Introduction:
Often ostomates describe a loss of identity, dignity, privacy and independence following ostomy surgery. This is most likely due to a compromised confidence in themselves. When living with a stoma, there are two main factors at stake: convenience and dignity. Convenience should be understood as something which provides ease and comfort to habits and practice. Dignity on the other hand is more complicated. People with stomas lose the ability to control their bowel movements, a pouching system is a continual reminder of this, which is often equated as a loss of dignity and the fear of being stigmatized by people and society.

Appliance discretion is more than product concealment; it is also the ability to unobtrusively function during daily activities. The new generation ostomy products are intended to improve upon discretion and comfort. Pouch visibility is a key component of discretion as ostomates may be concerned that the ostomy pouch is apparent to others. A recent study (1) indicates that as many as 54 percent of ostomates occasionally or always worry about the pouch being noticeable to others.

Methods:
A multi site, un-blinded, historically controlled observational study of a new 1 piece product was performed (2). Seventy-five subjects who were currently using a 1 piece product were enrolled in order to detect a 15% difference in product performance between test device and historical control (alpha=0.05, beta=0.2). The study received a waiver of review by the NHS REC and was conducted in line with basic ethical principles including informed consent and respect for the confidentiality of participants. Each participant satisfied the inclusion and exclusion criteria and provided signed informed consent prior to enrolment. Individual participation was for one week or upon using 15 closed pouches which ever came first. Participants were asked to complete a usage diary for each pouch worn.

Results and Discussion:
Ostomy surgery is a life altering surgery. While the benefits to the health of the person that has undergone ostomy surgery to a compromised confidence in themselves. When living with a stoma, there are two main factors at stake: convenience and dignity. Convenience should be understood as something which provides ease and comfort to habits and practice. Dignity on the other hand is more complicated. People with stomas lose the ability to control their bowel movements, a pouching system is a continual reminder of this, which is often equated as a loss of dignity and the fear of being stigmatized by people and society.

The superiority of the filter, combined with the low head space and the new design, may have contributed to the response that in 71% of pouch wearings, under a variety of conditions, study subjects were satisfied that the pouch design met its intended purpose, to be less noticeable under clothing, and that in 72% of all wearings study subjects agreed that it was the new generation filter technology.

Conclusion:
Integrity of the filter, combined with the low head space and the new design, may have contributed to the response that in 71% of pouch wearings, under a variety of conditions, study subjects were satisfied that the pouch design met its intended purpose, to be less noticeable under clothing, and that in 72% of all wearings study subjects agreed that it was the new generation filter technology.

Acknowledgement:
3) Respondents were asked to select all that apply, therefore multiple responses are possible.
1) Hollister Ostomy Comprehensive Health and Life Assessment, Hollister Incorporated, Libertyville, Illinois, USA
2) The filter design patent is entitled Novala (US) - Closed

Footnotes:
1) Hollister Ostomy Comprehensive Health and Life Assessment, Hollister Incorporated, Libertyville, Illinois, USA
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