

The Secure Start Program: Making a Difference in the Continuum of Care

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Overview

The Hollister **Secure Start** Program is a continuum of care program that focuses on improving outcomes for new ostomy patients. The Secure Start Program provides a lifetime of support and personalized services that help new patients adjust to the many changes that follow ostomy surgery.

A network of knowledgeable and compassionate coordinators work closely with clinicians to ensure that each patient receives the proper support, continued education, and products needed long after their hospital stay. The Secure Start Program is a resource that clinicians can count on to help ensure positive outcomes for their patients.

Measuring the Success

In a recently completed random survey of Secure Start Program participants ($n = 347$), 87% of all respondents stated that the Secure Start Program performed a valuable service in helping them adapt to their stoma. The Secure Start Program is able to do this by providing the new ostomate with customized services, and with their very own personal representative to help them move forward in life. How successful is this?

- 95% of all ostomates stated that the Secure Start Program coordinator was someone that they could count on to understand their product needs
- 80% stated that the Secure Start Program coordinator was someone to turn to for suggestions about how to adjust to life with a stoma
- 91% stated that the Secure Start Program coordinator was someone whose assistance they really valued
- 92% stated that the Secure Start Program coordinator helped them understand the product ordering process
- 87% stated that the Secure Start Program helped them find a pouching system that was right for them

The Secure Start Program is more than just product samples. The Secure Start Program representatives offer a wide variety of services ranging from help with insurance information and ostomy education to help with product ordering. But more importantly, the Secure Start Program provides the new ostomate with the ability to ask questions and the knowledge that someone is there to help (two attributes of the program rated very highly by the ostomates).

Approximately 98% of all respondents stated that they appreciated getting a call from the Secure Start Program representative after they got home from the hospital. Furthermore, 98% stated that they were glad their nurse enrolled them in the program. Why is this important? In part, because one of every five respondents did not have access to a home healthcare nurse.



Attention to Detail. Attention to Life.

Thus, the Secure Start Program has the ability to step in and provide the support to the patient that is so necessary in this difficult time. To this end, and as important, is the fact that 99% felt that the Secure Start Program respected their privacy.

So, what do the services and support provided by the Secure Start Program mean to the ostomate? When quality of life issues for Secure Start Program participants were compared to a comparable sample ($n = 151$) from the Hollister Ostomy Comprehensive Health and Life Assessment (HOCHLA), it was found that Secure Start Program participants fared significantly better in the categories of social life, leisure time, and overall contentment.

Table 1: *Those expressing satisfaction (very satisfied or satisfied, very content or content) with:*

Issue	The Secure Start Program	HOCHLA	p-value
Social life	77.6%	59.6%	<0.0001
Family life	89.0%	87.0%	0.4945
Leisure time	79.4%	63.6%	0.0001
Financial situation	56.1%	50.0%	0.1977
Overall contentment	73.2%	63.4%	0.0221

However, the Secure Start Program is not alone in the endeavor to ease the ostomate's transition to their new life. Integral to this is the support the ostomate gets from their family and from the hospital ostomy nurse. It is not surprising that family is rated the highest among those that helped in adjusting to life with a stoma, followed closely by the hospital nurse and the Secure Start Program. Thus, the Secure Start Program is a highly valued and strategically positioned partner with both family and health professionals to meet the needs of the new ostomate.

Conclusion

The data are conclusive: the Secure Start Program is shown to effectively assist the new ostomate in their adjustment to life with a stoma, and is an integral partner with those helping the new ostomate transition through this phase of their life.

Following are participant quotes taken from the Hollister Incorporated survey of Secure Start Program participants:

"Knowing that I had someone to call with the odd and unique questions that came up with this long, strange trip we have been on was an absolute necessity during this change in our lives."

"If it had not been for you people, I would have given up."

"Your service has made life worth living."

"Without them, I would have been lost."



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