

Secure Start *It's personal.*

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Exciting Times Ahead

Hello!

I hope your new year is off to a good start. On behalf of all of us at Hollister Incorporated, thank you for reading this newsletter, and for the great feedback you've given us through our surveys. It's fantastic to see how passionate you are as a community in sharing your thoughts and ideas.



Becky Dalton

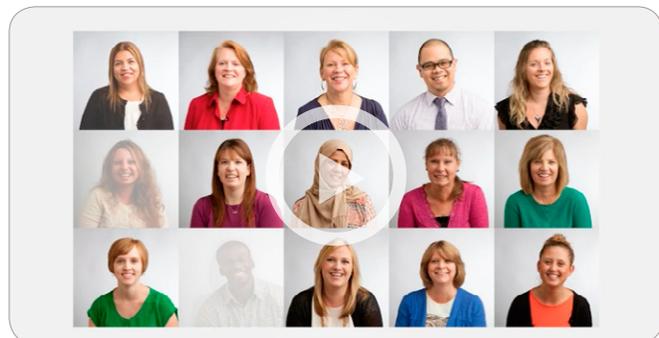
My name is Becky Dalton, and I have the privilege of leading the Hollister Incorporated Secure Start services team. You may be wondering, "What is Secure Start?" Over 10 years ago, we heard loud and clear from our customers, that patients were being discharged earlier and earlier from the hospital after ostomy surgery. They didn't know who to turn to for help with questions about changing their pouch, navigating through skin issues or leakage, and figuring out where and how to order their supplies. Most importantly, they didn't always have someone to turn to with delicate questions. True to the Hollister Incorporated mission to make life more rewarding and dignified for those who use our products, we knew that we could help—we knew we had to help!

Additionally, just as we have gotten to know you over the years, we want to share a little more about ourselves in 2015. We'll share everything from the individuals who make up Secure Start services to the company as a whole, including the values we stand for, and the personal stories that are our legacy. Exciting times are ahead in 2015! Enjoy this great issue, and we'll be in touch soon!

Becky Dalton

Becky Dalton

Secure Start services was established in 2004 as a phone-based service that offers dedicated support for as long as you need it. We have since served over 300,000 people living with ostomies. Each day, as the over 35 associates of Secure Start services walk through the doors of our Libertyville, Illinois office, we feel a strong sense of responsibility to deliver the highest quality of service day in and day out. It is because of this responsibility that we have been taking in your recent survey feedback and will offer enhanced services that you will hear about over the coming months.



To learn more about Secure Start Services, click here.

ASK THE EXPERT

Be Your Own Insurance Advocate



Anna Markowitz

Understand your options with Medicare and other insurance plans

by Anna Markowitz, Reimbursement Specialist

Managing an ostomy at home requires ordering an assortment of products and accessories. Therefore, knowing what to expect from your insurance company is important. Here are some of the questions our customers often ask:

Q: What is the difference between Medicare Part A and Part B and which one covers ostomy supplies?

A: Standard Medicare is composed of two parts. Part A pays for hospital stays, home health, and skilled nursing. Part B covers a variety of outpatient services, including medical supplies, which is the category that ostomy supplies fall into. In order to have coverage for ostomy supplies, you must have Medicare Part B.

Q: What exactly does Medicare cover?

A: The Medicare Ostomy Policy states, "Medicare covers ostomy supplies for use on patients with a surgically created opening (stoma) which diverts urine or fecal contents outside the body." The ostomy policy outlines all the rules and regulations with regards to ostomy supplies, billing, ordering, reorders, proper documentation and maximum quantity allowables. For more information, go to www.cms.gov.

Q: Will I have to pay a deductible with Medicare?

A: Medicare (and almost every insurance) has a deductible that a person has to reach before they can utilize their benefits. This deductible can vary depending on if you have a Medicare plan or private insurance. Again, you must have Medicare Part B to have coverage for ostomy supplies. Once your Part B deductible is fully met, you will then pay a 20 percent copay for your orders (Standard Medicare only).

Q: How many supplies will Medicare allow me to order at one time?

A: When ordering ostomy supplies from a durable medical equipment vendor, you are allowed to order either a one-month supply at a time or a three-month supply at a time.

Medicare maximum allowables per month.

Products	max/month
pouches (closed)	60
pouches (drainable)	20
pouches (urinary)	20
skin barriers (flat, standard wear)	20
stoma cap	31
skin barrier paste	4 oz
stoma powder	10 oz/6 months
ostomy belt	1
skin protective wipes	150/6 months

Q: I didn't see my product listed on the Medicare chart above – what should I do?

A: Medicare does not publish maximums for every single product—this does not mean the product is not covered. This means that your doctor should determine what is reasonable and necessary based on your individual need. If you have private insurance, Medicare Advantage or Medicaid, the best way to find out what ostomy supplies are covered is to check directly with your plan.

Q: If I have private insurance, what is covered? Does it follow Medicare allowables?

A: Private insurers are not required to follow Medicare's allowables, but a lot of them do or at least use it as some kind of a guide. What products are covered and the quantity that is covered varies by insurance plan.

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ASK THE EXPERT

Be Your Own Insurance Advocate

*(continued)***Q: I alternate between using a closed pouch and a drainable one. Can I order both and still be covered?**

A: Yes. Sometimes with Medicare and private insurance, you can request the orders to be mixed. For example, you can order 30 closed pouches with 10 drainable pouches. It is always best to check with Medicare and your supplier to see how many of each type are allowed. The standard rule is to split the maximum amount allowed per month in half.

Q: What is a copay and is this a set amount according to Medicare?

A: The copay is a percentage of the total claim for which the customer is responsible. The copay amount that you must pay your supplier is strictly dictated by your insurance plan. If you have Medicare Part B, you will be responsible for a copay of 20 percent after you have met your deductible. If you have a secondary insurance to Medicare, that copay may get picked up by your secondary insurance.

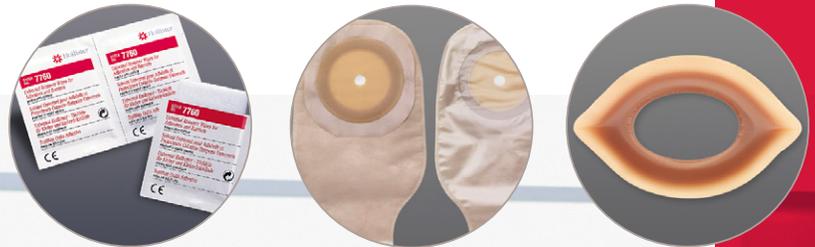
Q: I don't have health insurance, what can I do?

A: If you do not have health insurance, go to www.healthcare.gov, a website shaped by the Affordable Care Act. It allows you to sign up for health insurance, see if you qualify for Medicaid, or see if you qualify for government subsidies (this is when the government will pay some of your monthly premium cost.)

Q: How can I find a supplier in my area that accepts my insurance?

A: If you have questions about Hollister ostomy products or need to find a supplier, you can always call Hollister Incorporated at 888.808.7456 and choose option 2 to speak with an ostomy specialist.

It is important to be honest with your physician and your supplier. Tell them exactly what products work best for you so you are satisfied with the care you receive. Keep yourself involved in your own plan of care and be your own advocate!



NEWS FROM HOLLISTER

Super Support

The Secure Start Services Continence Care team is a go-to resource for people with a spinal cord injury

One of the largest populations in the United States who use intermittent catheters for the long term are spinal cord injured individuals. Spinal cord injuries affect 273,000 Americans with approximately 12,000 new cases a year.* Most spinal cord injuries are accidental resulting from falls, vehicular-related incidents and sporting injuries. Around 80% of spinal cord injuries occur in, on average, 43-year-old males.* If you or a loved one has been affected by a spinal cord injury, transition from rehab to everyday life is often hard. There are lots of questions. *Where do I turn for support? Where can I get the supplies I need? What will insurance cover?* The Secure Start Continence Care team is ready to come to the rescue with the answers for intermittent catheter users at any point in their lifetime.

"We help customers and their families through what can often be an overwhelming process to help get them back on track," explains Josh Siegel, Secure Start Services Coordinator.

In his role, Josh works closely with clinicians, case managers, social workers, floor nurses and nurse practitioners to explain Secure Start services and encourage them to share this service with patients. The Secure Start Continence Care team provides assistance to those not only with spinal cord injuries, but also those with spina bifida, multiple sclerosis or any other condition requiring the use of intermittent catheters. Upon enrollment members can receive an introductory kit which can include product information, guides for use and educational brochures. The Secure Start Continence Care team also regularly follows up with each person to ensure the enrollee has the information they need. "I find that we're very much a resource for the customer," says Josh. He specifically remembers a customer with a spinal cord injury

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Disclosure: Asterisks indicate references from Spinal Cord Injury Facts and Figures at a Glance.

See article [here](#).



**Josh Siegel,
Secure Start
Continence Care
Coordinator**

NEWS FROM HOLLISTER

Super Support

(continued)

who was forced to switch his insurance policy to one within the Affordable Care Act. The gentleman didn't have a prescription for the catheters he needed and was paying for them out-of-pocket. After receiving permission, Josh's team got in touch with his doctor for a prescription and provided a list of suppliers that accepted his plan.

With insurance coverage constantly changing, a lot of questions arise for what is allowed under all the different insurance policies. Common questions like, "How many catheters can I get each month?" or "Is the type of catheter I am using covered by my insurance?" can be addressed by Josh or the full-time reimbursement specialists.

Additionally, the team can provide consumers and their families with educational materials, provide access to on-call clinicians, and assist with finding the correct product fit. Patients now have the option of a new offering known as the 'Local Resource Finder.' This service provides patients with information on support groups specific to their diagnosis, as well as adaptive sporting events in their area. Should the consumer or caregivers be interested in this information, their Secure Start coordinator will email them the address and contact information for the relevant group and event details.

"Secure Start Continence Care is a service that a person can really depend on to provide support for their bladder management needs," concludes Josh. "We're always here when you need us."

For more information about Secure Start Continence Care, call toll-free 1.888.740.8999, Monday through Friday, 8:00 am – 5:00 pm (Central Standard Time) or visit www.HollisterPeopleFirst.com/securestart.

www.HollisterPeopleFirst.com/securestart provides valuable support, tips, portraits and resources



NEWS FROM HOLLISTER

Secure Start Corner

Meet the smile behind the voice



Agne

Region: Northeast
Title: Lifetime Service Coordinator
Length of Service: 3.5 years
Hobby: Cooking
Favorite TV Show: *House of Cards*
Interesting Tidbit: I have a twin brother



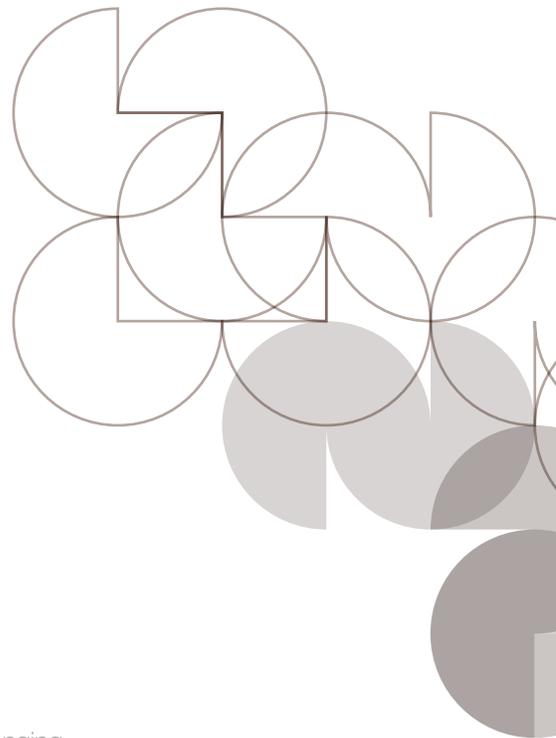
Mike

Region: West Coast
Title: Lifetime Service Coordinator
Length of Service: 1 year
Hobbies: Disc Golf, basketball, movies, hanging with friends
Favorite TV Shows: *House of Cards, Game of Thrones, Old School Friends*
Interesting Tidbit: I graduated from Eastern Illinois University with a Journalism degree in May, 2014



Mary

Region: Northeast
Title: Lifetime Service Coordinator
Length of Service: 7 years
Hobbies: Acting, singing, seeing live theatre in Chicago and New York
Favorite TV Show: *Nashville*
Interesting Tidbit: I take acting classes at The Second City and private voice lessons



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NEWS FROM HOLLISTER

Secure Start Corner

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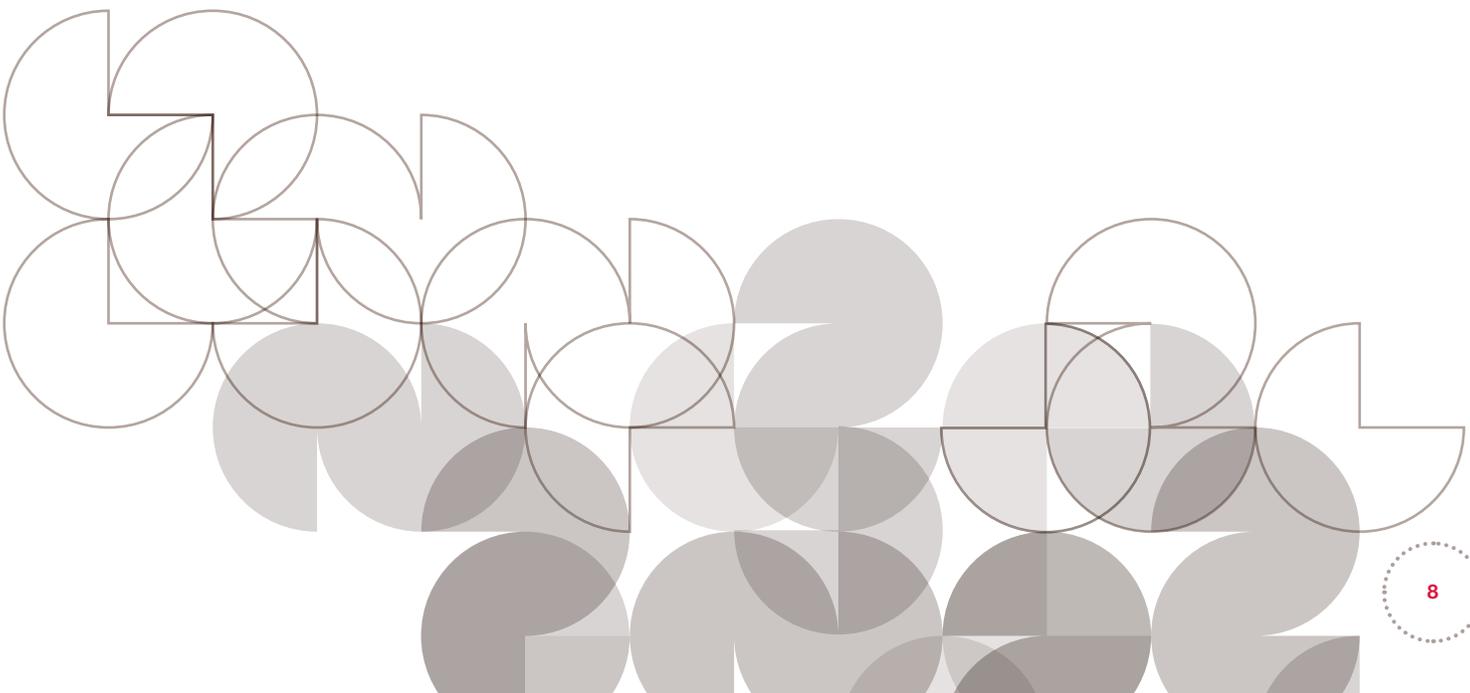
Kyle

- Region:** Midwest
- Title:** Lifetime Service Coordinator
- Length of Service:** 4 months
- Hobbies:** Reading, cheering on the Chicago Blackhawks
- Favorite TV Shows:** *Orange is the New Black*, *Game of Thrones*, *Breaking Bad* and *Sons of Anarchy*
- Interesting Tidbit:** I am a big Notre Dame football fan



Emily

- Region:** Southeast
- Title:** Home Health Coordinator
- Length of Service:** 5 years
- Hobbies:** Volunteering at my daughter's school, skiing, camping and whitewater rafting
- Favorite TV Shows:** *Girlfriends' Guide to Divorce*, *Alaskan Bush People*, *The Little Couple*
- Interesting Tidbit:** One of my favorite pastimes is horseback riding



EVENT UPDATES

Make Plans for the New Year

Here's what's happening in 2015

Get Your Guts in Gear Ride— June & August, 2015

Get Your Guts in Gear (GYGIG) is an independent, national, not-for-profit organization that raises awareness of Crohn's disease, ulcerative colitis, and related conditions through multi-day cycling events that benefit and support inflammatory bowel disease (IBD) organizations and patient advocacy groups. Join GYGIG in 2015 in New York or Ohio. Ride or volunteer Saturday, Sunday or the full weekend. There are mileage options of 100, 62.5, or 30 miles, plus an additional under-10-mile ride on Sunday.

12th Annual Hudson Valley, New York Ride:

June 13 & 14, 2015

2nd Annual Sandusky, Ohio Ride:

August 15 & 16, 2015

For more information, go to www.igotguts.org.

Youth Rally—July 13-18, 2015

This year's summer camp for young people ages 11 to 17, with any sort of bowel or bladder dysfunction, will take place at the University of Colorado, Boulder. Know a young person who would benefit from this life-changing experience? Go to www.rally4youth.org.

Fifth UOAA National Conference— September 1-6, 2015

The United Ostomy Associations of America, celebrating a decade of caring and sharing, will host their fifth biennial conference in St. Louis, Missouri, at the Hyatt Regency St. Louis at the Arch. Plans are now being solidified for exciting events, including an opening night ice cream social, a free stoma clinic, motivational speakers, educational workshops, panels, vendors, a closing night extravaganza with live entertainment and more.

For details and to register online, visit www.ostomy.org.



World Ostomy Day—October 3, 2015

The aim of World Ostomy Day: Many Stories, One Voice is to improve the rehabilitation of people with ostomies worldwide by bringing their needs and aspirations to the attention of the general public and the global community.

For more information, go to www.ostomy.org.

Girls with Guts Retreat—Fall 2015

The Girls With Guts Retreat is a weekend-long event providing opportunities for women ages 18 and over, with IBD and/or ostomies, to foster friendships and learn ways to improve their lives emotionally, mentally, and physically. Though creating networks with other women is key, the weekend is packed with educational opportunities including speakers who bring a wealth of knowledge specific to women with IBD and/or ostomies. Specific details are not yet available for the 2015 retreat, so check www.girlswithguts.org for updated information.

Secure Start Newsletter Resources

Secure Start Services

1.888.808.7456
www.hollister.com

United Ostomy Associations of America, Inc. (UOAA)

1.800.826.0826
info@uoaa.org
www.ostomy.org

Wound, Ostomy and Continence Nurses Society (WOCN)

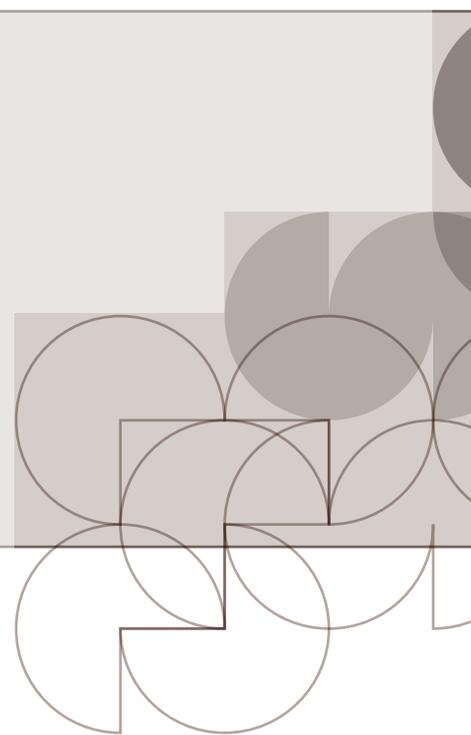
1.888.224.9626
www.wocn.org

Crohn's & Colitis Foundation of America, Inc. (CCFA)

1.800.932.2423
www.ccfa.org

Share Your Story

Are you interested in having your story potentially featured in the Secure Start newsletter? Email us at securestartnewsletter@hollister.com



Introducing!
**Adapt No Sting
Protective Wipe**



Gentle, alcohol-free skin protection from the name you trust

Be one of the first to try by calling us today for a sample!
1.888.808.7456, press 2.



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It's Personal.

We are proud to offer you dedicated support along the continuum of care. Secure Start services provide a lifetime of personalized support for as long as you need it. We want to help you live your life, your way.



Nothing contained herein should be considered medical advice. Medical advice can only be provided by an individual's personal doctor or medical professional.

Secure Start services are free of charge, and there is no obligation to purchase anything to receive them. Product samples are provided for the patient's trial use and cannot be resold or billed. There is no obligation to accept samples or participate in insurance-matching to identify supplier options. Hollister Incorporated reserves the right to change Secure Start services at any time.

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