

Secure | Start

A Quarterly Newsletter for People with Ostomies

Keep Moving

Great product options make it easier than ever to keep in shape



Summer has drawn to a close, but that doesn't mean you have to give up swimming, sports and lightweight, form-fitting clothing. Keeping active can bring new challenges, which makes it the perfect time to take a fresh look at your pouching system and accessories.

"Technology and materials have continued to evolve, and if you haven't been updated on products recently, now's the time to explore your options," explains Joy Boarini, Sales Education Manager at Hollister.

Sometimes high temperatures, perspiration and increased activity, especially swimming, can decrease your pouch wear time. This is normal. Expect it, anticipate it and adjust your pouch changing routine to accommodate it. An extended wear skin barrier can help manage additional moisture and may be a good option to consider.

It's also time to break out your favorite swimsuit with complete confidence. Options such as mini-pouches, closed pouches and those with the integrated **Lock 'n Roll** Closure provide a sleek, low profile. If you haven't tried a pouch with a filter in a while, now is definitely the time. The new **AF300** Ostomy Filter from Hollister is designed to help reduce pouch ballooning, which can make your pouch more discreet under clothing. The unique advantage of this filter is that it provides liquid protection so you don't need a filter cover!

If you're traveling near or far this fall, make sure to pack enough product — even more than you think you'll need. People with colostomies may find that a closed pouch is a convenient, disposable option for travel, especially when camping, hiking or touring.

"Even the best, most innovative products need a little help from you," concludes Joy. "Make sure your pouch is empty and secure before jumping in the pool, hitting the links or playing that next tennis match."

Treat yourself to a fresh option today. Simply call Hollister and ask for a Consumer Specialist.



 Hollister

Attention to Detail. Attention to Life.

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America, Inc. (UOAA)**

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Nurses Society (WOCN)**

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

1.800.932.2423 www.ccfa.org

Personal Profile**Answered Prayers****Max Egbert and his parents found the guardian angel they had hoped for***Max and his adoring family Emily, Sully, Sam and Mark Egbert*

Max Egbert was only three days old when he was diagnosed with long-segment Hirschsprung's disease and was given an ileostomy. After 21 days of hospitalization, he was healthy enough to come home. At home, his parents had severe problems with getting the bags to stay on for more than a few hours without leaking.

"We did exactly as we were instructed and still had no luck," explains Emily, Max's mom. "We spent days without sleep and worried endlessly about skin breakdown, as well as new problems that could potentially occur."

Luckily, Max's nurse at Children's Hospital enrolled Max in the **Secure Start** Program with Hollister Incorporated. Matthew Saratore, his **Secure Start** Coordinator, really helped the Egberts figure out what would work for Max. They called him several times a day for weeks and he always offered great options. Supplies arrived daily with new products, and they were always accompanied by wonderful literature on how to use them.

"Matthew became Max's guardian angel," says Emily.

After a stoma revision at the end of February, the battle with the bags started all over again! The Egberts battled fresh sutures and a flush stoma, and had no idea how to make a bag stay on. They were at their wit's end! The Secure Start Program saved the day once again. Matthew shared more fresh ideas and supplies, and soon Max began getting 48 hours of wear time!

"When your child is born with special needs, it is daunting and frightening," adds Emily. "This program from Hollister offers parents real help and real solutions."

The Egberts will never forget how Matthew took the time necessary to help their family through such a trying time. They urge other parents of children with new ostomies to look into the Secure Start Program. It just might be the answer to your family's desperate prayers.

Ask Brenda

Option Fatigue

Brenda Elsagher wakes up to the many joys of choice



Ever feel exhausted by choices? My husband and I set out to go to a movie and once we get there, we find 16 other options. And there's food envy. When the waitress brings my dinner, why does everybody else's always seem more appealing? There are just too many phones, service plans and extended warranties to choose from. Option fatigue is rampant!

It happens with our health, too. When I met with the fifth doctor in a line-up of eight that would examine the golf ball-size tumor growing in my rectum, I was frustrated. I owned a busy hair salon, had two children under 6 years old, and I didn't have time for cancer, much less an ostomy. All I wanted to know was, "Will I be having chemo and radiation first or surgery first?"

He kept giving me different answers that all pointed to options and no definitive action plan. All of a sudden, I felt like I was talking to a politician instead of a doctor with a plan. In my exasperation, I said, "Look, doctor, I am a hair stylist. I can advise you if you should have your hair cut above or in the middle of your ear. You are the doctor, not me...why can't I get a straight answer?"

Finally, the gynecologist who would be performing reconstruction surgery said, "I can't do this surgery on radiated tissues." At last, a decision was made. I would have chemo and radiation after surgery. In fact, after the pathology reports came back after surgery, the cancer had not spread and I didn't need chemo or radiation therapy. Now I understood why that doctor kept giving me options—he didn't have all the facts.

I have since learned that options are my friends. In the hospital you get a pouch as long as the Mississippi River and as clear as water. It's a little daunting to imagine that thing hanging off your belly for all time. Then you learn that this pouch is good for the hospital staff to use so they can see what's happening and it's easier for them to work with. Not long after, your WOC nurse comes to visit with an array of pouches for you try at home, not to mention all the pastes, tapes and powders. I have to admit that I was confused by all the different pouches, where to order them and how to take care of each one.

Once you choose the right pouch through trial and error and samples from Hollister, you start to think about the cosmetics of the pouch (especially for intimate moments). Then you discover the various companies that make pouch covers, or you design your own. I have heard some people say it makes them happier to have something fun to cover their pouches. I never worried about that too much, but a tummy or tush cover might be good. A messy room cover would be even better. Those are the things that distract me during intimate moments.

When I got my colostomy 12 years ago, there wasn't the great support there is today. When I was at the national UOAA conference in Illinois last year, I spent a day at Hollister learning more about the **Secure Start** Discharge Program for new ostomy patients. I wish that had been around when I got my ostomy. They send a kit made up just for you, prescribed by your WOCN, with pouches and other things you may need and provide follow-up calls to see if the pouches are working well. In this day of so many options, they take the confusion away and slow down the process of trial and error without wasted expense and products.

It just occurred to me, I never have to give my ostomy pouch another thought when I go out to dinner and lust after another diner's entrée. These days, it takes me longer to make a decision about which movie to see than which pouch to wear...that's freedom.

Brenda Elsagher is a national keynote speaker, author of *If the Battle is Over, Why Am I Still in Uniform?* and *I'd Like to Buy a Bowel Please!* Are you a closet writer? Please submit a funny or inspiring medical story to Brenda for her next book, *Bedpan Banter*. Go to www.livingandlaughing.com for more details. She also welcomes comments and questions at 1.952.882.9882.



“These days it takes me longer to make a decision about which movie to see than which pouch to wear...that's freedom.”

Announcements/What's New

Lock 'n Roll Closure System Upgraded

Lock 'n Roll Closure System is now easier to clean and easier to use. The bottom section of the pouch tail has been upgraded and is smooth on both sides. This exciting upgrade has started to become available on **New Image** Two-Piece and **Premier** One-Piece Drainable Pouches.*



To Close: (Steps 1-3) Fold pouch tail up three times towards the outer side of the pouch until the plastic fasteners meet. **To Seal:** (Step 4) Press firmly from the center to the outer edges along the closure strip and feel the seal!



To Drain: (Step 5) Pinch (squeeze) the sides of the pouch tail. **To Clean:** (Step 6) Clean the inside of the pouch tail with a tissue.

* This new upgraded feature will be phased into all New Image Two-Piece & Premier One-Piece drainable products throughout the rest of 2008. Availability will vary according to product SKU.

Get Your Guts in Gear This October



The Ride for Crohn's & Colitis is a three-day, 210-mile cycling event on two coasts that raises funds and awareness for Crohn's disease and ulcerative colitis. If you missed the summer **Get Your Guts in Gear** rides in NY and Seattle, there's still time to train for the Texas route. Scheduled for October 17-19, the ride begins in La Grange and ends near Austin. All routes can be completed by a beginning rider with sufficient training and are challenging enough for a seasoned cyclist. Not into cycling? Become a volunteer! For more information, go to www.ibdride.org.

Chapter Profile

A Running Start

California goes the distance for new members



Shirley Chadwick, marathoner, runs the association visitor program

When a new person comes to a meeting of the Ostomy Association of the San Gabriel Valley, he or she is immediately introduced to someone who has the same type of ostomy.

"People come in thinking they are the only one in the world with an ostomy, and we want them to be able to talk to a pro," says Shirley Chadwick, Visitor Coordinator and Treasurer of the association.

The association is 50 members strong, but there's always room for one more at their monthly meetings in Arcadia. The two hours are packed with speakers such as doctors, WOC nurses, dieticians and Hollister representatives with new product introductions. There's time carved out for rap sessions, too, especially when a first timer has questions. All look forward to the holiday potluck, especially since a lot of great cooks call the association home.

As Visitor Coordinator, Shirley fields calls from WOC nurses, and she or a fellow member makes a beeline to the hospital to provide support. Patients are given a folder packed with information, educational materials and the association's monthly newsletter. Shirley makes sure to follow up with phone calls and meeting invitations.

Though the association is a close-knit group, their warmth spreads far and wide. When members heard about a baby with an ostomy in Mexico who desperately needed supplies, they promptly sent a care package. The association never forgot that baby and extends the same compassion to each and every person they encounter. After 22 years of membership, Shirley says it best, "We feel that if we can help just one person, then our lives are worth it."

Frequently Asked Questions

Freedom of Choice

The sky's the limit when you know your options

Day-to-day life is full of choices to be made, but options are especially important when you have an ostomy. In the hospital, options are limited and the pouching system that works well right after surgery may not suit your lifestyle. Once you become more familiar and comfortable with your ostomy, you may wish to consider other choices.

Why would I want a pouch with a filter?

A: A pouch with a filter helps eliminate pouch ballooning by continuously venting and deodorizing gas that goes into your pouch. This can help maintain a lower profile and better pouch seal.

I have a urostomy and cleaning my bedside bag is a hassle—any ideas?

A: A bedside collector is useful at night, but you should empty and clean it every morning. The **m9 Cleaner/Decrystallizer** cleans, eliminates odors and prevents crystals that can build up. It comes with a convenient wash bottle and is covered by Medicare and most insurance carriers.

They used paste with my pouch in the hospital. Should I still use it?

A: Paste serves as a caulk to prevent leakage under your skin barrier. Many people find that skin barrier rings are a convenient alternative to paste. Rings are easy to use and are more resistant to stomal discharge—especially urine.

Why would someone use a closed pouch?

A: There are a variety of reasons. Some people who use a two-piece pouching system prefer the option of switching to a closed pouch for activity, showering, intimate moments or under a specific outfit for a lower profile. Some people with colostomies find it more convenient to use a closed pouch rather than emptying a drainable pouch. The Medicare allowable for closed pouches is 60/month so this is a practical solution for some.

How long do I have to wait to switch to a pre-sized pouch?

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 skin protection. A pre-sized barrier is more convenient than one that needs to be cut, so ask about it the next time you place your order.



Lynn Sacramento

Someone You Should Know at Hollister

Lynn Sacramento

Clinical Education Specialist

Sometimes a friendly soothing voice on the other end of the phone can turn doubt into certainty and fear into hope. If you've ever called Hollister with

a question or concern, that voice may have belonged to WOC nurse, Lynn Sacramento. As a knowledgeable member of the Clinical Education team, she spends her day talking to clinicians, caregivers, retailers and especially people with ostomies.

"I problem solve with customers to help them choose the right pouching system," Lynn explains. "Sometimes a simple solution or recommendation can change their lifestyle dramatically."

Since many customers who live in remote areas don't have access to a one-on-one healthcare consultant, they rely on Lynn and her colleagues to keep them abreast of new products and technological advancements.

Lynn remembers a call from a man who was setting an alarm clock to wake up every two hours to empty his pouch. After assessing his situation, Lynn recommended a high output pouch and sent him a sample. He took the time to call back to tell her how wonderful it was to finally get a full night's sleep.

Lynn began consulting with Hollister in 1992 and came onboard as a full-time employee in 2001. She brings a wealth of hands-on experience to the job, ranging from acute care at Loyola University Medical Center to home healthcare with Lake County and Northwestern Memorial Home Health. As Clinical Education Specialist at Hollister, she uses all she has learned in the past to brighten the future of her customers.

"My favorite part of the job is hearing back from customers who have benefited from our recommendations," Lynn adds. "I love playing a part in improving the quality of their lives."

Talking Points

Medicare Does Double Duty

Deanna Eaves explains how to obtain both drainable and closed pouches in the same month

Some people require both drainable and closed pouches to effectively manage their stoma. I often get the question, “Will Medicare pay for both drainable and closed pouches in the same month?” The answer is a qualified, “Yes!”

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

- 60 closed pouches*
- 20 drainable pouches*
- 20 urinary pouches*
- 20 standard wear skin barriers*
- 4 oz of stoma lubricant
- 31 stoma caps
- 4 oz of paste

Medicare has not published any guidelines for when a person requires both drainable and closed pouches in the same month. Therefore, it is up to each Regional Durable Medical Equipment Medicare Administrative Contractor (DME MAC) to decide what is reasonable and necessary. It should also be noted that the maximum quantity in this situation will be some combination of the two maximums listed previously. In other words, the maximum quantity is not 20 drainable *and* 60 closed pouches each month. Instead, the appropriate amount of pouches should be derived by what makes sense for your situation. It may be 10 drainable and 30 closed or some other combination that makes sense based on your need.



Premier Closed Pouch

New Image Drainable Pouch

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. Additionally, if you were only using drainable pouches and now require both drainable and closed pouches, you need to obtain a new physician signed order.

Copies of your medical records that corroborate the order, and any additional documentation that pertains to the medical necessity of the items and quantities billed must be available from the supplier upon request.

If you need both drainable and closed pouches, talk with your doctor about your need and ask for a new order. Your supplier can then help you obtain any other documentation required for billing them to Medicare.

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

Announcements/What's New

New Pre-Sized Convex Options From Hollister

Introducing **Premier** One-Piece Pre-Sized Convex Drainable Pouches designed for superior ease and comfort. These pre-sized options are conveniently cut to the proper size—just peel and stick. **FlexTend** extended wear skin barriers are resistant to discharge. Tape borders provide additional support and beige, non-woven **ComfortWear** Pouch Panels are super soft.

For more information and to order a sample, please contact a Hollister Consumer Specialist.

Transparent Stock #	Beige Stock #	Barrier Opening
8510	8590	¾" (19 mm)
8511	8591	⅞" (22 mm)
8512	8592	1" (25 mm)
8513	8593	1-⅛" (29 mm)
8514	8594	1-¼" (32 mm)
8515	8595	1-⅜" (35 mm)
85116*	8596*	1-½" (38 mm)
85117*	8597*	1-⅝" (41 mm)
85118*	8598*	1-¾" (44 mm)
85119*	8599*	2" (51 mm)

* New Sizes

Report from Overseas

Greece

A small office with Olympic-size compassion and support



“We will continue to be close to our customers and provide them with leading-edge solutions and the best of service.”

Nestled at the juncture of Europe and Asia, Greece is a passionate country lauded for her ancient architecture, striking blue seas and epicurean delights. Here, in the birthplace of the Olympic games, a team of 18 dedicated Hollister employees pass the torch of education, acceptance and support to approximately 7,000 people with ostomies.

Hollister in Greece was established in 2001 and currently has offices in Athens and Thessaloniki. Since there are only two Enterostomal (ET) nurses in the entire country, an extensively trained 11-person Hollister sales force assumes this supportive role both in the hospital and afterwards. Angeliki Karakatsani is the product manager for Ostomy and Continence Care in Athens.

“I work closely with the sales force and the customer service department to gain an understanding of our customers’ needs and provide them with not only products, but solutions,” explains Angeliki.

One such solution came when a 21-year-old man was about to have ostomy surgery and was angry and depressed. Since there is no pre-operative psychological support in most of the hospitals, the surgeon contacted Hollister for help. A seasoned sales representative met with the man and counseled him before and after the surgery to help him transition back to normal life.

People with ostomies in Greece have no trouble with reimbursement for their supplies. The many occupation-based Social Security organizations in Greece supply 60 closed pouches, 30 drainable pouches or 30 urostomy pouches per month. Those with two-piece systems receive 10 pouches per month. People with cancer are fully reimbursed for the cost of their supplies, while others contribute 25%.

There are currently no ostomy support groups in Greece, so for many people, Hollister sales representatives have become their support system. Though they are happy to be of service, Angeliki and her colleagues are committed to help establish support groups and educate more and more nurses to care for people with ostomies. In the meantime, Hollister in Greece will continue going for the gold in all areas of support.

“We will continue to be close to our customers and provide them with leading-edge solutions and the best of service,” concludes Angeliki. “Feeling that we have contributed to making their lives more rewarding is also our reward.”



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Secure Start

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Announcements/What's New

Introducing Online Educational Booklets

Two exciting series of booklets are now available as PDF files on www.hollister.com



The new Lifestyle Educational Series was designed for people who have had a stoma for a while but still have questions on love and sex, good eating habits, skin care or sports and fitness. Check out *Love and Sex for People with an Ostomy*, *Good Eating Habits and Good Health with an Ostomy*, *Skin Care for Your Stoma: 3 Easy Steps to Maintaining Healthy Skin*, *Travel with an Ostomy* and *Sports and Fitness with an Ostomy*. Download them at <http://www.hollister.com/us/ostomy/learning/booklets.asp>.

The popular *Understanding Your Ostomy* series, designed to answer basic questions about life with an ostomy, is now available online in one convenient booklet. Specific information on colostomies, urostomies, and ileostomies is included. The booklet is available in both English and Spanish. Download them at <http://www.hollister.com/us/ostomy/learning/booklets.asp>.

