

Secure | Start

A Quarterly Newsletter for People with Ostomies



“My dexterity isn’t what it used to be.” “I often have trouble with leakage.” “Odor is a problem for me.” Customer comments such as these begin a chain reaction at Hollister Incorporated, from the Consumer Programs Representative to the Research and Development Team and beyond. The results are exciting new technologies designed to improve your quality of life.

“People are different, and we need to ensure that our products meet various needs and ways of life,” explains Chad Ruston, Global Marketing Director, Ostomy. “Our focus at Hollister is to integrate new technologies into the pouching system that result in the most compatible, secure, discreet, and comfortable product available.”

To ensure customers have a skin barrier that is compatible with their skin, Hollister has developed three different skin barriers, an offering that sets the company apart from others in the field. Customers can choose from **Flexextend**, **FlexWear**, or **SoftFlex** Skin Barriers depending on skin type, desired time of wear, and stoma output.

To address the need for enhanced discretion and comfort, Hollister has recently introduced two technologies. **QuietWear** Material, an innovative pouch material that helps reduce unwanted pouch noise, while also providing a soft, gentle interface with skin and clothing. This is currently available on a select number of **New Image** Pouches. The **AF300** Filter has revolutionized air flow and odor control with a patented filter design that reduces pouch ballooning and enhances deodorization. Unlike other filters on the market, it does not require a filter cover while bathing or swimming and can be found on closed and drainable products within the **Premier** and **New Image** product lines.

Hollister has introduced two other technologies to address security, comfort, and discretion. The integrated floating flange on the **New Image** Two-Piece Pouching System allows you to slip your fingers behind it to make coupling the system easy — a perfect low profile solution for limiting pressure on the abdomen during application. The **Lock 'n Roll** integrated pouch closure is an easy-to-use, secure closure system that replaces bulky clamps and, when closed, creates a smooth line under clothing.

At Hollister we are passionate about stoma care and our customer’s quality of life,” concludes Chad. “It is our mission to make life more rewarding and dignified for those who use our products and services.”



Attention to Detail. Attention to Life.

Cover Story
–*Innovation for Life* 1

Personal Profile
–*The Best Job in the World* 2
–*Take a Swing at Life* 6

Laugh with Brenda
–*Laughing Gas* 3

Talking Points
–*Refreshing News* 4

Our Favorite Things
–*Undercover Confidence* 5

**Announcements/
What's New**
–*UOAA Ice Cream Social* 4
–*Youth Rally* 7
–*Get Your Guts in Gear* 7

AF300 Success Story
–*Patty Neeson* 5

Secure Start Book Club
–*Beadpan Banter* 6

Ask the Expert
–*Brilliant Solutions* 7

Take a Break
–*Word Search* 8

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)**
1.800.932.2423 www.ccfa.org

Personal Profile

The Best Job in the World

Lisa Becker turns an ileostomy into a way to improve the lives of others



Finally feeling well, Lisa Becker enjoys life again and loves encouraging others through Ostomysecrets.

As a twenty-something mother of a toddler, Lisa Becker wasn't about to let an ileostomy slow her down. But in those first few weeks and months after surgery, her confidence waned. Would she ever be able to wear her form-fitting skirts, dresses, and swimsuits again? Could she reflect a positive body image to her daughter?

Lisa took matters into her own hands. With the help of a young designer and another friend with an ostomy, she developed Ostomysecrets, a line of beautiful underwear that conceals and supports a pouching system creating a smooth line under clothing. And the best part? It's sexy too!

"I hope these products help people get back to what their 'normal' is," explains Lisa. "Whether they're at their desk or walking down the aisle, I don't want them to even think about their ostomy."

Three years later, Lisa marvels at the many blessings her ileostomy has yielded. The lifestyle changes have not only made her a better mom, but they have allowed her to support and inspire others. When not on the phone sharing her story with customers, Lisa visits patients in the hospital and speaks to various groups. And just this past summer, she and her husband ran a half marathon in the Crohn's and Colitis Foundation of America Team Challenge. (Something she never could have done before surgery!)

"I feel really proud of my life and what I've gone through, because now I can make a difference for others," concludes Lisa. "I have the best job in the world."

Laugh with Brenda

Laughing Gas

Brenda unites America and the Middle East with universal bathroom humor



I have heard that when there is a moment of silence among a group of people, it's most likely twenty minutes before the hour or twenty minutes after the hour. Just notice, and you'll see it's true. It hasn't been too quiet around my house lately as six of my husband's relatives have arrived from Egypt, and four of them are teenagers. Including my two children, we now have six loud teens in the house, and five of them are boys. The volume is comparable to a small jet taking off at the Minneapolis Airport. Egyptians often sound like they are yelling at each other when they are just talking. I have seen my husband's family haggle for oranges in the markets with as much passion as we might show on the first day of a sale at Best Buy or a Krispy Kreme store opening!

I now understand that expression my parents used to say to us kids, "You are eating us out of house and home." The large bowls of cereal before bedtime and the amount of bread, meat, chips, fruit, veggies, and snacks that can be consumed at one sitting is amazing. Two packages of hot dogs and buns might be just a little morsel to "tide them over"!

Constant laughter, singing, and Arabic chatter surround me. Some of the kids are better at speaking English than others, but they all understand it fairly well. They love to joke with each other in their native tongue. Although I studied Arabic for a year a while back, I am content these days if I can catch the main subject. People from all over the Middle East always comment on how funny Egyptians are, and I think they're right.

Sharing meals together with a crowd feels familiar since I grew up in a family of ten. At our first dinner, my nephew said, "I like this system you have here of talking while eating, it's fun. We don't do that at home." Maybe that's why he's skinny and I'm not. He concentrates on eating to satisfy hunger, and we approach it as a social occasion. When my sister-in-law and I cook together, our meals are *mélange* of Egyptian/American entrées filled with fruits and vegetables, set upon colorful Egyptian tablecloths.

The males in the family quickly discovered a common theme they like to laugh about. It seems that the subject of passing wind is a universal delight. This mysterious side effect of our bodies fascinates teenage boys in particular. I sat quietly, feeling happy that I rarely need to worry about gas noises thanks to my ostomy pouch. If gas does occur, it's so discreet, I never feel embarrassed.

One night after dinner, the flatulence subject wound itself into the Arabic/English conversation again. Each accused the other of contributing the most natural gases on the earth. Just when they had settled down from a long tirade of Arabic that I had managed to follow, I quietly told them very seriously that no one was more professional at gas action than their Uncle Bahgat, my husband. This threw them into hysterics, and they hooted loudly at the thought of their uncle as their competition.

Bahgat, true to his reputation, displayed his prowess with a loud gift. Even I was laughing so hard I could hardly breathe. Just then we took a collective sigh, and there was

a flash of quiet. In that exact moment, gas escaped from me in an amazing unplanned trumpet of sounds surprising all of us, especially me. My nephews and Bahgat fell off their chairs, my neck hurt from the hilarity and tears flowed from all of us. Just then, I glanced at the clock. What do you know? It was twenty past.

Brenda Elsagher is a comic, national keynote speaker, and author of three books: *If the Battle is Over*, *Why am I Still in Uniform?*, *I'd Like to Buy a Bowel Please!* and recently released, *Bedpan Banter*. Her books can be ordered online at www.livingandlaughing.com or by phone at 1.952.882.9882. Brenda also writes a blog on www.C3life.com. Check it out!



Brenda with her Egyptian clan. Front left to right: Kareem, Ahmed, Aunt Afaf and Brenda. Top left to right: Ahmed, Uncle Medhat, Yousef and Uncle Bahgat. Not pictured: John and Jehan Elsagher.

**Announcements/
What's New**

**UOAA
Conference**

A delicious success



Front left to right: Barbara Kraus, Kimberly Hansford, Brenda Elsagher, Mary Rome, Lenita Gipson. Back left to right: Heather Czarnetzki, Dawn Peck, Matthew Layton.

Over 400 attendees “Let the Good Times Roll” at the UOAA National Conference held August 5–8 in New Orleans, LA. Hollister was there with bells on to educate, entertain and delight guests. The conference kicked off with “A Taste of New Orleans,” an opening night ice cream social sponsored by Hollister, complete with beignets, a live three-piece New Orleans-style jazz band, and Palm and Tarot card readings.

The Exhibition Hall buzzed with excitement as all discovered the Hollister booth where each visitor met Brenda Elsagher and received an autographed copy of her new book, *Bedpan Banter*. All flocked to an interactive **QuietWear** Pouching Material demonstration that allowed attendees to actually see and hear the difference between four different pouching materials. Other stations included accessories, pouching systems, educational literature and information about the **Secure Start** Community. A great time was had by the attendees and Hollister corporate staff alike.

Talking Points

Refreshing News

*Deanna Eaves clears the air about filter reimbursement**

For any item to be covered by Medicare, it must:

- 1) be eligible for a defined Medicare benefit category;
- 2) be reasonable and necessary for the diagnosis or treatment of illness, injury, or to improve the functioning of a malformed body member; and
- 3) meet all other applicable Medicare statutory and regulatory requirements.

Per Medicare’s Ostomy Supplies Policy, “Codes for pouches with filters (e.g., A4416) describe pouches that have an opening which allows venting of trapped gas. They typically include materials such as charcoal to deodorize the vented gas.”

Below is a table of the Medicare billing codes that are used when billing Hollister’s filtered ostomy products.

HCPCS Code	Accessory Description	Max Qty per Mo.	Medicare Fee Schedule
A4416	Ostomy Pouch, closed, with barrier attached, with filter (1 piece), each	60	\$2.75
A4418	Ostomy Pouch, closed, without barrier attached, with filter (1 piece), each	60	\$1.81
A4419	Ostomy Pouch, closed, for use on barrier with non-locking flange, with filter (2 piece), each	60	\$1.74
A4424	Ostomy Pouch, drainable, with barrier attached, with filter (1 piece), each	20	\$4.75
A4425	Ostomy Pouch, drainable, for use on barrier with non-locking flange, with filter (2 piece), each	20	\$3.58



A4419 New Image Closed Pouch with filter.

As you can see, Medicare recognizes that having a filter in an ostomy pouch is “reasonable and necessary” for some individuals. There is usually a higher fee schedule for the filtered product versus a similar pouch without a filter.

Hollister also recognizes the importance of the filter, and, thus, we recently improved ours. Hollister products with our improved **AF300** filter use the same billing codes as before, so the reimbursement is already established. Why not try our new filter today?

AF300 Success Story

I have an incredible sense of smell. When my husband, Mike, had a colostomy, I just assumed there would be an odor to his pouching system, and I hoped he wouldn't be embarrassed. Surprisingly, there has never been an odor — thanks to the **AF300** filter. And I would know! I never would have imagined that a little filter could give someone so much confidence. — Patty Neeson

For more information about the **AF300** Filter go to www.hollister.com



Our Favorite Things

Undercover Confidence

Ostomysecrets supports your pouching system and your self-image



When was the last time you forgot you had an ostomy? Order a pair of Ostomysecrets underwear and prepare for a case of amnesia. Developed by Lisa Becker, a young mother with an ostomy, this ingenious design uses an inner pocket created by a second lining to provide incredible support for a pouching system, allowing you to wear form-fitting clothing again. All are beautifully tailored in the USA of 100% cotton, cotton/Lycra, or microfiber in a wide range of sizes. Styles include classic panty, bikini-cut panty, sexy thong, and wraps for women; plus boxer briefs and wraps for men. For more information, an informative newsletter, and to order, go to www.ostomysecrets.com. Now on Facebook too!



Men's Boxer Brief \$24.99



Woman's Peek-A-Boo Thong \$24.99



Men's Swim Wrap \$34.99 (Swimsuit not included)



Women's Swim Wrap \$34.99 (Swimsuit not included)

Personal Profile

Take a Swing at Life

Mike Neeson is at the top of his game after double ostomy surgery

Mike Neeson was a real planner. Everything on his desk was color-coded and all of his ducks were in a row — until six months ago, when rectal cancer necessitated a colostomy and urostomy. At age 46, this Minnesota husband and father of two young boys found himself in uncharted waters.

In the first few weeks after surgery, his wife and WOC Nurses took the helm. As a business professional and avid golfer, he simply couldn't spend a lot of time in the washroom fooling around with his pouching systems. Karen, his **Secure Start** Coordinator, came to the rescue, suggesting the **New Image** Closed Pouch and **New Image** Urostomy Pouch.

"I can be in the middle of a golf round or a meeting and be in and out of a washroom in about 90 seconds," explains Mike. "Hollister products are so great that caring for my ostomies is like shaving my face or brushing my teeth now."

Just six months after surgery, Mike is back to playing golf, tennis,



The Neesons enjoy a family outing at the golf course. Left to right: Nick, Mike, Ben and Patty.

bike riding, and swimming. He even braved a four-hour airline flight, but he is most proud of his new ability to be there for others. He is currently supporting a college friend with colon cancer and plans to attend his local ostomy support group to let others know they'll be back in the swing of things soon, too.

"Now I could hit three shots in the woods and it wouldn't matter," says Mike. "I don't get all shook up about the small stuff, I just focus on being here today and spending quality time with family and friends."

Secure Start Book Club

Bedpan Banter

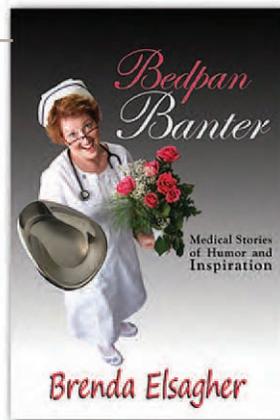
Medical Stories of Humor and Inspiration by Brenda Elsagher

Some things are universal. Like birth and death, illness and hospital stays are two experiences that deeply connect us on a human level. No matter who we are or what background we come from, the same apprehension and fear around these events seize us to the very core. In *Bedpan Banter*, Elsagher shows us how our stories about these experiences can create bonds of friendship, compassion, and hope that can never be broken.

Brenda, a survivor of colorectal cancer, comedian, and motivational speaker, gathers over 110 stories from published writers, doctors, nurses, patients, and caregivers she met on her travels. Some are funny, some are gut-wrenchingly sad, and others are rainbow-after-the-storm inspirational. But all are unforgettable.

Unlike her other two books that focus solely on the ostomy experience, *Bedpan Banter* spans the spectrum of medical adventures from childbirth, accidents, and breast exams to near-death experiences and caring for aging parents. The pages are sprinkled with hilarious tales of bedpans used as ice buckets, roller-blading nurses, and cases of mistaken identity. On the flip side, are stories of those who conquered illness and sometimes death thanks to Monarch butterflies, a Sinatra tune, or an episode of "Candid Camera."

Of course, there is a generous sprinkling of ostomy-related stories as well, like one from a man whose clip fell off of his pouch as



he ran on the treadmill sending the contents flying all over the room. Or one from the woman who avoided long lines at the ladies' room by emptying her urostomy pouch

in a men's room urinal. And, of course, out-of-the-mouth-of-babes stories of children's reactions to ostomy pouches.

Brenda prefaces each chapter with a story of her own related to the topic, proving that if we think about it, we all have something to say when it comes to anything. That's the beauty of sharing stories and *Bedpan Banter*. This book would make a great gift or to keep on hand to share with anyone and everyone dealing with being human. To order Brenda's book, go to www.livingandlaughing.com.

Ask the Expert

Brilliant Solutions

Joy Boarini sheds light on new technology at Hollister

We are affected by technology every day, whether it's a GPS to target cancer cells or a new "app" for the iPhone. Technology is also influencing ostomy care in a big way. Here are just a few questions related to new technologies from Hollister:

Q: How has filter technology changed?

A: Filters allow gas to escape from a pouch. The filters also have to balance air flow and deodorization. In the recent past, filters lasted only a day and were not very effective in eliminating odor. The **AF300** Filter is a technological improvement. Advancements in materials and a patented air flow system allow it to last longer and deodorize more effectively than other filters in the market today. In addition, a sticker is not needed to protect it when wet. These advancements provide an alternative to burping a pouch or suffering from embarrassing odor.

Q: How has technology impacted pouch materials?

A: Films have advanced to where an ostomy pouch can still be effective, but now the materials used are lighter weight, softer, and disposable. People who wear Hollister pouches have long appreciated the beige **ComfortWear** Panel, which makes the pouch discreet and more comfortable against the skin. The next advancement in technology is the **QuietWear** Pouch Material, which allows the pouch to feel more fabric-like and decreases noise. This is currently available on some pouches, and more options are planned for the future.

Q: How has technology improved security and ease of use?

A: One of the unique features of the **New Image** Two-Piece Pouching System is the integrated floating flange. This feature makes it easier to apply the pouch and puts less pressure on a painful or soft abdomen. Another recent technology is the **Lock 'n Roll** Pouch Closure, a major advancement over pouch clamps that may be less comfortable, less discreet and more difficult to use. Lastly, the science of skin barriers has improved skin health and pouch wear time. An example is the **Adapt** Barrier Ring, an excellent alternative to paste. Its technology is so unique that a patent is pending.



Announcements/What's New

Youth Rally Rocked



Campers strike a pose at the Youth Rally Carnival held on opening day.

Boulder, Colorado, will never be the same after 111 young people took the city by storm this past July. The 2009 Youth Rally, a summer camp for adolescents age 11–17 with bladder and bowel dysfunction was an unforgettable success. Highlights included a thrill-packed day at Denver's Elitch Gardens amusement park, a carnival, talent show, casino night and dance (where some danced with a teen of the opposite sex for the very first time). Along with educational and rap sessions, campers were most inspired by a motivational speaker, who shared his personal story as a person with brittle bone disease and an ostomy.

Hollister was proud to be a part of the fun with backpacks, admission to a local fitness center, pool party and pizza dinner. Campers are already looking forward to next year's Youth Rally at Xavier University in Cincinnati, Ohio, July 12–17. Know a young person with an ostomy or continent diversion who is ready for a life-changing week? Go to www.rally4youth.org and make 2010 a year to remember forever.



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Secure Start

General Information

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1.888.740.8999

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www.hollister.com

*The reimbursement information provided by Hollister Incorporated is intended to provide general information relevant to coding and reimbursement of Hollister products only. Reimbursement policies can vary considerably from one insurer to another. Coverage and payment policies for the same insurer, such as Medicare, can vary from one region to another, and may change from time to time. Hollister does not guarantee coverage or payment of products listed in this catalog. This information is designed as a guideline only.

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 Lycra is a trademark of Invista.
 iPhone is a trademark of Apple, Inc.
 Facebook is a trademark of Facebook, LLC.

Take a Break Word Search



P	J	D	Y	S	Z	T	U	R	K	E	Y	K	B	M
W	P	H	D	G	Y	W	G	G	Q	E	E	S	C	N
X	F	W	K	E	E	E	Z	E	Q	U	X	N	W	T
I	R	A	C	O	R	N	E	U	N	O	P	O	E	I
X	D	M	R	C	S	S	I	D	S	U	L	R	P	C
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I	O	S	C	R	F	E	J	S	H	R	A	H	K	E
Z	W	A	M	E	A	N	S	Q	I	J	O	Y	Z	J
Z	E	K	A	R	A	H	U	Q	S	R	W	W	J	C
Y	W	N	M	U	T	U	A	S	P	V	C	M	C	Q

- EQUINOX
- APPLE
- BONFIRE
- LEAVES
- PUMPKIN
- SUNFLOWER
- HARVEST
- ACORN
- CRISP
- YELLOW
- RED
- ORANGE
- COOL
- RAKE
- TURKEY
- AUTUMN

Word Search compliments of www.calyptic.com