

Secure Start

90 Years Strong

Hollister Celebrates 90 Years of Improving Quality of Life

It's our 90th anniversary and we're celebrating you, because you're the one who helped make us the company we are today. By telling us what you need, letting us know what works and what doesn't, and taking us along on your journey.

The roots of Hollister Incorporated date back to 1921 when 23-year-old entrepreneur, John Dickinson Schneider founded a small printing company in Chicago, JDS Printer Craftsman. The company's first healthcare products were heirloom-quality birth certificates, printed for the Franklin C. Hollister Company. In 1948, John Schneider purchased the Hollister name and began to develop medical products under the brand name *Hollister*.

Early in the 1960s, an employee who had a family member with an ostomy, came to John Schneider with an idea to develop ostomy products. The company began to design and manufacture innovative products that revolutionized ostomy care, providing effective solutions and new hope for people who had undergone ostomy surgery.

From the time Hollister introduced its first ostomy pouch in 1964, the company has been known for

innovation, quality, and reliability in ostomy care. Today, Hollister continues to advance its leadership in ostomy through the development of two strong global brands — the Hollister brand and the Dansac brand. These two brands provide comprehensive portfolios of ostomy products and services that meet the individual needs of our customers worldwide.

To meet the global challenges of the 21st century, Hollister continues to focus on quality products, quality service, and quality employees. The fundamental values and principles of John Dickinson Schneider still form the foundation and the company's Mission remains unchanged: "... to help healthcare professionals deliver better products and services, and to make life more rewarding and dignified for those who use our products."

Thank you for allowing us to make a difference in your life, and thank you for making a difference in ours — for 90 wonderful years.



1921 John Dickinson Schneider was a young entrepreneur
1948 John D. Schneider purchased the "Hollister" name from a customer
1960s John D. Schneider began collaboration on ostomy products
2011 Hollister celebrates 90 years of service



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US 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

Canada Resources

United Ostomy Association of Canada

1.888.969.9698 www.ostomycanada.ca

The Canadian Association for Enterostomal Therapy

1.888.739.5072 www.caet.ca

Canadian Society for Intestinal Research

1.866.600.4875 www.badgut.org

Crohn's & Colitis Foundation of Canada

1.800.387.1479 www.ccfcc.ca

Personal Profile

All Boy

Jacob Rhodes gets into anything and everything after colostomy surgery

He belly flops on the couch, plays tirelessly with his friends at daycare, and runs in the sand. He's a typical three-year-old, thanks to a colostomy and his Hollister **New Image** closed mini pouch.

Jacob was born without an anus and had recently undergone constructive surgery when Charity and Robert Rhodes adopted him from China. Because of a lack of muscle tone, Jacob's diaper had to be changed countless times a day, which left him listless. After exploring many options, doctors suggested a colostomy.

"We saw an immediate improvement in his health, behavior, and development," explains Charity. "Now he's able to get into all the things little boys get into."

Charity, a registered nurse, cared for her mother after colostomy surgery, so she had a "no fear" attitude when caring for Jacob. The WOC nurse at the hospital introduced her to Hollister, but it was a Hollister sales representative that became Charity's saving grace.

"The extra support meant the world to me," says Charity. "I could call him directly and he sent samples until we found what worked."



"I hope when other Hollister customers see how healthy, happy, and active Jacob's life is, they'll know they can do it too." —Charity Rhodes

The closed pouch is perfect for rough and tumble Jacob. His daycare workers can simply snap it off and throw it away. His 11-year-old sister, Caitlyn, is also good at pouch changing and makes it her mission to educate her friends about ostomies.

"He's all boy," says his proud mom. "I hope when other Hollister customers see how healthy, happy, and active Jacob's life is, they'll know they can do it too."

Laugh with Brenda

We Feel the Love

Brenda congratulates Hollister on 90 years of support, connections, and fun



Congrats to Hollister Incorporated for 90 years of excellent service. I have been blessed to have had a relationship with Hollister since 1995/1996 when I started wearing their products. Like everyone else, I tried all the brands in an attempt to find the best thing that worked for me, and Hollister pouches did the job.

One day I was giving a talk for a group of nurses in St. Paul, Minnesota and LaDonna Cleveland, a Hollister representative, was in the audience. She was instrumental in making connections for me at Hollister. She told them about my use of humor to talk about ostomies and my ability to speak to nurses from the patient's perspective.

When LaDonna told me about the kind of company Hollister is, and how they cared not only about their customers, but also their employees, I was really impressed. I had been a small business owner for 20 years, and valued the positive work relationship of Hollister. I think it was around that time that the Secure Start services began, so when a patient left the hospital, they could call a Hollister Associate for support. I have been fortunate to visit the Hollister call center and witness the kind of support offered by the Associates. As a person with an ostomy, it was comforting to hear.

I was also blessed to go on a 15-city road tour to talk to nurses when the **Lock 'n Roll** pouch first came out. Mark Kennedy and Al Maslov, both Hollister Associates, were my angels-in-waiting and

encouraged me every step of the way. Later, Mark and I completed the Get Your Guts in Gear bike ride in Washington. While training, we rode our bikes through downtown Chicago, past all the historical sites and along Lake Michigan. This would become one of the most memorable days in my middle-aged life. Mark gave me courage and made me stretch in ways I never thought possible.

I have also had the opportunity to visit the Hollister plants in Kirksville, Missouri and Stuarts Draft, Virginia. There I met the people who make the pouches and accessories. I shared how their work really matters to those of us with an ostomy, and enables us to live our lives to the fullest. Years later, I got a note from an Associate that said she still thought about the new bride or the baby I spoke of when she made the pouches. It made her feel like she was doing important work.

Hollister has been instrumental in helping me to get my books out to people with ostomies all over the USA and Canada, and most recently in other parts of the world. Hollister was also revolutionary in allowing a forum for people with ostomies, where they revealed the intimate stories I included in my new book, *It's in the Bag and Under the Covers*. They even gave out complimentary copies at the recent UOAA conference in Reno.

My whole world opened up in a very surprising way when my relationship with Hollister began. They urged me to write this column, a weekly blog for www.C3Life.com, and have always been willing to listen to my next crazy idea. Thanks to Hollister for their continued support, not only for me, but also for all of us dealing with ostomies...we feel the love! Here's to another 90 years of successful business ahead!

Brenda Elsagher is a comic, national keynote 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*.



***It's in the Bag and Under the Covers* is now available! Order your own copy! Call Brenda at 1.952.882.9882 or go to her website at www.livingandlaughing.com.**





Talking Points

An Anniversary of Service

Hollister continues the legacy of optimal coverage

By Deanna Eaves, Senior Manager, US Reimbursement

As Hollister celebrates 90 years of service, I think back to our roots as a printing company, which began in 1921. It may seem odd that our company's roots come from a non-medical industry, but our business today is built upon the values of the printer craftsman: quality, service, long-term relationships, and unconditional customer satisfaction. Our founder, Mr. Schneider, instilled these values in every employee of JDS Printer Craftsman.

Mr. Schneider's original values still live on in our mission statement, which includes the phrase, "By listening to our customers and those they serve, we will gain a better understanding of the needs which we can best satisfy." My role in helping to satisfy those needs is to garner appropriate billing codes for all Hollister products and to work with healthcare payers to obtain optimal coverage for the same.

As healthcare reform efforts and state budgetary restraints bring new challenges forward, Hollister is committed to continuing efforts to ensure optimal coverage for our products. We are working, along with the UOAA advocacy group, to educate policy makers of state Medicaid programs, private payers, and Medicare. We make them aware of the challenges faced by ostomy supply users, and the additional costs that occur when appropriate ostomy supplies cannot be obtained.

You can also get involved. Contact the UOAA Advocacy group through their website at www.uoaa.org, click on Advocacy at the left and sign up for the Action E-list. In the words of that famous Green Bay Packers football coach, Vince Lombardi, "People who work together will win, whether it be against complex football defenses, or the problems of modern society."

Announcements/What's New

UOAA Fashion Show Sends a Positive Message About Living With an Ostomy

Conference attendees packed the Rose Ballroom of the Nugget Hotel in Reno, Nevada as 28 models took to the runway in a special fashion show, exclusively for people with ostomies. Sponsored by C3Life.com and Hollister Incorporated, this exciting event was part of the third United Ostomy Associations of America, Inc. (UOAA) National Conference, held August 7-11, 2011.

The show was emceed by national keynote speaker, author, and comedian, Brenda Elsagher, and featured models from the US, Canada, Iceland, and Australia, all living with a stoma. Male and female models of various ages walked the runway in clothing from Dillard's and specialty ostomy clothing and accessory manufacturers Weir Comfees and C&S Ostomy Pouch Covers.

The highlight of the evening was a dress made entirely out of 48 one-piece closed pouches, painted pink. The dress was handmade by Hollister Associate Emily Vestal (left), who also used two ostomy belts and a 2 1/4" Barrier

for the belt, and 11 **Adapt** barrier rings accented with rhinestones as a necklace.

"C3Life.com and Hollister were very excited to sponsor the UOAA Conference fashion show," said Lisa Peterson, Internet Marketing Manager at Hollister Incorporated, and manager of the C3Life.com website and community. "The show fits very well with our goal of helping people with ostomies live their lives to the fullest."

Not able to attend the UOAA Conference? Video and photos of the fashion show will be available on C3Life.com. Visit www.C3Life.com for details. To find out more about the fashions featured in the show, visit www.weircomfees.com and www.cspouchcovers.com.



Andy Kyriacou and Renée Rodak step out in evening wear from Dillard's.



Personal Profile

Hollister Scores

Scott Anthony didn't let an ostomy bench him

Businessman. Hockey fan. Husband. Dad. Scott Anthony wears a lot of hats in life. After a severe diverticulitis attack, he also found himself wearing a Hollister New Image pouching system.

"My biggest challenge was mentally getting used to the idea of wearing a pouch and not being afraid of it," explains Scott. "After trial and error, it got really easy, really quick."

As Global Strategic Alliance Manager for a Cleveland company, Scott couldn't let his ostomy bench him. In fact, he traveled to Europe three times within the first six months after his colon resection.

"I had to put on a tie, tuck in my shirt, wear a belt, and speak in front of people," says Scott. "And no one ever knew I was wearing a pouch."

While on a trip to Germany, Switzerland, and the Czech Republic, Scott realized he had seriously under packed. He emailed Donna Slivinski at Hollister, who then contacted a German supplier. His ostomy supplies were at his hotel when he arrived in Prague.

On his next trip to the UK, Belgium, and the Netherlands, Scott packed extra supplies, but a snowstorm foiled his best-laid plans. He contacted Hollister UK, and although the supplier was also snowed in, the Hollister representative moved heaven and earth to rescue the stranded businessman. Though Scott had a colostomy reversal in January, he is grateful for the months Hollister played defense for him.

"What I love about Hollister is not only the quality of their products and educational materials," concludes Scott, "but the outstanding global support."

Scott Anthony and son at a St. Louis Blues game.



Announcements/What's New

Get Your Guts in Gear Rides On

Get Your Guts in Gear's (GYGIG) 8th annual New York Ride took place from June 10-12, 2011. Trying out a new route, 30 cyclists rode a 221-mile loop through New York's scenic Hudson River Valley. The riders were supported every mile of the way by 35 enthusiastic volunteer crew members.

More than just a ride, both riders and crew alike experience the powerful bonds that are created through these multi-day journeys. GYGIG's cyclists and crew members take part in an event that is like summer camp for adults and older youth. GYGIG's rides enable all participants to achieve goals that they might previously have thought impossible.

This year's New York riders raised more than \$75,000 for GYGIG's mission of empowerment and awareness, as well as support for other IBD and ostomy charities.

The upcoming 70-mile Midwest Ride (September 16-18) will feature a new 2½ day format, and will begin just west of Milwaukee, Wisconsin, passing through the rolling farmland of southeastern Wisconsin and back to Milwaukee along Lake Michigan. An optional century loop will offer a challenge to seasoned cyclists.

GYGIG's rides are fully supported events. As in previous rides, with the encouragement and support of GYGIG's crew, novices with proper training can complete the 150-mile route.

GYGIG is extremely grateful to Hollister for its longstanding support of GYGIG's programs!

For more information about how you can get involved as a cyclist or crew member, contact GYGIG at: info@ibdride.org 1.866.944.6848, or visit them at www.ibdride.org or on Facebook.com/GetYourGutsInGear

Secure Start Book Club

Living Well with an Ostomy

by Elizabeth Rayson

If you have an ostomy, you know that the practical aspects of ostomy care are just a fraction of your concerns. Elizabeth Rayson's book, *Living Well with an Ostomy*, delves into those practical aspects, yet provides candid coverage of the things they may not tell you in the hospital.

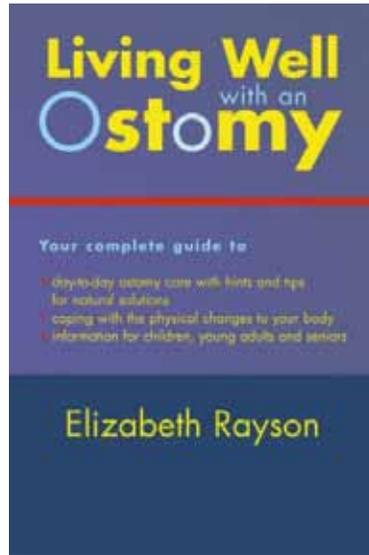
This comprehensive guide is organized so you can find exactly what you're looking for, whether you're new to the experience or a pro looking for new answers. Rayson begins with descriptions of the various types of ostomies and moves on to highlight what to expect before and after ostomy surgery. You'll find information on basic care, selecting an appliance, diet, skin, and medication. Rayson never leaves you guessing. Most chapters wrap up with frequently asked questions and thorough answers.

The next three chapters of *Living Well with an Ostomy* live up to its title, with informative conversations about how to live the rest of your life. Rayson addresses managing an ostomy on the job, while traveling, and playing sports. The

most eye-opening chapter examines body image, relationships, and sexuality. Rayson approaches this hush-hush subject with a blend of expertise and compassion. She provides frank information about what both men and women might expect after ostomy surgery and offers constructive advice. She covers everything from telling a new partner about your ostomy to pregnancy with an ostomy.

Just when you think Rayson has explored everything, you'll find a chapter about ostomy care and tips for the elderly, caring for babies and children with ostomies, and dealing with an ostomy as a teenager. Sprinkled throughout the pages you'll also find anecdotes and advice from people who have been there and done that.

You'll not only want to keep *Living Well with an Ostomy* on hand for the handy resource section and glossary at the end, but for the chapters you might not need now — but may need in the future. It's just that kind of book.



Our Favorite Things

Sneak Peek...

Check out the new look for **Secure Start**, designed to reflect Hollister's commitment to you...look for more information in future communications.

One-to-one relationships are the cornerstone of Secure Start services. Secure Start services are here for you every step of the way, for as long as you need them.

Secure Start



Ask the Expert

Hollister History Lesson

Learn more about the company behind the quality products you use

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

Your ostomy products are very important to your everyday life. Behind the product is something that is just as important — the company who manufactures it.

Q: What were the first products produced by Hollister?

A: The first healthcare products were heirloom-quality birth certificates, printed for the Franklin C. Hollister Company. From the beginning, Hollister medical products were innovative and fulfilled important market needs.

Q: How did Hollister get into manufacturing ostomy products?

A: Early in the 1960s, an employee who had a family member with an ostomy, came to John Schneider with an idea to develop ostomy products. From the time Hollister introduced its first ostomy pouch in 1964, the company has been known for innovation, quality, and reliability in ostomy.

Q: How does the founder's philosophy influence Hollister 90 years later?

A: John Schneider's business philosophy was "Only First Class is Good Enough," and the company became known for its quality products, quality service, and quality people. This philosophy is still an integral part of how Hollister operates today.

Q: How does the company mission impact the way ostomy products are manufactured?

A: Our mission is to make life more rewarding and dignified for people who use our products and services. Throughout the company, there is recognition that Hollister is unique, not only as an employee-owned company, but also in its mission and its commitment to the principles on which the company was founded.

Q: How does Hollister meet its service commitment?

A: One method is through our dedicated Associates who are part of **Secure Start** services. Through this service, we assist thousands of people every month. In addition, our Associates support the ostomy community by attending local and national ostomy meetings, and volunteering for events such as the Get Your Guts in Gear bike ride and the American Cancer Society Walkathon.

Q: Has Hollister changed as it has gotten to be a larger company?

A: Hollister Incorporated is a global team serving the global community, but the

spirit of Hollister remains the same as that small printing company that began in Chicago in 1921. Hollister continues to focus on enduring relationships and sustainable performance — making a difference in people's lives and adding value to healthcare.





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Secure Start

General Information

For US

Hollister Consumer Programs **1.888.740.8999**

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2000 Hollister Drive
 Libertyville, Illinois 60048 USA

www.hollister.com www.C3Life.com

For Canada

Secure Start Program **1.866.789.7574**

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www.hollister.com

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Making a Difference in the Journey of Life

