pouching system now?

A: One thing you may need to change is the skin barrier opening. Your stoma can change shape and size for about eight weeks after surgery. Once your stoma size has stabilized, and if it is round, consider a pouch with a pre-sized opening so you don't have to cut the skin barrier each time.

Q: The nurse gave me some powder to use on the skin around my stoma. Should I keep using it?

A: Usually the powder treats a specific skin problem. Once your skin is healed and intact, stop using the powder. If you have any questions, contact your healthcare professional.

Q: We have moved a few times since my surgery. How can I locate a WOC (ET) Nurse?

A: This is a common question and concern. Call our Customer Service Representatives toll-free at 1.800.323.4060, and they will help you locate a WOC Nurse in your area.

Q: We are planning our first trip since my surgery. Anything special we should know?

A: The best advice is to plan ahead! Bring more supplies than you normally use in case of an emergency. When traveling by air, pack supplies in your carry-on luggage. If you have an ileostomy, ask your doctor about an anti-diarrhea medication, especially if you are traveling out of the country. Most of all—have fun!

Chapter Profile

UOA to UOAA

Cherish the old and ring in the new

We bid a fond farewell to the United Ostomy Association, Inc. (UOA), and a warm welcome to the United Ostomy Associations of America, Inc. (UOAA). The UOA ceased operations in the fall of 2005 after 43 years of service to people with ostomies. The group initiated an Ostomy Patient Visiting Program, formed UOA chapters and satellites throughout the U.S.A., established the annual Youth Rally and National Conference and much more.

Most of us remember anxiously awaiting the arrival of the quarterly publication filled with ads and articles geared specifically to us. While poring over the archives, we recently uncovered these historical tidbits. Did you know that the UOA, founded in 1962, held its second annual convention in September 1964 in Chicago? Registration for the convention cost \$6 a person; hotel rates were \$10 a night for a single and \$14 a night for a double room!



However, due to a declining member base coupled with decreasing financial support and increasing operating costs, the UOA dissolved as an organization. According to Ken Aukett, former UOA chapter president, "It became immediately apparent that a new, nonprofit organization had to be formed, one that would



UOAA Board Members

serve as an administrative umbrella for existing ostomy support groups and also would provide solidarity to the ostomy rehabilitation movement."

The United Ostomy Associations of America, Inc. (UOAA) came into existence in 2006 and promises to build on the spirit and commitment of its predecessor. Its goal is to create a strong, unified voice to effectively advocate for improved benefits from Medicare and other insurers. Over 180 bowel and urinary diversion support groups in the United States, Puerto Rico and Bermuda have already elected to affiliate with the UOAA. What are you waiting for?

To find out more about UOAA visit www.uoaa.org. Want to affiliate a group? Contact Ken Aukett at kenaukett@uoaa.org. Check out *The Phoenix*, the new UOAA magazine. Sign up for a free copy at www.uoaa.org/phoenix.shtml.

Al Herbert *Continued from page 5*

As President, he's responsible for all company operations and takes pride in how all associates work together to improve quality of life and to add value to healthcare worldwide. "We don't lose track of people. We provide ongoing support for each person, from preparation for surgery to transition back into the community and through an often challenging life journey. Our care is enduring, sustained and reliable." "The results of this continuum of care for

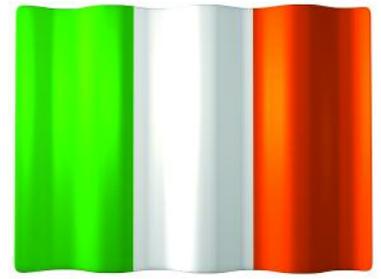
our consumers are remarkable. They are delighted at how positive and supportive Hollister has been, from clinicians and customer service representatives to salespeople. These individuals have found they can live a full life again and their self-esteem and confidence are restored," Herbert continued.

Though his eye is always on the big picture, Herbert never loses sight of the

individual. "We want to continue to partner with the people who use our products, healthcare professionals, distributors and all those who make healthcare a reality. I am optimistic about the future of Hollister, and of healthcare worldwide. By improving quality of life and adding value to healthcare, we will continue to make a difference in the journey of life for more and more people around the world," he said.

Report from Overseas

Hollister in Ireland



It took more than luck to keep this Irish plant 30-years strong

Since Hollister is focused on anniversaries this year, it only seems proper that we celebrate the folks at our plant in Ballina, County Mayo, Ireland, on their 30th anniversary. Not only does this thriving plant primarily manufacture ostomy products, but it has played a big part in establishing our company's presence in Europe.

Pat O'Malley knows the Ballina history first hand. He joined Hollister in 1977, immediately after graduating from Engineering School in Ireland. He began his employment 29 years ago as a Project Engineer and is now Director of European Operations.

According to Pat, "In the 1970s, sales of Hollister products in Europe were growing dramatically, but we were using a third party to promote and sell them. About the same time, Ireland joined the European Union (EU), which allowed free access (no import duty) to EU countries for goods manufactured in Ireland. In addition, the Industrial Development Authority (IDA) in Ireland promoted a policy to persuade foreign companies to create jobs in rural areas."

Hollister Founder John Dickinson Schneider decided to locate in Ballina in 1974 after an assessment of alternative options. These included EU regulations, national and international operations, import-export issues and workforce availability. His

Thirty years later, the manufacturing processes have been modernized and automated in this 165,000 sq. ft. facility. The primary product line is still ostomy but Ballina is also known for developing the "protected filter" products and



Pat O'Malley at the Hollister plant in Ballina, Ireland

decision reflected the company's conviction that a well-educated workforce, strong community backing and support from the IDA would ensure long-term success for Hollister and benefit the local community. "It reflected Mr. Schneider's commitment to quality products, quality services and quality employees," Pat added.

Advance Intermittent Catheters and establishing continence product development activities. Recently, Ballina built a clean room for sterile intermittent catheters. Approximately 15 percent of the ostomy output from Ballina is now shipped to the U.S.A. for sale. In fact, the plant has doubled its output in the last 10 years. Hollister is now the longest-operating multinational company in Ballina and one of the town's largest employers.

Pat is happy to report that the plant has 320 employees, including 10 of the original Hollister hires who joined in 1976.

Happy 30th Anniversary, Hollister Ballina! And thank you for your positive contribution to our success!

Hollister is now the longest-operating multinational company in Ballina



Hollister Incorporated
2000 Hollister Drive
Libertyville, Illinois 60048-9812



Announcements/What's New

There's Still Time to Enter the Hollister Photo Contest

Smile for the camera and win \$250 for your UOAA chapter! Are you living life to the full? Then Hollister wants to celebrate you. All you have to do is submit a photo of you, a colleague or your chapter in action—having fun, vacationing, playing with your grandchildren—anything that shows you living life to the hilt. We'll choose 20 winning photos from around the globe and award the photographers' chapters with \$250! Get out that camera today! You just might be a winner. We make it easy; just submit photos to Al Maslov at wod2006pc@hollister.com or Hollister Incorporated, 2000 Hollister Drive, Libertyville, IL 60048. The deadline is August 1 so get out the camera today! Questions? Call Al Maslov at 847-680-2140. Good luck!



Secure Start

General Information

Hollister Customer Care
1.800.323.4060

Call to subscribe to Secure Start newsletter
1.800.323.4060

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