

Secure | Start

A Quarterly Newsletter for People with Ostomies



Silent Partners

Pouches with QuietWear material from Hollister reduce embarrassing pouch rustle

It could happen at the most silent moment. You bend down to put on your winter boots, brush past a co-worker or lean over to kiss your sleeping grandchild goodnight, and that annoying rustling sound coming from your pouch breaks through the silence. You'll be glad to hear that pouches with **QuietWear** material from Hollister turn down the volume on the noise of pouch rustling allowing you to go through your day with new confidence and comfort.

The secret behind pouches with QuietWear material is an exclusive Hollister Technology that combines bonded film and fabric to deliver a single pouch material that feels smooth to the touch. In fact it's designed to be one of the closest things to the natural fabric found in your most comfortable clothing. This exclusive technology is now available on several **New Image** closed pouches. (Closed pouches are an option for some people with a colostomy or ileostomy.)

"The real objective of pouches with QuietWear material is to provide discretion and dignity for those who have undergone ostomy surgery, and we know that pouch noise plays an important role in this," explains Thom Nichols, Senior Principal Clinical Research Statistician at Hollister.

How does Hollister know this? Between 2004 and 2007, Hollister Incorporated conducted a very large quality of life study. In the study, 63% of North American people with ostomies reported they are worried about pouch noise because it signals to the outside world that they are wearing a pouch. Pouches with QuietWear material were developed to help alleviate this worry; yet Hollister had to make sure it was effective.

Hollister contracted an independent laboratory to conduct sound level testing using an ISO standard on pouches with QuietWear material, and to compare this with competitive products similar in nature. The pouch with QuietWear material was reported to produce considerably less noise than its competitors. And the proof is in customer satisfaction. In a recent study, 87% of respondents felt that they were satisfied with QuietWear material.

Are you ready to silence your fears about discretion?
Try out a New Image closed pouch with QuietWear material.

Secure Start

General Information

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www.hollister.com
www.C3Life.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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Congratulations to the Photo Contest Winners



Lisa Olea, Phoenix, AZ

Alison Mitchell, New York, NY

Edwin Clamp, San Antonio, TX

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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)
1.800.932.2423 www.ccfa.org

Personal Profile

Get Your Body in Motion

Mike McDaid refuses to let an ileostomy slow down his momentum



Mike McDaid crosses the finish line at the Orange Country International Duathlon



Mike keeps up the pace in the Napa-to-Sonoma Wine Country Half-Marathon

Mike McDaid always enjoyed raising his pulse playing basketball or softball, or mountain biking, even after a diagnosis of ulcerative colitis at age 29. But 10 years later, after completing a sprint triathlon, a nasty flare-up and blood clot forced him to consider a total colectomy with an ileostomy.

"I decided I was done being sick," says Mike. "And now without hesitation I can say that I am more active than I was even before my diagnosis."

Now this financial advisor, husband, and father of two referees high school basketball, football, and AYSO soccer; umpires Little League baseball; and has completed an international-distance duathlon. He is most proud of completing the Napa-to-Sonoma Wine Country Half-Marathon to raise funds for CCFA (Crohn's and Colitis Foundation of America) through Team Challenge.

Before and after surgery, Mike spent a lot of time researching how an ileostomy would affect his life, but was forced to learn a lot through trial and error. The Hollister **New Image** Two-Piece Pouching System with **Flexend** Skin Barrier is his most trusted sports gear, and he prefers wearing it horizontally as opposed to vertically.

For others who want to remain active, Mike's advice is simple. "Do some research, get creative, and talk to others who have been through the whole experience," advises Mike. "But first and foremost, get your body in motion."

Mike's body remains in motion as he trains for the Rock and Roll Half-Marathon with CCFA Team Challenge, and the momentum doesn't stop there. He's already dreaming about the Tour de Palm Springs Century bike ride in 2010!

Laugh with Brenda

Indiscreet Laughter

Brenda clears the air about gas, noise, and other embarrassing issues



I hate to admit it, but many years ago before I was wearing a one-piece, closed pouch with a filter, I often got a buildup of gas in my bag. One time while in an elevator in Las Vegas with my husband, I let the gas out between floors. Of course, the elevator stopped on the very next floor and in walked several people. Within seconds, they commented loudly, "It smells like a dead animal in here, let's get off on the next floor!" I stood there mortally embarrassed while my husband laughed it off.

In my book, *I'd Like to Buy a Bowel Please!* I have a story about Paul and Sue Norby. With all the new changes to her body after a colostomy, Sue self-consciously asked Paul if he could tell she was wearing a pouch under her clothing. Paul responded, "Gee, Sue, it's not like you have a sign around your neck saying you have an ostomy. No one can tell. Relax about it!"

Two years later while at the United Ostomy Association's conference in Anaheim, California, they both had to laugh when they realized Sue was wearing a big name tag that said "SUE NORBY, MN, COLOSTOMY."

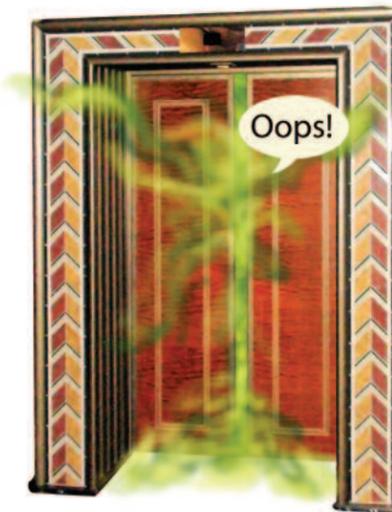
I was never one of those women with a flat tummy, so the adjustment to having an ostomy was not as tough for me. Luckily, our thinking about pouches has changed over the years, and many of us have a couple kinds of pouches. One time while between flights, I suddenly had diarrhea. I had three closed pouches with me, and so I changed the pouch right away. Then it happened two more times, and I panicked as I sat on the plane having used my last pouch. I decided right then and there to always carry one open bottom pouch when I travel in case of sudden diarrhea. I

haven't used it in four years, but it gives me some security to know if I run out of my preferred closed pouches, I have a backup.

I have been super happy with closed pouches because they are so quiet, filter the gas well, and feel soft without making noise when I move. More and more people with ileostomies wear closed pouches too. It depends on their insurance and how many pouches they cover monthly, but many people (especially those who irrigate) prefer to take off the closed pouch, throw it away, and put on a new one. My friend Patty prefers a closed pouch for intimate times or when she goes swimming or camping. If you are still using a drainable pouch with a clamp, you might try a closed pouch because no clamp is needed. Consider using both a one-piece closed pouch or a two-piece pouching system, depending on the occasion or what best fits your lifestyle.

It's good to know we have choices available to us, and I urge you to try something different. Besides, when you wear a closed pouch with a filter, you never have to worry about unpleasant odors in an elevator. Strangers will be happy.

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!



One time while in an elevator in Las Vegas with my husband, I let the gas out between floors. Of course, the elevator stopped on the very next floor and in walked several people.

**Announcements/
What's New**

**Get Your Guts in Gear
Kicks Off at Hollister
Incorporated**



Excited riders and crew geared up for the third Get Your Guts in Gear Ride for 2009. This three-day, 210-mile Midwestern ride kicked off Friday, October 2, 2009 at the corporate headquarters of Hollister Incorporated. There were 33 cyclists and 36 supporting volunteer crew members. All gathered, with Hollister Associates, at 7 am for refreshments and a rousing Opening Ceremony led by Jay Pacitti, Director of Get Your Guts in Gear Inc. Featured speakers included Michael Gresavage, Regional Vice President of Sales for North America for Hollister Incorporated, and UOAA Board Member Dave Rudzin. The cyclists traveled through northern Illinois and southern Wisconsin to raise awareness of Crohn's disease, ulcerative colitis, and ostomy surgery. It's never too soon to sign up for one of next year's rides as a rider, crew member, or sponsor. For more information about the 2010 rides, go to www.ibdride.org.



Talking Points

**Medicare Open to
Closed Pouches**

*Learn the ins and outs of closed pouch reimbursement**

*By Deanna Eaves, Reimbursement Manager,
Hollister Incorporated*



*New Image
Closed Pouch*

Some people wear closed pouches all the time and others wear closed pouches only when they want more discretion. No matter what your reason, if you want to use closed pouches, you should know the ins and outs of reimbursement.

Most of the medical billing industry utilizes the same coding system for billing medical supplies. These codes are referred to as HCPCS codes. These codes allow billers to categorize the individual products by their common characteristics. There are currently 10 HCPCS codes that describe both one- and two-piece closed pouches. Medicare has assigned a "fee schedule" to each of these codes (the amount Medicare allows for the product). Below are the HCPCS codes, their descriptions, and corresponding fee schedules for the two-piece system closed pouches that Hollister offers.

HCPCS Code	Description	Max Qty per Mo.	Medicare Fee Schedule
A5054	Ostomy pouch, closed, for use on barrier with flange (2-piece), each	60	\$1.88
A4418	Ostomy pouch, closed, for use on barrier with non-locking flange, with filter (2-piece), each	60	\$1.83

Per Medicare regulations, if you are only using closed pouches, you are allowed up to 60 two-piece pouches per month. If your medical need is greater, you need to get a written medical justification from your physician that explains your medical need.

If you are currently using drainable pouches and would like to use closed pouches for certain occasions or activities, you must first make sure your physician-signed order or prescription includes both types of pouches. When you order both drainable and closed pouches, Medicare does not allow the full maximum of EACH type, but rather they will allow some combination of pouches that makes sense for your need. When a person orders both drainable and closed pouches, the supplier usually bills for closed pouches one month and drainable pouches the next month since they can bill up to 3 months at a time.

If you have a payer source other than Medicare, please check with them regarding their "rules" for closed pouch reimbursement.

Personal Profile

Smooth Sailing

William Clear resumes riding the waves of life after a urostomy

79-year-old retired Ohio sheet metal worker William Clear always looked forward to relaxing summer weekends with family on Lake Erie. He and his 17-year-old granddaughter spent hours on the jet ski, and life was good. But this past spring he underwent urostomy surgery as a result of bladder cancer and wondered if he would ever get back in the water.

"Having an ostomy was a little scary at first," explains William. "But Mary Valentino from Hollister sent me samples and helped me along."

William first called Mary from the **Secure Start** Program after a competitor's pouch leaked. She suggested the **New Image** Urostomy Pouch, which worked very well for him. He also uses the Hollister Urinary Leg Bag when freedom of movement and discretion under clothing are concerns.

William soon gained back his strength and could be found tinkering with his 1926 Model T pick-up truck and working in the yard, but as summer approached he longed to get back on the water. "I was a little gun-shy at first, but halfway through July I decided to do it," says William. "Once I jumped in and accepted it, it was smooth sailing."

William looks forward to upcoming weekend trips, fairs, and riding the waves on Lake Erie. And so does his granddaughter, who will never be too grown up to have fun with her grandpa.



William Clear looks forward to many summers ahead on Lake Erie

Our Favorite Things

Travel Companion

Weir Comfees seat belt cover helps support your stoma



Weir Comfees seat belt cover supports your stoma while driving

When Rosemarie Smith, owner of Weir Comfees Ostomy Wear and Hernia Supports in Ontario, Canada, found out that people with ostomies often did not wear a seat belt due to uncomfortable pressure on their stomas, she went to work. Her seat belt cover simply attaches to either a lapbelt or shoulder strap with Velcro® to provide support.

- Black spandex with an engineered foam insert
- Attaches with Velcro® to move from vehicle to vehicle

Now you have no excuse not to wear a seat belt! To order your very own seat belt cover (or two), go to www.weircomfees.com or call toll free 1.866.856.5088.





Latoya Lucas greets the crowd after a motivational speech

Personal Profile

Service Above Self

Soldier Latoya Lucas continues to serve her country after a colostomy

What began as a routine supply mission in Iraq changed the course of soldier Latoya Lucas' life forever when an RPG (rocket-propelled grenade) exploded under the Humvee she was driving. Due to the severity of her wounds, she was airlifted to Germany where doctors performed an emergency colostomy. Latoya woke up from a coma three weeks later in Walter Reed Army Medical Center in Washington D.C.

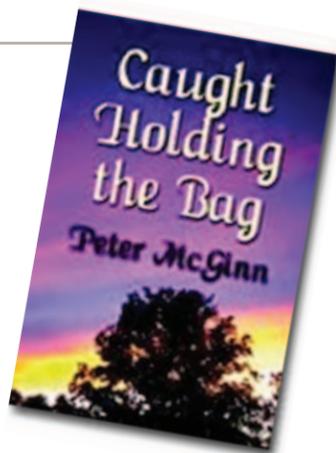
"I was just thankful to be alive," explains Latoya. "I decided from that hospital bed that I still wanted to serve in other capacities."

After a five-month hospital stay and subsequent two-year rehabilitation, Latoya made good on her promise. In between her duties as wife and mother, she commands audiences all over the country as a motivational speaker armed with a warm smile and her Hollister **New Image** Two-Piece Pouching System with Filter.

"I share my story of hope and perseverance to inspire and touch others, including churches, non-profit organizations, and especially other combat-wounded warriors," says Latoya.

Latoya attributes her own recovery to her strong faith, family, a great WOC Nurse, and the example of others who rose above their injuries and/or surgeries, including fellow members of her local Pikes Peak Ostomy Association. She advises people with ostomies to get a great support group, share stories, and lift each other up in the process.

Latoya does just that in her award-winning book *The Immeasurable Spirit: Lessons of a Wounded Warrior about Faith and Perseverance*. To order your own copy or to invite Latoya to speak at your church, support group, conference, or corporation go to www.latoyamotivates.com.



Secure Start Book Club

Caught Holding the Bag

An ostomy-friendly mystery novel by Peter McGinn

Twenty-something Patti Jo Lewis wakes up from ileostomy surgery, not knowing quite what to make of her future. But after a visit from Lorraine, a dynamic woman from the local ostomy support group, she finds herself embroiled in a mystery involving the death of Lorraine's ex-husband and a high school football scandal.

Caught Holding the Bag has all the twists and turns of Dan Brown, the character development of Arthur Conan Doyle, and the wit of Agatha Christie against a backdrop of life with an ostomy. Author Peter McGinn has an ostomy, which is clear from page one of this spellbinding page-turner. He captures the ostomy experience in frank detail from surgery to recovery without making it the focus of the novel. It is simply a good mystery involving a woman who happens to be recovering from ostomy surgery.

For example, Patti encounters her ex-boyfriend Robb, who is now a police officer, who appears on the scene. The author describes her

ambivalence about becoming sexually active again after surgery, and the reader becomes privy to a steamy encounter between Patti and Robb. McGinn also follows Patti to her local ostomy meeting, describes a day when she forgot to pack extra supplies, and takes her full circle to visit a new ostomy patient in the hospital. All this occurs within the context of the mystery.

Caught Holding the Bag is the perfect novel for mystery buffs who like to imagine themselves in the middle of the action. For once, readers with ostomies can do just that, right down to the last detail—stoma, pouch, and all.

Peter McGinn lives in Maine but has never seen a moose. *Caught Holding the Bag* is available in paperback at www.Amazon.com.

Ask the Expert

Confidence Boosters

Discreet solutions to questions of discretion

by Joy Boarini, RN, WOCN, Manager, Professional Education, Hollister Incorporated

When I looked up the word "discretion," I found several definitions that apply aptly to ostomy care. Discretion can be defined as "the quality of being discreet; the ability or power to decide responsibly and the freedom to act or judge on one's own." Knowledge of product options can be extremely powerful when it comes to discretion.

Q: In the hospital, I was given a transparent pouch, but I don't like seeing the contents; is there another option?

A: In the hospital, the clinical staff needs to make some key assessments regarding your stoma and output, thus transparent and ultra-clear pouch films are preferred. Once at home, many people opt for a beige pouch, which conceals contents. This simple change can make you feel more confident.

Q: My pouch makes a rustling noise under my clothing; is there anything I can do about it?

A: The thin films that are used to create an ultra-clear pouch film often are noisier. Hollister has demonstrated that the unique pouch film used in most of their pouches is among the quietest films on the market today, plus it helps contain odors in the pouch. The next generation pouch film uses **QuietWear** material, which is available on several **New Image** closed pouches. This exclusive technology virtually eliminates embarrassing pouch noise.

Q: I really like a tape border to support my skin barrier, but the white tape shows through my lightweight clothing. Any ideas?

A: Beige tape on the Hollister products makes the border more discreet under clothing. Just use it and forget it!

Q: I have heard a lot about the **Lock 'n Roll Closure System**. Is it really less noticeable under clothing?

A: Yes, the Lock 'n Roll Closure System has a lower profile and is less noticeable compared to clamps. It is also more comfortable and is very secure.

Q: I am insecure about odor, especially at work; what can I do to minimize this?

A: The first step to feeling confident with an ostomy is to have a pouch that is secure and contains the odor in the pouch. When emptying your pouch, **Adapt Lubricating Deodorant** helps eliminate embarrassing odor.

Q: I like to wear form-fitting clothing; is this possible now that I have an ostomy?

A: Start with a low-profile product. A one-piece product can be very inconspicuous, but if a two-piece pouching system is preferred, the **New Image** floating flange can make a difference. The low-profile integrated floating flange creates a flexible attachment that is comfortable and that you can wear with confidence.

Q: I often have gas in my pouch and don't have time to vent it during the day. Is there a solution?

A: Try a pouch with the state-of-the-art **AF300 Filter**. An integrated filter helps minimize the profile of the pouch under clothing when gas collects in the pouch, and continuously vents and deodorizes the gas.



New Image Closed Pouch with AF300 Filter

Announcements/ What's New

New and Improved Release Liner on Tape Borders

In response to customer feedback, Hollister has created a new and improved release liner on the tape borders for the **Premier** Pouching systems and the **New Image** Convex Barriers. The new release liner will feature perforations at the top and bottom positions of the tape liner, making the liner easier to remove with fewer steps. You should begin seeing this improvement starting in December 2009.



MH, Houston, TX

Congratulations to World Ostomy Day Photo Contest Winners

Wow! You really know how to live life to the hilt. About 550 people from 19 countries entered The Hollister Photo Contest and nine Americans won \$250 for their IOA Chapter. This year's theme was "Reaching Out" and photos highlighted folks white-water rafting, riding camels, rock climbing, sky diving, surfing—basically reaching out to grab life by the horns. We are going to highlight a few of the winning photos in each upcoming issue of *Secure Start* newsletter, so be sure to watch for them here. **SEE MORE WINNING PHOTOS ON BACK COVER.**