

Secure Start *It's personal.*

Newsletter

20
15
QUARTER 2

Inside:

5 | **Ask the
Expert**

7-9 | **News from
Hollister**

10-12 | **Event
Updates**

Cover Story | 2
Summer Throwback

This past February, Hollister received an email from Michael Adams in which he shared his personal story of living with an ostomy for the past 43 years. We welcomed Mike into the Hollister family four decades ago and were thrilled to hear his story about how he has been helping others in his community since he had his ostomy. *“At the occasional request of local gastroenterologists, I would visit patients who were a few days to a few months post-op, and were having trouble physically or emotionally...and I think I helped them see the future a little brighter after those visits.”* We are delighted to share Mike's story here and hope he will inspire you as much as he has inspired us.

Summer Throwback

Mike Adams reminisces on his life since having surgery in 1972

Imagine a lake in Wisconsin on a sunny, humid, summer afternoon. A teenage boy out on the water, skiing, fishing, lifeguarding and having the time of his life with close buddies. I was that boy growing up wild and free on that lake. When not on the lake or working in my parents' family-owned grocery store, Parkside Foods, I spent my free time bowling, going to dances and seeing movies. Even though I had ulcerative colitis and was hospitalized every eight to ten months for I.V. infusion and cortisone enemas, etc., I tried hard to never let it get me down. But right at the end of my freshman year of college, the colitis flared up so badly that ileostomy surgery became inevitable.

This was 1972 and things were a lot different. People didn't understand ileostomies. My parents, customers and friends were sympathetic to my plight, but some of them offered to take me to faith healers or far-away doctors instead of having surgery. My own doctor tried to scare me into eating right and told me I'd have to wear “an ugly bag” for the rest of my life. Well, it was pretty ugly! It was rubber and had to be bleached out and well-rinsed every time I used it. My buddies, parents and church family were really encouraging, but it was my Uncle Harley who really helped me pull through. He came over almost every day and we'd pray together. I can still hear him saying, “Stick in there, you'll be OK.”

While recovering, I learned to play the organ, which kept me occupied so I could allow my body to rest. By August, just four months after surgery, I was back up on water skis. I was determined to get on with my life. I finished college, rented a bachelor pad and eventually opened my own typography business.

(continued on the next page)



Mike and his wife, Sue, in 1977.



Mike and his parents on college graduation night in 1971.

COVER STORY

Summer Throwback

(continued)

At the occasional request of local gastroenterologists, I would visit patients who were a few days to a few months post-op and were having trouble physically or emotionally. For many, it was self-image and for some, it was a lack of a support system beyond their parents. I hooked them up with an enterostomal nurse, who worked for a local pharmacy, to help answer questions. For one young man, I visited his high school athletic director and arranged for a more private shower. I even wrote and printed a small brochure explaining the condition prior to and after the surgery that young people could pass out to their peers and coaches. Mentoring other patients gave me a great sense of purpose. I think it was one of the most rewarding things I've done with my life. Back then, today and tomorrow my best advice to young people facing ostomy surgery was and will always be the same—get on with life and stay active. It worked for me!

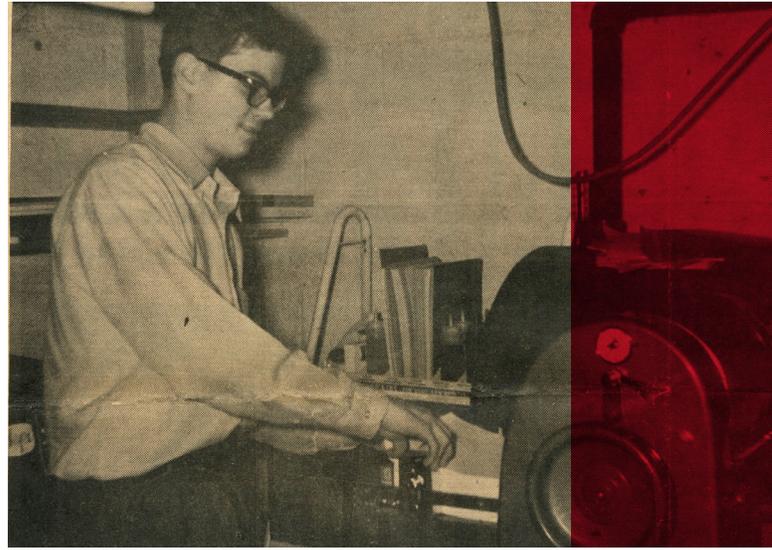
After three years of wearing that rubber appliance, I was introduced to Hollister products. Now I use the **New Image** drainable pouch and Flextend convex skin barrier, which makes life so much easier.

You're probably wondering about dating and such. Well, I only dated two girls after surgery and the second one—Sue, became my wife in 1976. When I told her about my situation it was like I had just said, "I have a mole on my ankle." It was no big deal to her and the next week her family welcomed me with open arms. We have a great, loving relationship. Every man should be as lucky as I am.

We were told we probably couldn't have children because of all of the cortisone treatments I received as a young man. But lo and behold, on the way home from Florida, Sue started to feel queasy and it turned out we were expecting! That has to be my favorite travel story ever.



Mike and his wife, Sue, will soon celebrate 40 years of marriage.



Mike opened his own printing business in the basement of his parents' grocery store in 1968. This picture is from a newspaper article featuring Mike's business that he started on a flat-bed press his grandmother gifted him when he was 12 years old.

When I talk to people in ostomy groups they sometimes ask how to tell kids about ostomies. I always say, "Talk to them at their level." Our daughter, Erin, saw my pouch early on and I just explained, "That's how Daddy goes potty." I told her tidbits a little at a time—and guess what? Now she's a registered nurse and I turn to *her* with questions.

Even though I've learned so much about faith, life and love in those years since surgery, a part of me will always be that teenage boy wild and free. I still love leading an active lifestyle, but I have to admit I've slowed down a bit since retiring. Sue and I spend most of our time together cooking and gardening. In the summer, I can't wait for the taste of cherries, berries and watermelon, and I love a good bratwurst on the grill. Life is good.

Financial Disclosure: Michael Adams received compensation from Hollister for his contribution to this newsletter.

"Back then, today and tomorrow my best advice to young people facing ostomy surgery was and will always be the same—get on with life and stay active. It worked for me!"

COVER STORY



Pictured in 2013, Mike and Sue love spending time outdoors and being active.

Mike's Greatest Hits of Summer

Favorite Summer Music

The Beach Boys, The Beatles and Three Dog Night

Favorite Summer Memory

A week-long vacation on my folks' cabin cruiser on the Mississippi River

Favorite Travel Spot with Sue

Marco Island, Florida

Useful Travel Tip

Always carry a complete set of supplies

Favorite Summer Food

Seasonal fruit—cherries, berries and watermelon

Favorite Summer Activities

Healthy gardening and walking our dogs

Favorite New Vegetable Finds

Fooled You Pepper—a pepper without heat!
Sun Sugar Tomato

ASK THE EXPERT

Hernia Help

Learn more about parastomal hernias

by Joy Boarini, MSN, WOC Nurse
Director, Global Clinical Education, Hollister Incorporated



Joy Boarini

Following ostomy surgery people are encouraged to resume their previous lifestyle. Being active is not only healthy, but also an important part of your recovery following surgery. However, some people may develop a parastomal hernia. The following is some information on this common occurrence.

Q: What is a parastomal hernia and why does it happen?

A: A parastomal hernia is a bulging that occurs around your stoma. It is the result of a weakness in the muscles in your abdomen, and this happens because the muscles were cut to create an opening for your stoma.

Q: How do I know if I have a parastomal hernia?

A: A parastomal hernia usually develops slowly over time. It may appear as an irregularity or bulging on the skin surface. The size and shape of the hernia will change depending on your position, and it is usually less obvious when you are lying down.

Q: Are parastomal hernias common?

A: Parastomal hernias are a common occurrence and virtually anyone with a stoma can develop a parastomal hernia. It can occur weeks, months or years after stoma surgery. The incidence of parastomal hernias is probably underreported.

Q: What is the impact of a parastomal hernia?

A: For some, the appearance can be disturbing, especially if the hernia is large. Some people will report a feeling of fullness or heaviness around their stoma. Because of the change in the contours of your abdomen, you may notice that the wear time with your pouching system is shorter or more unpredictable. It may lead to leakage, skin irritation and an increased use of products. This can quickly get out of hand, and so it is good advice to see your WOC nurse who may recommend a different pouching system for you.

Q: What kind of adaptations would be made to my pouching system?

A: Because of the changes in the skin contours around the stoma, your WOC nurse might suggest a more flexible pouching system – like a one-piece or a two-piece system with a floating flange. The floating flange will allow the pouching system to adapt and flex with the shape of your abdomen. If you are using a firm, convex pouching system, your WOC nurse might recommend that you discontinue it to allow for a better fit.

Q: Are there any suggestions for taking care of myself?

A: You should always follow your doctor's or WOC nurse's advice regarding activity following surgery. However, most will recommend that you limit heavy lifting or certain activities for six to eight weeks following surgery. Also, coughing can cause a strain on the weakened abdominal wall so it is good to quit smoking. If overweight, losing weight can help to decrease the stress on these muscles.

Q: What if I already have a parastomal hernia?

A: If you know or think you have a parastomal hernia, it is a good idea to make sure you see your WOC nurse. They may recommend a binder to help support the hernia and increase your comfort. Your pouching system should also be reassessed since it may not be correct for the shape of your abdomen. Lastly, your WOC nurse can teach you the signs to watch for that would indicate further intervention would be needed.

(continued on the next page)

ASK THE EXPERT

Hernia Help

*(continued)***Q: Is an ostomy belt the same as a support belt?**

A: No. Ostomy belts attach to the pouching system and are used to help secure your skin barrier and pouch. A support binder is used to help prevent or manage parastomal hernias. They fit around your pouching system to support your muscles. These products serve different purposes.

Q: Is surgery required for parastomal hernias?

A: Not necessarily. Many people never require surgery for a parastomal hernia. However, a physician will make the determination if surgery is required.

Q: Should I eliminate activity so I can avoid a hernia?

A: It is usually not necessary or recommended to eliminate all activity. Like most things, everything should be done in moderation. Many people enjoy the same activities and sometimes new activities following ostomy surgery. Talk with your WOC nurse or surgeon so that you are properly advised and take appropriate actions to support your abdominal muscles.



NEWS FROM HOLLISTER

Secure Start Corner

Meet the smile behind the voice



Hillary

- Region:** Northeast
- Title:** Acute Care Coordinator
- Length of Service:** 2 years
- Hobbies:** Reading, cooking, crafting, getting outside as much as possible when the weather is nice, and traveling
- Favorite TV Shows:** *The Mindy Project, New Girl, Brooklyn Nine-Nine, Parenthood, The Goldbergs, Modern Family*, and anything on HGTV—Wow, I watch WAY too much TV!
- Interesting Tidbit:** I LOVE to travel! I studied abroad in London while I was in college, and after I graduated I backpacked through Europe for three months. I was able to visit eight different countries and 25 different cities.



Kim

- Region:** Southeast
- Title:** Lifetime Service Coordinator
- Length of Service:** 9 years
- Hobbies:** I love to read and go for walks
- Favorite TV Shows:** (I am so old school I'll watch anything made in the 70s) *Star Trek, Wonder Woman, Batman*, etc.
- Interesting Tidbit:** I have an addiction to shoes, purses and jewelry

(continued on the next page)

NEWS FROM HOLLISTER

Secure Start Corner

(continued)



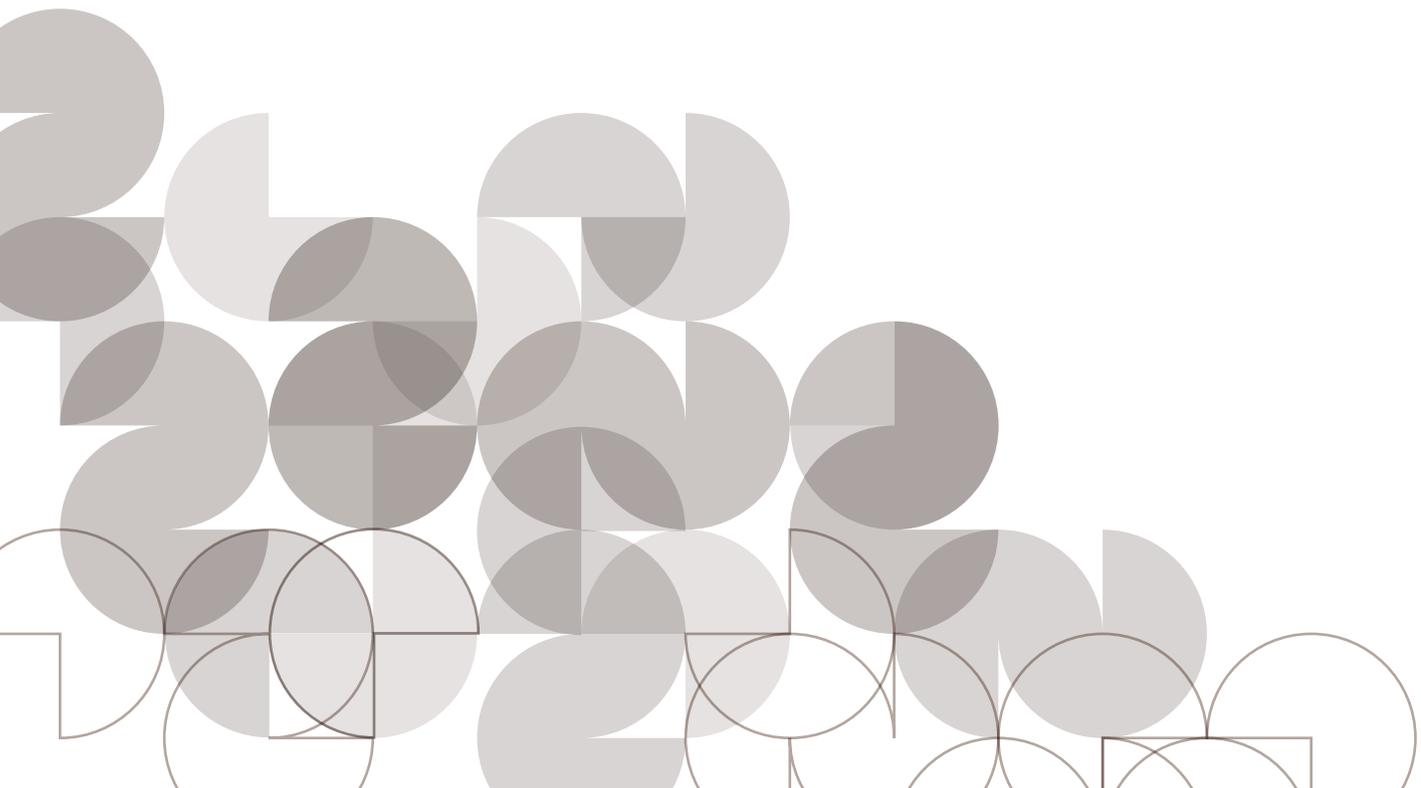
Alissa

Region: Northeast
Title: Lifetime Service Coordinator
Length of Service: 2 years
Hobbies: Spending time with my husband and two boys, traveling (when I can), enjoying the outdoors
Favorite TV Shows: *Madam Secretary, Big Bang Theory*
Interesting Tidbit: I used to compete in triathlons.



Frank

Region: West Coast
Title: Lifetime Service Coordinator
Length of Service: 1 year 4 months
Hobbies: Traveling, DJing, Music
Favorite TV Show: *Seinfeld*
Interesting Tidbit: I used to be a model for Hostess® CupCakes.



NEWS FROM HOLLISTER

We asked, you responded, we're listening...

The results of our online survey are in

Your input matters! We asked you to complete an online survey to identify specific areas where you feel you or a family member is lacking information or support related to living with an ostomy. Over 200 people completed the questionnaire and provided us with invaluable data that we'll use to enhance our service offerings later this year.

We thought you might find these results as interesting as we did!

Skin Health

- 92% have experienced some degree of skin barrier leakage and 66% would like information on why leakage can occur
- 84% have experienced peristomal skin irritation and 66% would like information as to why skin irritation can occur

Sources of Medical/Health Information

- 24% reported their primary source of ostomy information was the Internet but no one reported there being a single "large" or "central" source of ostomy information
- 28% belong to an ostomy support group

Lifestyle

Many respondents indicated they experience interference or limitations in several areas of daily life. Specifically:

- 42% indicate they can't wear the clothes they want
- 36% indicate their stoma interferes with vigorous activities
- 34% indicate their stoma interferes with traveling
- 34% indicate their stoma interferes with bathing, showering or swimming

SECURE START Newsletter

Got a Minute?

Take Our New 60-Second Online Survey!

In our last issue we asked you to take a quick and easy survey. We're already hard at work incorporating your answers into solutions to help make a difference in your life and in the lives of others who use our products. Please take another minute to let us know a little more about your experience living with an ostomy. We'd also like to know if you'd be interested in participating in a live interview or speaking with us further regarding your ostomy needs.

If you have 60-seconds to spare, please click the link below.



GO NOW!



[Click Here to see the Online Survey Questions](#)

Despite all these areas of need, the over 200 respondents have adapted well to living life with a stoma. We were so happy to hear that:

- 94% are confident in who they are
- 81% are comfortable with their stoma
- 69% feel they can do what they want

In our next issue, we look forward to sharing more details related to how we can best support you in addressing these needs. In the meantime, we would love to hear from you and get your reaction to these results. Drop us a line at securestartnewsletter@hollister.com.

EVENT UPDATES

Meet us in St. Louis!

The United Ostomy Associations of America turns 10 this year

A big Happy Birthday is in order for The United Ostomy Associations of America! Celebrating 10 years of support to ostomates across the country, the UOAA will be hosting their fifth biennial conference in St. Louis, Missouri. The city of St. Louis is known as the "Gateway to the West" but from September 2nd-September 5th, it will be known as the "Gateway to a New Life".

Hosted at the Hyatt Regency St. Louis at the Arch, highlighted events include:

- **Exhibition Hall:** be sure to visit the Hollister booth along with other vendors to see the latest products and services.
- **Educational Workshops:** a wide variety of topics will be covered and range from "Basic Ileostomy, Colostomy, Urostomy and Continent Diversion Care" to "Intimacy and Dating" to "Spouses/Partners Meetings," and "Millennials Workshops". Please click [here](#) for the conference program schedule.
- **Ice Cream Social:** join Hollister Incorporated to celebrate the 10th birthday of the UOAA for a night of tasty treats, birthday fun and surprises!

Throughout the four-day conference, there will be stoma clinics and nightly activities. Opening and closing ceremonies will feature inspirational speakers who will share their personal journeys of living with an ostomy. Whether you are new to living with an ostomy or have years of experience, you are certain to learn something and will have the opportunity to network with fellow ostomates at this positive, informative event.

Please click [here](#) for information about the conference, to register, and for hotel registration information.



EVENT UPDATES

Make Plans to Have Fun

Here's what is happening this summer & fall

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. The details are out! Here's just a snapshot of what's taking place:

- Zumba, dancing, rock climbing, swimming and more
- Bowling and crafts
- Laser light show
- Ice cream social
- Elitch Gardens Theme Park
- Talent Show and Fashion Show
- Inspirational speaker Jen Bricker

Know a young person who would benefit from this life-changing experience? Go to www.rally4youth.org.

Girls With Guts Retreat—October 9-12, 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.

The Girls With Guts 2015 Retreat is being held at YMCA Camp Collins in Gresham, Oregon. For more information, go to www.girlswithguts.org.



Girls With Guts participating in a past year's retreat activities

EVENT UPDATES

Get Active and Get Involved

Head outside this summer and make a difference

Everybody knows that activity is an integral part of staying healthy. An ostomy shouldn't keep you from doing the summer activities you love like hiking, biking, swimming and even running marathons! This summer, why not get moving to raise awareness about Crohn's disease, colitis and colon cancer? Check out these great awareness-raising activities available this summer:

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.

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.

Take Steps for Crohn's & Colitis

Take Steps is a nationwide event in 145 communities across the country to help the Crohn's & Colitis Foundation of America (CCFA) get one step closer to a cure. Through a series of Take Step walks family, friends and communities help raise critical dollars while enjoying live music, food and kids' entertainment. As always, educational materials are available so that others can learn about Crohn's & Colitis and join the fight for a cure.

Find a Take Steps walk in your area by going to www.ccfa.org. Just plug in your ZIP code and get ready to make a difference.



Get Your Rear in Gear®

Get Your Rear in Gear is the signature event of the Colon Cancer Coalition, and the largest, colon cancer-focused event series in the United States. These 5K races not only raise funds, but also help increase screening rates and awareness for colon cancer. Marathon-quality medals are given to the top finishers in several groups. Get your rear in gear and sign up for the next race, volunteer to drive someone you know to their colonoscopy or make a gift to the Colon Cancer Coalition.

Find a race in your area by going to www.coloncancercoalition.org.

2nd Annual WannaWearOne 5k October 3, 2015

In celebration of World Ostomy Day, The WannaWearOne campaign will be hosting the 2nd annual 5K race in Durham, NC. The WannaWearOne campaign started when two ostomy nurses in North Carolina developed an idea to raise ostomy awareness in their community. For more information, please visit www.wannawearone.org.

For more information about the 5k events, please visit www.ostomy5k.org. Additional locations will include Kingsport, TN and a "Virtual" race.

For additional information on World Ostomy Day or the Ostomy 5k events, please visit UOAA's website at www.ostomy.org.

NEWS FROM HOLLISTER

Secure Start services has a new Facebook page!

This is a great place to meet people, whether you are living with an ostomy or caring for someone with an ostomy. Our Facebook page is the place we share our celebrations and events, photos, videos, and even recipes. And we invite you to share your stories too! Join the conversation today by clicking the link below. Check out our latest post - we would love to see your four-legged, winged, or finned family members. **Welcome to the Family!**



Click Here to join the conversation

Secure Start Newsletter Resources

Secure Start Services

1.888.808.7456
 www.hollister.com
 www.facebook.com/SecureStartServices

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.cdfa.org

Inspire.com

www.inspire.com

Share Your Story

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

Introducing the Adapt Slim Barrier Ring



The most popular
Adapt barrier ring—
now 50% thinner



More of what you need, less of what you don't.

At half the thickness of the standard 2" (48 mm) flat ring, the new Hollister Adapt slim barrier ring delivers the same features, with less material. Hollister is committed to providing a range of options for you to find the best fit for your body and stoma care needs. The addition of the new slim barrier ring is just one more option to help you have the convenience and comfort you deserve.

All Adapt flat barrier rings:

- Can be stretched or shaped
- Help prevent ostomy output from getting under the pouch seal
- Resist erosion from discharge
- Are alcohol free, so there is no sting from alcohol when applied to broken or irritated skin

If you're seeking another option for a custom fit with your pouching system, consider the new Hollister Adapt slim barrier ring.

Hollister Ostomy. **Details Matter.**



The Hollister logo, Adapt and "Hollister Ostomy. Details Matter." are trademarks of Hollister Incorporated.

© 2015 Hollister Incorporated. 922770-315

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.

The Hollister Logo, Adapt, Flexend, New Image, Hollister Ostomy, Details Matter., Secure Start, and Secure Start It's Personal are trademarks of Hollister Incorporated. All other trademarks and copyrights are the property of their respective owners.

© 2015 Hollister Incorporated

PROMOCODE: 100SSNEWS515

922816-515



Hollister Incorporated
2000 Hollister Drive
Libertyville, Illinois 60048 USA

www.hollister.com