

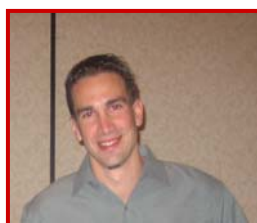
## Secure Start Nurse Bulletin

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### My Network

**Keith Piccolo RN, BSN, CWOCN**



Why is the **Secure Start** Program important to my practice? Being the only WOC Nurse in a large home health agency, I often find my responsibilities stretch further than what I can humanly accomplish. Between consulting on difficult wounds, managing the wound and ostomy programs, educating patients and staff, and, of course, navigating southern California traffic, I always have a full plate! Like any good nurse, I prioritize and move down my list as best as I can.

Unfortunately, what may fall as a low priority on my list might be something that is urgent or very important to one of my new ostomy patients. Questions such as "Can I get into the shower with this pouch?" or "Can I eat pizza?" or "How full can I let this bag get?" can often be the most pressing need for these patients at the moment. The Secure Start Program is there for me and for my patients. They can provide a timely response to these simple yet important non-clinical, product related questions.

When I need to adjust a pouching strategy due to changes in the stoma or abdomen when the patient comes home, I know the Secure Start Program will be able to assist with the necessary supplies. And when it is time to discharge the patients from my service and they are set to resume "normal" life with their new challenges, the Secure Start Program has already located suitable suppliers. This is a job that I couldn't possibly have the time or resources to commit to!

When people ask me why I use the Secure Start Program, the answer is quite simple – I couldn't practice in my current capacity without it. The Secure Start Program reaches much further than a product sampling program. The Secure Start Program not only provides products and different products while we search for that sometimes elusive "right fit" for my patients, but also by providing my patients the education and support I could not possibly give alone.

We've all probably seen the cell phone provider commercials where each person has "the network" providing them back up and support. Well, for me, the Secure Start Program is my "network," allowing me to focus on seeing more patients and providing my clinical expertise.

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## 2009 Reimbursement Updates—Did You Know? Changes to Today's Reimbursement Landscape

Deanna Eaves - Reimbursement Manager, Hollister Incorporated

Today's reimbursement landscape continues to evolve with more changes happening today than ever before. We have a new administration, and the big push right now is for healthcare reform.

Did you know that there are 53 Medicaid programs that service the United States and our territories? Each program must follow a basic set of guidelines due to the portion that is paid for by the federal government. However, each state program also has the leeway to expand on those basics to a certain degree. They also decide what billing codes they will provide coverage for and at what rate. Because the Medicaid programs in each state make up a large percentage of state budget expenditures, many times the Medicaid program will experience changes when the budget is running at a deficit.

Did you know that there are over 1000 private insurance companies in the United States that provide health coverage? Consolidation of these companies is happening rapidly, and each of these companies offers a variety of benefit packages. There can even be

variances within insurance companies – for instance, the benefit package offered by my employer's group health plan may be different than that offered by your individual insurance plan. My HMO plan may offer coverage for ostomy supplies, but only if I go through their contracted supplier. Your plan may have the same mandate, but with a different supplier.

Additionally, there are changes occurring this year, like the institution of competitive bidding by the Medicare program. There is a new requirement that Durable Medical Equipment suppliers must become accredited and post a \$50,000 surety bond in order to continue supplying Medicare recipients. These changes are costly to the supplier and are ushering in more consolidation in the supplier market – with some small suppliers going out of business altogether.

If competitive bidding works its way through the entire DMEPOS (Durable Medical Equipment, Prosthesis, Orthotics, and Supplies) sector, someone who requires oxygen, diabetic supplies, and ostomy supplies

may require three different suppliers to provide those services. As it rolls out, there will be some areas of the country affected, while others will not be. In these cases, people who are traveling will need to understand if they are entering a competitive bid area, if that affects the products they use, and if so, where they can go for products, should the need arise.

Today's reimbursement landscape is rapidly changing. We at Hollister are monitoring these changes so we can provide the most up-to-date information, and provide our input on the effects of these changes.

## WOCN—2009

The 41<sup>st</sup> Annual WOCN Conference was held in St. Louis, Missouri June 6th-10th and attended by over 1,500 clinicians.

The Hollister booth had eight stations featuring the Ostomy Care, Wound Care, Critical Care, and Continence Care product lines, in addition to the **Secure Start** Program.

There were two new areas in this year's booth: a dedicated section for educational sessions, which

highlighted keynote speakers for each respective business unit, and an area highlighting Brenda

Elsagher and her new book, "Bedpan Banter."



Brenda Elsagher

At the Ostomy Product Portfolio station, we featured the products and product features that make Hollister unique. We also specifically highlighted the new skin barrier packaging, **Premier** Drainable Oval Cut-To-Fit Skin Barrier option, and the new "split release" improvement coming soon to our tape border products.

At the Ostomy Clinician and Patient Education station, we highlighted several new literature pieces that we have

introduced since WOCN 2008. These include new Ostomy Care Tips, Lifestyle booklets and Case Studies.

The new case studies introduced were the following:

- **Providing Ostomy Care throughout the Continuum**

- Diane Davis-Zeek, MS, APN, NP-C, CWOCN
- Renee Maladrino, MS, APN, CWOCN
- Bari Stiehr, BSN, CWOCN

- **A Ring is not just a Ring: Creative Use of Ostomy Accessories**

- Juliet Smith, RN, BSN, CWOCN
- Chenel Trevellini, RN, BSN, CWOCN
- Linda Lankenau, RN, MSN, CWON
- Susan Maditz, RN, MSN, CWOCN
- Brenda Uphold, RN, BSN, CWON
- Janice K. Schreve, RN, MSN, CNS, APRN-BC, CORLN
- Susan Reif, RN, BSN, CWOCN
- Antje Bogart, RN, MSN, CWON

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

- Thomas Nichols, MS, MBA

At the Secure Start Program station, we focused on these improved outcomes case studies, promoted the new literature pieces introduced this year, and gave the attendees an opportunity to meet their Secure Start Coordinator.

Hollister held two additional Secure Start events during WOCN.

There was a Secure Start Reception on Monday evening, June 8.

On Tuesday evening, June 9, Hollister sponsored a sold-out dinner symposium focused on the Secure Start Program.

Keynote speakers included:

- Connie Kelly from Northwestern Memorial Hospital in Chicago, IL
- Suzanne Omtvedt from Trinity Home Health in Novi, MI
- Scott Chappelle (patient) from Chicago, IL
- Dave Paca (son) and Felix Paca (patient) from Bakersfield, CA.

