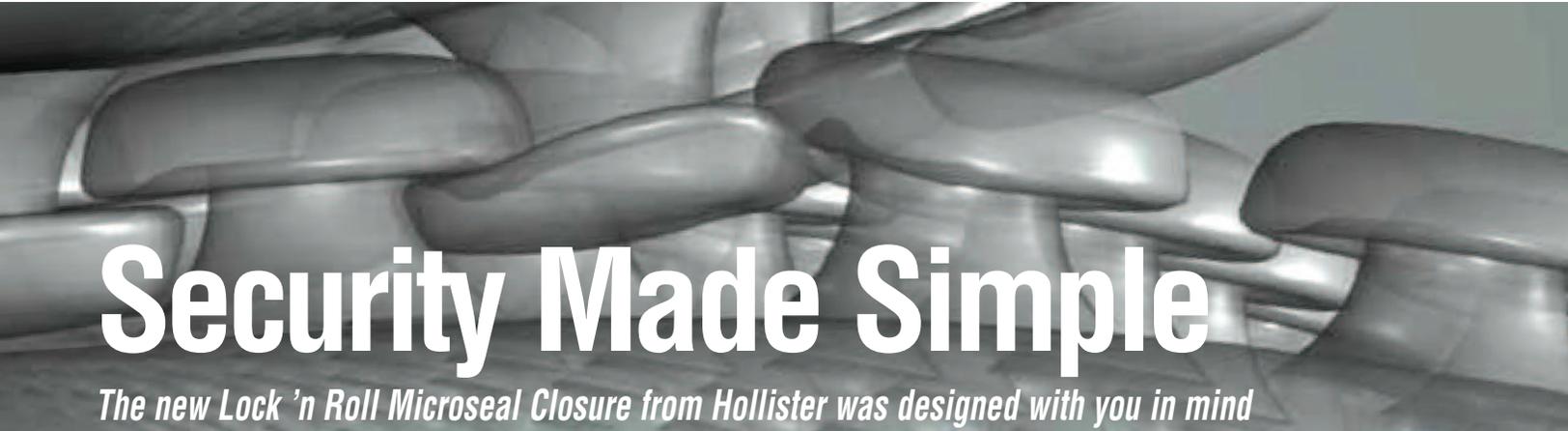


Secure|Start

Compassion. Resources. Answers.



Security Made Simple

The new Lock 'n Roll Microseal Closure from Hollister was designed with you in mind

Everybody is different, but one thing most people have in common is the desire to make their lives easier. With this thought in mind, Hollister is constantly developing new products to improve the quality of life for people with ostomies. One new product on the horizon is the new **Lock 'n Roll Microseal Closure** for drainable pouches.

“Based upon the feedback from clinicians and users, we have developed a new integrated closure design focused on enhanced security, ease of use, and comfort,” explains Susan Jones, Global Product Manager, Ostomy.

This patent-pending new design utilizes a Hollister technology that you will only see on Hollister drainable pouches. Over a thousand tiny microseals on the Lock 'n Roll Microseal Closure securely engage when pressed together, creating a water-, weight-, and pressure-resistant seal. One new feature on the closure is a transparent flap designed to give the user a visual indication that the pouch is indeed closed. And it conveniently stays out of the way when draining and cleaning the pouch, which helps prevent it from getting soiled.

“The new closure is designed for ease of use — easy to open, drain, clean and close,” adds Susan. “And this is important for anyone who uses a drainable pouch.”

When it comes to emptying, the new Lock 'n Roll Microseal Closure is built for absolute ease. Flexible ribbed strips reinforce the tail, making it simple to hold open. In fact, minimal pressure on the outer edges releases the contents of the pouch. Then, pinch the pouch tail and wipe clean. For those who desire a slim profile, the new Lock 'n Roll Microseal Closure is ideal. The ergonomically curved closure rests comfortably against the body's natural curves. The neat, flat interlocking microseals and curved design make it virtually undetectable under clothing. And the best part is that it's comfortable.

“We are so excited to be able to introduce this new design,” concludes Susan, “because it's based on what our customers have asked for, what they want.”

The new Lock 'n Roll Microseal Closure will be available on all Hollister drainable pouches that currently have an integrated closure. The new design will be available on pouches starting in the Fall and will take several months to be seen on all pouches. Try it, and seal the deal on a whole new way to move, play, and live.



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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

Friends of Ostomates Worldwide – USA (FOW-USA)

www.fowusa.org

Personal Profile

Keep a Steady Course

Todd Beinlich goes full speed ahead after Ileostomy surgery



Todd Beinlich aboard the Cherry Blossom dinner boat.

Florida native Todd Beinlich loves the water. He surfs, swims, and even captained an 800-passenger dinner boat. But in 2009, when a permanent ileostomy threatened to capsize his active lifestyle, the 40-year-old felt adrift and alone. Luckily, four days after surgery, a **Secure Start** Coordinator threw him a life preserver.

“He sent me samples and taught me some good techniques,” recalls Todd. “I like the fact that Hollister is proactive and really cares about people.”

For Todd, the hardest part was worrying that people would know he had an ostomy, but the **New Image** Two-Piece Pouching System with Lock 'n Roll Closure has been the perfect first mate. It gives him the flexibility to apply it where it won't show under a wetsuit or swimsuit without a cumbersome clamp. He has even made friends with his stoma, and affectionately calls it “Jonah.”

Two days after leaving the hospital, Todd was doing wheelies on his dirt bike (much to the dismay of his parents) and they couldn't keep him out of the water. He's back to surfing, swimming, boating, and his job selling medical devices. He also plans on getting a PhD and learn to skydive.

“I refuse to live my life around my ostomy; it will just have to live around my life,” says Todd.

His advice to others about to embark upon ostomy surgery is based on his own wild ride.

“Close your eyes and just do it,” insists Todd. “Keep a steady course and you'll get through it — you can live a full life!”

Laugh with Brenda

I Double Dog Dare You

Brenda challenges you to create the life you've always wanted

I felt like crap. My tush had been sewn shut, my colostomy bag wouldn't stay on, poop was flying everywhere, my female parts had been reconstructed, and I couldn't find a comfortable way to sit down. Naturally, I was whining to anyone that was within earshot. That's when my sister reminded me of the bold claim I made on my 39th birthday, three months prior (while drinking a jumbo margarita):

"I will become a comedian by my 40th birthday and I will be up on stage performing."

In my mind, I said, "Sis, take a look here, do I appear to be in a funny mood right now?"

She planted the seed though, and shortly thereafter I asked my friend Shelly to come over. Now Shelly was familiar with the computer (unlike my hunt-and-peck method on the typewriter) and she recorded funny stories (primarily about my husband) while I chatted. They say you're supposed to write about what you know, and he still provides me with good material even after 22 years of marriage.

For Christmas, I received a gift certificate to a class called "Learn How to be a Stand Up Comedian." So in March, off I went, armed with the stories Shelly had transcribed for me and naively thinking I had 45 minutes of really great material. Not so much — it was more like three minutes. I've come to learn that you can't really try out material on friends and family, because they'll laugh at anything.

When we first started doing comedy in the club, they only allowed us three minutes on stage. When most people were worried about their comedy, I was more concerned about pooping on the audience. I tried all sorts of pouches, but months later I was still having problems with my bladder. And yet I couldn't stay away from open mic nights.



"When most people were worried about their comedy, I was more concerned about pooping on the audience."

The first joke I ever wrote was, "My sons eyelashes are so long, they get split ends!"

Clearly, there was room for improvement. As my jokes improved, so did my pouching system. Eventually, I quit worrying about my bag, and thoroughly enjoyed life again. I have been using the **Premier** One-Piece Pouching System with a filter for years and I feel totally secure whether I'm talking to a room of 9 or 900 people. I hope the same is true for you, and if it's not, keep trying new things. Call the help line at Hollister; it's staffed with knowledgeable, caring people that can really help.

For many people, having an ostomy is a second chance at life. People with ostomies do the 3-Day, Get your Guts in Gear, 210-mile bike ride (including yours truly). Alas, I went out of my comfort zone! There are others who surf, scuba dive, hike, run marathons, and mountain climb.

Dealing with an ostomy can sometimes take us out of our comfort zones while we adjust. Keep trying the various pouches until you have the best one for you. After that, I urge you to stretch yourself and create the life you've always wanted. Dare to do something wild, then write to me and tell me all about it. I can't wait to hear about your adventures!

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!



Ask the Expert

An Open and Shut Case of Comfort

The New Lock 'n Roll Microseal Closure Provides the Clues

Joy Boarini, MSN, WOC Nurse, Clinical Education Manager

Hollister is pleased to introduce the new Lock 'n Roll Microseal Closure on drainable pouches. If you use the current Lock 'n Roll Closure and are curious about this brand new design, the following may answer your questions and concerns.

Q: Is it going to be difficult to learn the new Lock 'n Roll Closure?

A: Not at all! We designed it to be similar to the current Lock 'n Roll Closure. You will roll three times and then seal by using the new transparent flap. So there are really no additional steps!

Q: I am very satisfied with the current Lock 'n Roll Closure. Why was it changed?

A: In an effort towards continued improvement, the design was changed to reflect input from users. For example, the flexible ribbed strips at the bottom of the pouch make it much easier to open the first time and easier to drain and clean. We also know how important discretion is, so the closure is slightly curved for a comfortable fit and a slim profile. It is possible to make a good product even better!

Q: Will it be as secure as my current Lock 'n Roll Closure?

A: Absolutely! The microseal closure is the same state-of-the-art technology that was used in the current Lock 'n Roll products. The new design has a transparent flap which creates a visual

indicator of security. It is proven to be water-, weight-, and pressure-resistant. With the new Lock 'n Roll design, you will have the same high level of security you have come to expect.

Q: I have trouble with my fingers working right sometimes. Will this be easier to use?

A: This is an important point since dexterity is the reason many people have chosen the Lock 'n Roll Closure rather than the traditional pouch clamp. The new Lock 'n Roll design with the flexible ribbed strips makes it even easier to open and clean.

Q: Will this be as comfortable as my current Lock 'n Roll Closure?

A: The ergonomic curve rests comfortably against the contours of the body. In addition, the slim profile provides a comfortable fit.

Q: Should I let my supplier know that I want to try the new Lock 'n Roll Closure?

A: The change will be automatic and phased in, as it's the same stock number as you may currently be using. When you get a box of pouches that have the new closure on it, you will notice a red sticker on the outside of the box that says "New Closure."



Announcements/What's New

Coming Attractions: New Size and Color to Adapt Ostomy Belts



Based on customer feedback, Hollister is upgrading the size and color of **Adapt Ostomy Belts**. The result is added comfort and discretion. You will see these changes by year end, as they will be phased in gradually. First, stock number 7300 will accommodate smaller sizes, and will change to 23"-43". Second, stock number 7299 will accommodate larger sizes, and will change to 34"-65". Finally, both belts will transition to beige color for added discretion.

In addition, the illustrated Ostomy Care Tips is available to provide a step-by-step guide for use of the Adapt Ostomy Belt. It includes the benefits of the belt, as well as tips and frequently asked questions. Call a Hollister Consumer Programs Representative to request a copy.

Personal Profile

Never Alone

Connie Zinn found a strong lifeline after double ostomy surgery



Connie Zinn sold floor coverings for over 25 years, until a cancer diagnosis nearly pulled the rug out from under her. Doctors expertly performed both a colostomy and urostomy, but after surgery the home healthcare nurses didn't have the expertise to guide her. An avid traveler, 46-year-old Connie wondered if she could ever leave her house again — until she called Hollister.

"I was in tears, trying to find a urostomy bag that wouldn't leak," admits Connie.

"Todd Haley, my Secure Start Coordinator was wonderful and sent me samples until I found one that worked for me."

The Premier Urostomy pouch with Cut-to-Fit Convex **Flextend** Skin Barrier did the trick, but Connie still had concerns. Why did the contents of her colostomy pouch have to be so visible? Todd came to the rescue again, suggesting the beige Premier Mini-Drainable pouch.

"I felt like I had my life back when I had the right pouches," explains Connie. "What would I have done without having a lifeline to call?"

Just over 90 days since surgery, Connie walks three miles a day, swims, drives, and is grateful that she can lie on her stomach again for a massage. She plans on going back to work soon and looks forward to visiting relatives in Washington and an adventure in Hawaii. She admits that her strong faith played a big factor in her recovery, and considers Todd her angel.

"I feel so blessed to be going and doing again after everything I've gone through," says Connie. "But it's not that big a deal when you realize you're not alone."

Announcements/What's New

New Directions: Updated Care Tip Sheet

Education is important whether it is for a person with a new ostomy or someone more experienced who is learning a new skill or about a different product. The Ostomy Care Tips provide customized information that reinforces education given by the clinician. Recently, the One-Piece and Two-Piece Care Tips were updated to include new photos and additional information. They are now available in Spanish!

The Ostomy Care Tips are just part of the Hollister commitment to ostomy education. Call a Hollister Consumer Programs Representative to request a copy.



¡Disponible en español!

Our Favorite Things

A World of Good

Friends of Ostomates Worldwide-USA shares supplies and understanding

When news came of the earthquake in Haiti, did you wonder where survivors with ostomies got their supplies? And how about those in remote areas of Kazakhstan and Zimbabwe? Friends of Ostomates Worldwide-USA (FOW-USA), a volunteer-run, non-profit organization answers the call from hospitals, clinics, and ostomy associations in developing countries worldwide. Through Project SHARE (Sending Help and Rehabilitation Everywhere) FOW-USA collects new, surplus ostomy supplies from individuals and organizations in the United States. The donated products are sent to a warehouse near Louisville, Kentucky at the donor's expense. A team of volunteers matches the donations with needs and repacks them for shipment overseas. With the help of a network of people who care, the world gets a little smaller and needy people with ostomies overseas have a chance to lead a healthier and more dignified life.

In addition to shipping over 250,000 pounds of ostomy supplies to 60 countries worldwide from 1986 to July 2010, FOW-USA also:

- Funds memberships in the World Council for Enterostomal Therapists
- Has purchased video cameras for clinics in Zimbabwe and Pakistan to help experienced professionals teach ostomy care
- Publishes a free newsletter



What you can do to help:

- Donate supplies
- Contribute financially
- Volunteer

Go to www.fowusa.org for donation guidelines and volunteer information.

Announcements/What's New

Introducing Premier Drainable Pouches with Flextend Skin Barrier — Now with AF300 Filter

At Hollister, we know that each individual with an ostomy faces unique challenges. That is why we are continuing to expand the choices within the Premier One-Piece Pouching System product line. These new products utilize a combination of Hollister technologies designed to offer a balance of security, comfort, and discretion. The Flextend Extended Wear Skin Barrier offers enhanced protection against liquid and the convex barrier helps to enhance security. The **AF300** Filter helps prevent ballooning of the pouch, improves odor control through the use of the activated carbon filter structure, and it does not require a filter cover.

The Premier One-Piece Pouching System provides leading-edge solutions for ostomy management. The new convex cut-to-fit barriers are available as of September 1, 2010. These new products are in support of our mission to make life more rewarding and dignified for our customers.

For more information on these products, contact our Consumer Programs team.



Talking Points

Reimbursement Review¹

Brush up on the Medicare reimbursement policy for ostomy supplies in time for back-to-school

By Deanna Eaves, Reimbursement Manager

Hollister is committed to listening to your feedback and offering products that fit your needs and lifestyle. We are also committed to helping you understand the reimbursement process. The following is a review of Medicare's reimbursement policy for drainable and closed pouches.

The Medicare Medical Policy for Ostomy Supplies has published some usual maximum amounts for ostomy pouches by their HCPCS, or billing, codes. As a general rule the published maximums include the following:

- 60 closed pouches²
- 20 drainable pouches²
- 20 urinary pouches²



But what will it cost? The answer to that question will depend on your insurance policy. As a point of reference, I have listed the billing codes that are typically used for most Hollister pouches along with their description, the fee schedule amount, the amount covered by Standard Medicare (Part B), and the 20% remaining. These fees are on a per pouch basis.

HCPCS	Ostomy Pouch Description	Fee Sch	Medicare 80%	Patient 20%
A4388	Drainable, w/ extended wear barrier attached, (1 piece), each	\$4.58	\$3.66	\$0.92
A4390	Drainable, w/ extended wear barrier attached, w/ built-in convexity (1 piece), each	\$10.09	\$8.07	\$2.02
A4416	Closed, w/ barrier attached, w/ filter (1 piece), each	\$2.89	\$2.31	\$0.58
A4418	Closed, without barrier attached, w/ filter (1 piece), each	\$1.90	\$1.52	\$0.38
A4419	Closed, for use on barrier with non-locking flange, w/ filter (2 piece), each	\$1.83	\$1.46	\$0.37
A4424	Drainable, w/ barrier attached, w/ filter (1 piece), each	\$4.99	\$3.99	\$1.00
A4425	Drainable, for use on barrier with non-locking flange, w/ filter (2 piece), each	\$3.76	\$3.01	\$0.75
A4428	Urinary, w/ extended wear barrier attached, w/ faucet-type tap with valve (1 piece), each	\$6.84	\$5.47	\$1.37
A4430	Urinary, w/ extended wear barrier attached, w/ built-in convexity, w/ faucet-type tap w/ valve (1 piece), each	\$8.95	\$7.16	\$1.79
A4431	Urinary, w/ barrier attached, w/ faucet-type tap, w/ valve (1 piece), each	\$6.53	\$5.22	\$1.31
A4432	Urinary, for use on barrier with non-locking flange, w/ faucet-type tap w/ valve (2 piece), each	\$3.77	\$3.02	\$0.75
A5051	Closed, w/ barrier attached (1 piece), each	\$2.17	\$1.74	\$0.43
A5052	Closed, without barrier attached, (1 piece), each	\$1.56	\$1.25	\$0.31
A5054	Closed, for use on barrier w/ flange (2 piece), each	\$1.88	\$1.50	\$0.38
A5061	Drainable, w/ barrier attached (1 piece), each	\$3.70	\$2.96	\$0.74
A5062	Drainable, without barrier attached (1 piece), each	\$2.33	\$1.86	\$0.47
A5063	Drainable, for use on barrier w/ flange (2 piece), each	\$2.84	\$2.27	\$0.57
A5071	Urinary, w/ barrier attached (1 piece), each	\$6.31	\$5.05	\$1.26

As with any Medicare reimbursable item, there must be a physician signed order (or prescription) on file with the supplier. The order must include the type(s) of supplies ordered and the approximate quantity to be used per unit of time. A new order is required if there is an increase in the quantity of the supply used per month and/or the type of supply used. As you can see when looking at the billing code descriptions, the type of closure and the pouch material do not change the billing code.

¹ 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 any Hollister products. This information is designed as a guideline only.

² Medicare does not have published guidelines for extended wear barrier products, these maximums refer to standard wear barrier products or two-piece products only.



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Secure Start Book Club

Passages in Caregiving: Turning Chaos Into Confidence by Gail Sheehy

Gail Sheehy, *The New York Times* bestselling author of *Passages in Caregiving*, navigates her readers through yet another passage — that of caregiving for a chronically ill loved one. This comprehensive guide was inspired by her own journey as caregiver for her husband, legendary editor Clay Felker, who struggled with cancer for 17 years.

The author's personal triumphs and failures as nurse, wife, and advocate are sprinkled throughout its pages. But the true heart of the book lies in its ability to guide the reader through the eight crucial stages of caregiving and offer hands-on strategies for successfully traversing each.

Passages in Caregiving examines the arc

of caregiving, from receiving the news of illness to the difficult questions such as, "How do I provide emotional support when I am emotionally taxed?"

Sheehy emphatically advocates taking care of yourself from meditating, eating well, and biking, to joining a support group. In fact, the book includes countless resources and names of advocacy groups.

Let *Passages in Caregiving* be your first step to creating your personal circle of support, and making this often difficult passage deeply rewarding.

