

Secure Start



It's Personal

Secure Start services has a rich history of personalized support and a whole new look!

Secure Start services turns eight years old this year and is celebrating this milestone with a new look that more closely reflects its very essence: one-on-one personalized support.

"The new geometric design approach in a color palette of warm grays and browns now used in this newsletter and in other communications was chosen because it reflects the feeling of warmth and support that our customers have told us they receive as a part of Secure Start services," explains Jennifer Werfel, a Senior Marketing Communications Specialist at Hollister Incorporated.

The need for ongoing support for both consumers and clinicians was what prompted Hollister to develop Secure Start services in 2004. Their Consumer Programs line received thousands of calls each month with questions about health conditions, products, insurance, and more. Soon, it became apparent that the company needed to create a service that truly reflected the company's mission "...to help healthcare professionals deliver better products and services, and to make life more rewarding and dignified for those who use our products."

"We knew we couldn't take a cookie cutter approach," says Heather Czarnetzki, Secure Start Services Manager. "Each person has different needs, and we developed the service based on that fact, and on the feedback we received from consumers and clinicians."

Each person enrolling in Secure Start services is assigned a Patient Coordinator who becomes his or her lifeline for product education, thoughtful advice, and emotional support. While Hollister has a large staff of Patient Coordinators, you have the opportunity to talk to the same person before your ostomy surgery, immediately after your surgery, as you transition back into your everyday life, and in the years to come.



Beth Howard
Secure Start Patient Coordinator

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

Active Ingredients

Bret Cromer's ostomy products keep pace with his busy life

Bret Cromer doesn't have time to worry about his ostomy products. When not jumping in and out of the car for his work as Manager of Business Development for a Chicago-based company, he can be found chasing after his four-year-old son, counseling young people with ostomies at the annual Youth Rally, or heading up the Ostomy Support Group of DuPage County, Illinois. And when he takes time to relax, Bret loves to swim. But when he does think about his pouch, he's less concerned about wear time and more concerned about having a thin profile.

"I like when I don't even notice I'm wearing a pouch," explains Bret.

When Bret had a colostomy as a result of Crohn's disease at age 16, the hospital sent him home with a two-piece pouching system. Years later, as his life became more active, he discovered the Hollister **Premier** one-piece drainable pouch with a cut-to-fit **Flextend** skin barrier.

"It really holds up in the pool and during other activities," says Bret. "And I need a barrier that's really flexible because my stoma is above my waist."

As President of the Ostomy Support Group of DuPage County, Bret is particularly proud of an annual meeting they call "Show and Tell." Members bring in their ostomy products and walk through their changing repertoires. Questions are asked, tips are exchanged, and people come away with new ideas.

Every year Bret volunteers at the Youth Rally, a life-changing summer camp for young people with ostomies. In addition to fun activities, campers are given the space to talk about various issues, including their ostomy supplies. Each young person has a consultation with a Wound, Ostomy, and Continence Nurse (WOC Nurse), and has the opportunity to go into a room filled with ostomy supplies donated by various manufacturers.

"Some kids would never go swimming because their pouches would fall off," explains Bret. "Nobody ever showed them another option, and now they have a chance to try something new."

Is it time you tried something new? Call Hollister Consumer Programs at 1.888.740.8999 to check out your options.



*"I like when I don't even notice
I'm wearing a pouch."*

We've Come a Long Way, Baby



Brenda loves having lots of ostomy products to choose from

As patients, we each have unique experiences when it comes to our pouches. In my book *I'd Like to Buy a Bowel Please!*, Dave Hirschhorn recounts explaining ostomy surgery to his daughters, and the fact that waste goes into the pouch. Once they saw the pouch they were relieved and said, "That's the bag? We thought it was going to be like a Safeway bag."

Right after ostomy surgery, we are typically given whatever pouching system the hospital carries and our Wound, Ostomy and Continence Nurse (WOC Nurse) chooses for us. My first ostomy pouch was long, see-through, and had no filter. If I had gas, it would blow up like a bread bag until I emptied it. They explain in the hospital that this pouch is temporary, and I was glad because it didn't do much for my self-esteem. They're used in the hospital to monitor your output after surgery to make sure your bowels are working properly. Unless you have talked with a WOC Nurse before surgery, it could be shocking to imagine that a huge bag will be hanging off of you for the rest of your life.

In subsequent visits with my WOC Nurse, I learned about two-piece pouches, which allowed me to disconnect the pouch from the flange. At first, I had problems trying to get the pouches to stay on my body. My skin deteriorated quickly and I switched from one product line to another, trying to get the barriers to adhere. I even used an accessory item that reminded me of my rubber cement days in grade school. I had a flush stoma and instead of the stool going into the pouch, it tended to go under the barrier, no matter how carefully I lined the opening with paste. In 1995, we didn't have the **Adapt** barrier rings or the Adapt barrier strips that you can easily form around the stoma. There have been many product improvements in the 16 years since I received an ostomy. To see all the products that Hollister offers, you can visit their website, www.hollister.com.



Last fall I visited with Andy Manson, an Enterostomal Therapist or ET (the Canadian equivalent of a WOC Nurse), and owner of the Ostomy Care and Supply Centre of British Columbia. She showed me a collection of pouches that her mother, one of the first ETs in British Columbia, had collected over decades. I noticed how innovative people were through the years when dealing with their ostomies. In her clinic room, she showed me a cute stuffed bear with a stoma and the many product choices she offers her patients. I know that all WOC Nurses are committed to finding just the right products for their patients, and it's a process to find the right fit.

I recommend that you have a wide variety of pouches. Although I usually wear a closed pouch, I have different pouches that I can empty in case I have loose stools while traveling. Fortunately, we have more choices than ever before. If something is not working for you, keep asking your WOC Nurse for something different, or call Hollister Consumer Programs at 1.888.740.8999 to have them send you a product sample. The bottom line is that you have to feel confident in your pouching system.

Brenda Elsagher is a comic, international speaker, and author of four books: *If the Battle is Over*, *Why Am I Still in Uniform?*, *I'd Like to Buy a Bowel Please!*, *Bedpan Banter*, and *It's in the Bag and Under the Covers*. To order Brenda's books, call her at 1.952.882.9882 or visit her website, www.livingandlaughing.com.



TALKING POINTS

Take Stock of Your Options

Make sure the products that fit your lifestyle will be paid for, too

By Deanna Eaves, Senior Reimbursement Manager, US

There are many options to choose from when considering what ostomy pouching system is right for you. But how do you make sure your insurance provider covers the ones that fit best into your lifestyle?



The Medicare program understands that each individual will have differing needs. Medicare even begins their ostomy coverage policy with these words: “The quantity of ostomy supplies needed by a patient is determined primarily by the type of ostomy, its location, its construction, and the condition of the skin surface surrounding the stoma. There will be variation according to individual patient need and their needs may vary over time.”

That said, not everyone is insured by Medicare. And even if you are insured by Medicare, there are maximum quantities and other rules that apply. So here are some key things to remember when assessing your product choices:

1) The best way to determine what your insurance provider will cover is to call and ask them. You will need to provide your group number or policy number, and it will be easier if you also provide the billing codes for the products you want. You can obtain the billing codes by calling Hollister at 1.888.740.8999.

MEDICARE'S USUAL MAXIMUM QUANTITIES FOR OSTOMY SUPPLIES

TYPE OF PRODUCT	USUAL MAXIMUM
Solid, Flat Standard Wear Skin Barriers	20 per month
Solid, Extended Wear Skin Barriers*	None published
Skin Barrier, Liquid	2 oz per month
Skin Barrier, Paste	4 oz per month
Drainable Pouches*	20 per month
Closed Pouches*	60 per month
Urinary Pouches*	20 per month
Irrigation Supply Bag, Cone/Catheter	2 every 6 months
Irrigation Sleeve	4 per month
Stoma Cap or Continent Plug	31 per month
Ostomy Belt	1 per month
Ostomy Pouch Deodorant	None published
Appliance Cleaner	16 oz per month

*No usual maximum quantities established for products containing extended wear barrier material.

2) Medicare has established some “Usual Maximum Quantities” for various types of products.

These quantities were chosen based on input from organizations like the United Ostomy Associations of America (UOAA) and should cover the needs of most of the population. Above is a table that provides some guidance. If you are not insured by Medicare, you will need to check with your insurance provider about the monthly quantity limits you may need to follow.

3) If you need more product than is allowed in the referenced list, talk with your physician about your needs.

In many instances, a physician can write a medical justification to help someone obtain additional quantities. However, it needs to be medical in nature (not convenience). Medicare will review the justification to determine if it will pay for the additional supplies.

4) The initial order for your supplies should include not only the type of supplies you need, but also some indication of the quantity of supplies you need.

Medicare and most other insurance providers now

require this information be supported by the “medical record.” That means the discussions between you and your physician about your needs must be documented in the physician’s notes. A new order is required if there is an increase in the quantity of supplies used per month and/or the type of supplies used.

5) Finally, each time you see your physician, be sure to have some type of discussion about your ostomy supplies and whether the amount and type you are receiving meets your needs.

Make sure this discussion is written down in the notes that he or she takes. These notes can be reviewed by the insurer at any time, and they need to show a continuing need for the supplies you are receiving. Feel free to test different options, and choose the pouches and accessories that add comfort and help resolve any problems. The products are, in most cases, reimbursable.

It's Personal

Continued from Cover

“Having one point of contact eliminates the need to tell your story over and over,” says Erika Selsor, Associate Product Manager, Hollister Ostomy. “You get personalized service from someone who is familiar with your situation and concerns.”

Within 48 hours of leaving the hospital, you'll receive product samples. The samples are intended to help you find the right fit based on your individual needs, because the right fit is a personal choice. But Secure Start is not just about finding the right fit. It also provides education and resources in the form of booklets, care tips, and videos, as well as a wealth of online information. In addition, Secure Start services is able to not only provide you with a list of suppliers that work with your insurance, but also to match your insurance to maximize your individual benefits. You then can select the supplier that best meets your needs.

“Even with all the changes and challenges in healthcare over the years, Secure Start services has always ensured that the needs of people with ostomies come first,” says Czarnetzki. “And we have evolved the service to meet these challenges while caring for one person at a time.”

For more information on Secure Start services, call 1.888.808.7456, Monday through Friday, 8:00 am to 5:00 pm (Central Standard Time).

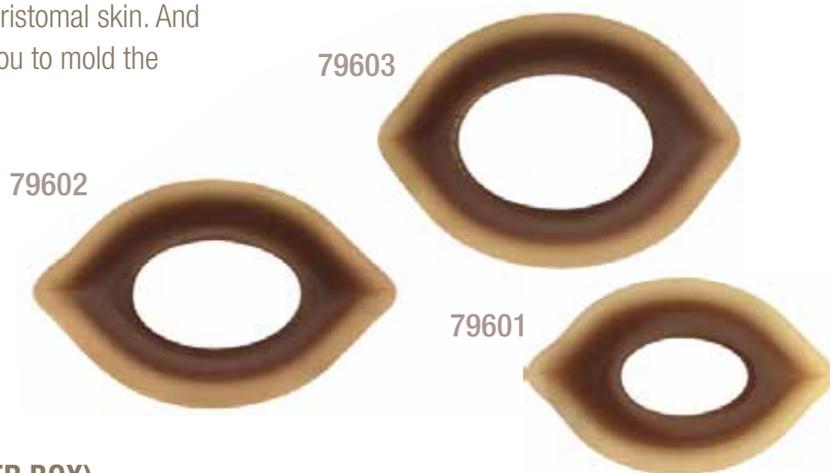
*“By the end of my experience,
I felt like I was talking to a friend,
not a random service representative.”*

*Melissa Jacobs
Secure Start Services Customer*

Hollister Introduces

Adapt Oval Convex Barrier Rings in the US

Hollister Incorporated is pleased to introduce the first convex solution for oval stomas. New Adapt oval convex barrier rings incorporate both fit and function in an innovative design. The oval shape helps promote uniform pressure around the stoma and is designed to provide a secure, consistent seal. Unique flexible tips are tapered and designed to help control leakage by forming into the creases, and limiting gaps or exposure to peristomal skin. And lastly, the Flextend skin barrier material allows you to mold the barrier ring snugly around the stoma.



ORDERING INFORMATION (10 PER BOX)

Stock Number	Inner Diameter*	Stretch up to*
79601	7/8" x 1-1/2" (22 mm x 38 mm)	1-1/8" x 1-3/4" (27 mm x 43 mm)
79602	1-3/16" x 1-7/8" (30 mm x 48 mm)	1-3/8" x 2-1/8" (35 mm x 53 mm)
79603	1-1/2" x 2-3/16" (38 mm x 56 mm)	1-3/4" x 2-3/8" (43 mm x 61 mm)

*Measurement = width x length

Request a sample

Call Hollister Consumer Programs at 1.888.740.8999.



ASK THE EXPERT

Choosing the Right Ostomy Products

Sort through the options to find what you need

By Joy Boarini, MSN, WOC Nurse, Clinical Education Manager



If you've recently had ostomy surgery, you've probably had to make many adjustments. Achieving a secure, well-fitting ostomy pouch is one part of this process, and you have many options to choose from. Below are a few questions you may have as you consider your ostomy product choices:

Q: Why would I want a pouch with a filter?

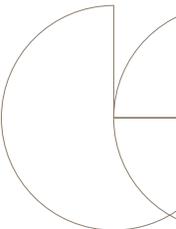
A: If you have a colostomy or ileostomy, a filter helps eliminate pouch ballooning by continuously venting and deodorizing the gas that goes into your pouch. This can help maintain a lower profile and a better pouch seal. If you are using a two-piece system, you can opt to use a pouch with a filter all the time, or only in specific situations.

Q: I have a urostomy and cleaning my bedside bag is a hassle. Any ideas?

A: Using a bedside collector is useful at night. Every morning you should empty and clean it. Some people have used household cleaning products, like vinegar or bleach, but these can be messy and smelly. Hollister offers **m9** cleaner/decrystallizer, which is easy to use. It cleans, eliminates odors, and prevents the buildup of crystals. It also comes with a convenient wash bottle. This product is covered by Medicare and most insurance programs.

Q: They used paste with my pouch in the hospital. Should I still be using it?

A: Paste serves as a caulk (not a glue) to prevent leakage under your skin barrier. Many people find that skin barrier rings, like the Adapt barrier ring, are a convenient alternative to paste. Barrier rings are easy to use and are more resistant to stomal discharge – especially urine – than paste.



Q: Why would someone use a closed pouch?

A: Some people who use a two-piece pouching system prefer the option of switching to a closed pouch for activity (e.g., exercise or swimming), showering, intimate moments, or under a specific outfit to achieve a lower profile. Some people with colostomies find it more convenient to use a closed pouch rather than emptying a drainable pouch. Medicare covers 60 closed pouches/month, so this is a practical solution for some.

Q: Will I always have to cut my skin barrier?

A: Most stomas continue to change for about 6-8 weeks after surgery. The barrier should fit around the base of your stoma to provide adequate skin protection. If your stoma is round, one option would be a pre-sized barrier which is already cut to a specific size. If your stoma is irregular in shape, there are skin barriers which can be stretched and shaped so scissors are not needed. Also, some suppliers of ostomy products provide a cutting service for a minimal additional fee.

Q: What can I do if I don't want to look at the contents in my pouch?

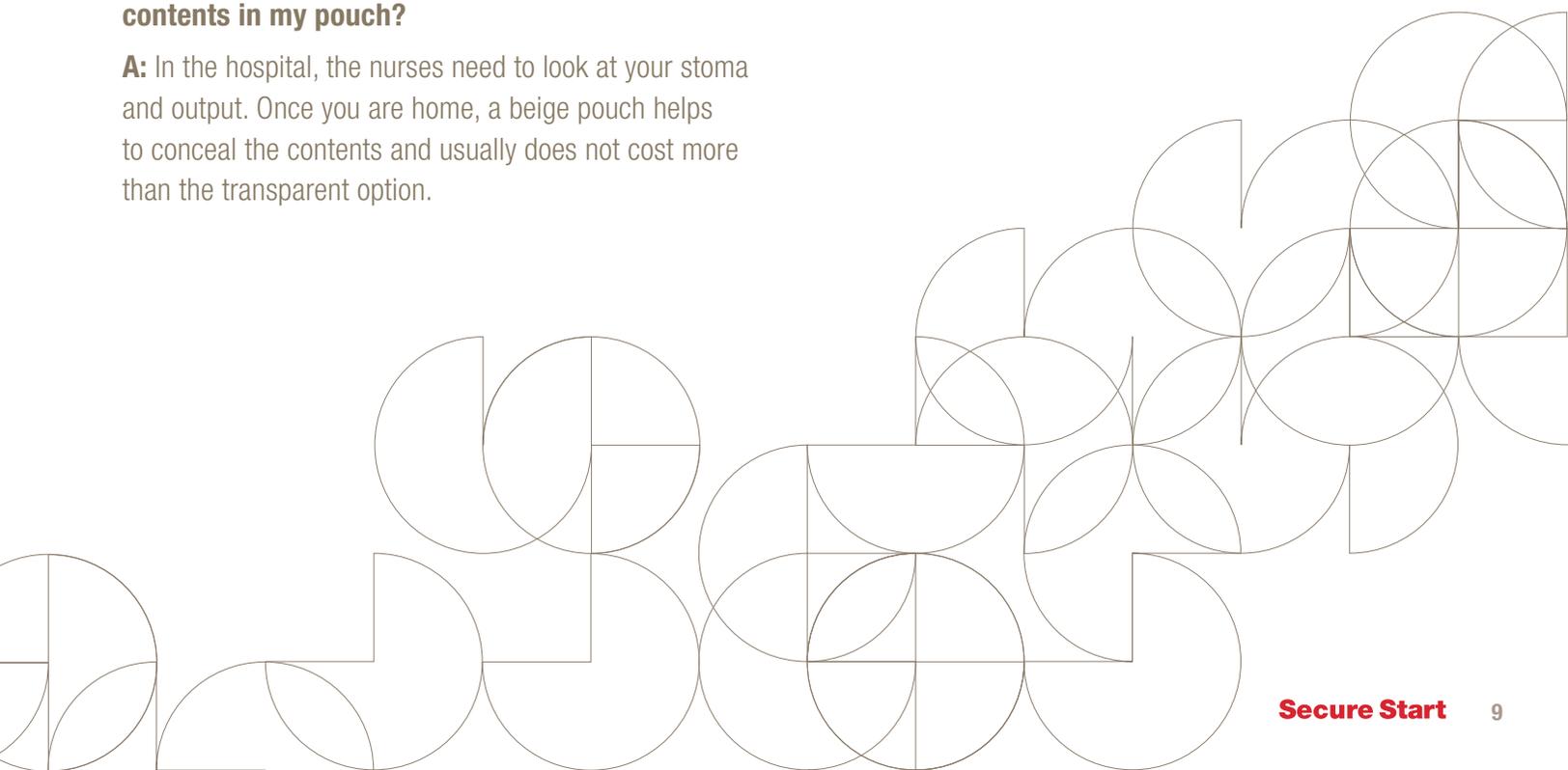
A: In the hospital, the nurses need to look at your stoma and output. Once you are home, a beige pouch helps to conceal the contents and usually does not cost more than the transparent option.

Q: I heard at my ostomy club meeting that using a cooking spray inside my pouch will make it easier to empty. Is that a good idea?

A: Cooking sprays and other products are oil-based and can break down the seal on your pouch. They are not recommended because using them could lead to a leak and ultimate failure of your pouching system. To make pouch emptying easier, try Adapt lubricating deodorant. It not only lubricates the inside of the pouch, but also eliminates odor and is covered by Medicare and most insurance programs.

Q: Is there an alternative to the clamp on my drainable pouch that is secure?

A: Clamps work well, but other options are now available. Pouches that have integrated closures are becoming increasingly popular with people who used to use a clamp. The integrated closure is secure, is a part of the pouch, cannot be dropped, provides a lower profile under your clothing, and generally is more comfortable against your skin.



PERSONAL PROFILE

Young Warrior

Obstacles are no match for Bethany Johnston after an ileostomy

Jumping over fire, scrambling in mud, and rappelling down a steep ravine—these are just a few of the obstacles Bethany Johnston encountered in the New York Warrior Dash, a 5K race with a hellish obstacle course thrown in. Before her ileostomy three years ago, Bethany wouldn't have even dreamt of tackling it.

“I fought having an ostomy because I wanted to wear a bikini,” says Bethany, a twenty-something wedding planner. “But until you hit rock bottom, you don't realize how good an ostomy is.”

Bethany has battled Crohn's disease since 1991. As a single young woman, she worried that men would be turned off by her ostomy. On the contrary, her dates have been curious about how her products work.

“A friend pointed out that I have a toolbox on my abdomen and guys love tools,” laughs Bethany. “Once I open up to guys about it, I become me as a person and not my ostomy.”

Bethany's support team included the nurses at Vassar Medical Center in Poughkeepsie, New York, her family, and her church family. But her greatest support was her home care nurse Peggy, who introduced Bethany to Hollister.

“I can call them at any time with any question, and they always resolve whatever issue I'm having,” explains Bethany.

After a bout with skin breakdown, Bethany switched to a Hollister **SoftFlex** skin barrier, which helps alleviate skin irritation. Paired with her **New Image** two-piece drainable pouch and an Adapt barrier ring, she's ready for anything. She loves the integrated floating flange because it eliminates pressure on her abdomen and is flexible.

In August, Bethany plans to do the Warrior Dash for a third year in a row, followed by the Tough Mudder, a twelve-mile course with even more challenging obstacles. Her blog, written to encourage others facing an ostomy, chronicles her rigorous training, surgeries, and recovery.

“I want people to know that surgery isn't the end of their life,” concludes Bethany. “If just one person finds my blog and is encouraged, then it has served its purpose.”



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brightroom.com

“I want people to know that surgery isn't the end of their life. Once I open up about it, I become me as a person and not my ostomy.”

Track Bethany's progress at
www.myileowarriordash.blogspot.com

Coming This Summer: Youth Rally 2012

By Bret Cromer, Youth Rally Committee Member

Young people across the country are anxiously awaiting the coming of summer when they will join old friends and make new ones at the 2012 Youth Rally. This year's event will be held at the University of Colorado in Boulder, July 9-14.

The Youth Rally is a camp that provides a non-threatening environment for kids between the ages of 11 and 17 with any kind of bowel or bladder dysfunction. The Youth Rally is designed to help the kids understand that they are not alone and that everyone has the same opportunities to achieve their goals, regardless of any medical or physical differences. The campers benefit from educational programs, peer support, motivational speakers, friendship, and activities – including a fashion show, rap sessions, shopping excursions, a trip to an amusement park, and a gala dance and graduation celebration on the last night.

The Youth Rally is organized and run by the Youth Rally Committee, a not-for-profit organization dedicated to inspiring campers to function as independently as they can. Hollister Incorporated is proud to be a sponsor of this life-changing camp.

Are you interested in attending Youth Rally, or do you know a young person who might benefit? Visit the Youth Rally website at www.rally4youth.org to learn more, see pictures, read about the activities, and fill out an application today! Scholarships are available to those who qualify.





Hollister

Hollister Incorporated

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General Information

Secure Start Services

1.888.808.7456

Hollister Consumer Programs

1.800.740.8999

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www.hollister.com

www.C3Life.com

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