

Hollister Secure StartSM Services

Continance Care eNewsletter Q1 2021

Continance Care resources at your fingertips

Highlights:

- 2 | Welcome to Our Community!
- 3 | University of Alabama Adapted Sports
- 6 | Diagnosing and Treating UTIs
- 7 | Secure Start Services Corner

Creating a
Community Together



Welcome to Our Community!

Hello!

I'm Brock Masters, one of the managers at **Secure Start** services.

In addition to being a long-standing Hollister associate, I am, also, like many of you, a customer. I have been using intermittent catheters since the age of ten. As a person who relies on these essential products, I understand the importance of support and encouragement in those days, weeks, months, and even years after an accident or life event that may necessitate using continence care products and services.

I also know the richness of life, and what it means to continue living my life as a happy and productive person. Can I shower? Can I swim? Can I still exercise? Will I still have a healthy love life? Will I remain independent in my care or will I need to seek assistance? These are the questions that crossed my mind while lying in bed recovering from surgery. In the weeks, months, and years that followed, I would discover the answer to all these questions for me was YES! I was the person who would empower myself to take the necessary steps, move forward, and live a rich and rewarding life. Those who cared for and loved me would be there to support me through my progress, my recovery, and my life.

Everyone will have a different journey. There will be highs; there will be lows. And, although our experiences will differ, they will shape our character and allow us to grow as people. I encourage you to embrace the opportunity for a new beginning and not fear it. Remember that resources and support are available to you, including from everyone here at **Secure Start** services — you are not alone, that is our commitment to you.

This **Secure Start** services Continence Care eNewsletter has been specially crafted to create a community together that includes you — the individual, the sibling, the spouse, the parent, the grandparent, the caregiver, the person you will always be. With each eNewsletter I am hopeful that you may find new and engaging information and articles. Our goal is to support you and help you obtain the knowledge and skills you need to move forward, from whatever led you to us, to living your life to the fullest.

Best regards,

Brock E. Masters

Brock E. Masters

Manager, Secure Start Services Continence Care



FEATURE STORY

Adapted Athletics Take Center Court at the University of Alabama

Meet the athletes that play against the odds and win

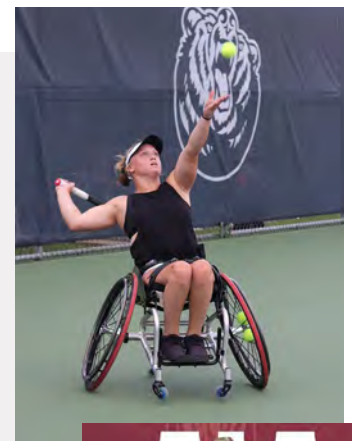
College athletes with disabilities are proud to train hard and play strong for the University of Alabama Adapted Athletics (UAAA) program, and laud it as one of the finest in the country for creating a strong community. Talking to them, it's easy to see why. The program was founded in 2003 by Brent Hardin and Margaret Stran to enhance sport and fitness opportunities for students with physical disabilities. Over the years, it has amassed 14 national championship titles, and since 2004, many current or former UOAA athletes have competed in the Paralympics. Hollister is pleased to partner with the UAAA to help raise expectations for students with disabilities. Hear from three athletes who personify the success of the program:

Avery | Age: 22
From: Memphis, TN



**Alabama Adapted Athlete
Women's Wheelchair Tennis Team**

This college senior didn't get into adaptive sports until she enrolled at the University of Alabama. Not letting a spinal cord injury deter her from leading an active life, Avery has excelled in the sports of wheelchair basketball and tennis. She says, "Competing in adaptive sports as a person with a disability has allowed me to see my body for how strong and powerful it is, despite its limitations." Her greatest achievement so far has been winning the Women's Open Doubles title in Mazatlan, Mexico, with her teammate Lauren. She has been one of the tennis team captains since 2019 and always leads with love. She feels that UAAA is the best program in the country and that all involved never simply accept their successes, but also continue to push forward, always improving themselves and the world of adapted athletics. Avery plans to pursue a PhD in higher education administration and work for a college or university.



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FEATURE STORY

Adapted Athletics Take Center Court at the University of Alabama

(continued)

Bailey

Age: 19
From: Johns Creek, GA

**Alabama Adapted Athlete
Women's Wheelchair Basketball Team**



A talented wheelchair basketball player, Bailey feels blessed to be playing for University of Alabama and Team USA. At age 10, Bailey received a diagnosis of Osteosarcoma, a rare form of bone cancer in her right knee. Following 30 rounds of chemotherapy and an unusual form of amputation called a rotationplasty, she tried to get back into sports, but it was hard to keep up. Her parents found a wheelchair basketball team and the rest is history. As a member of the U.S. Women's National Team, she has traveled to play in four continents and has won silver and gold medals. Her greatest challenge is finding the right balance between training and recovery. She loves how much the University of Alabama supports its adaptive athletes, and is thankful for such amazing facilities, coaches and teammates. Bailey says, "Adaptive sports have given me a platform to not only share my story as encouragement to others, but also to stay involved and continue playing the game that I have always loved." She looks forward to training for the Tokyo Paralympic Games in the summer of 2021, and after college she plans to be either a licensed counselor or a sports psychologist, traveling, speaking and working with other disabled athletes.

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FEATURE STORY

Adapted Athletics Take Center Court at the University of Alabama

(continued)

Peter | Age: 19
From: Houston, TX



**Alabama Adapted Athlete
Men's Wheelchair Basketball Team**

After a family car accident, Peter and his brother were left with spinal cord injuries at age 9. They were both introduced to wheelchair basketball at Shriners Hospital in Chicago. It allowed them to experience the same sense of freedom they felt before their accident. In high school, Peter continued to play wheelchair basketball, and lead the team as a junior and senior. His incredible drive and many awards, including being named National Championship game MVP in 2018, won him a free-ride scholarship to the University of Alabama. As the only freshman on the team, his teammates welcomed him with open arms. He loves the UAAA program and says, "The coaching and training staff, as well as the management, give the athletes everything we need to be successful, win championships, and go on to do amazing things in our lives." As with any other athlete, he faces challenges on a daily basis and to get past them, he exposes himself to positive, extremely difficult, challenging situations and refuses to make excuses for himself—thanks to his coaches and teammates.



In order to help create a community of support and awareness, UAAA hosts the Hollister Open for men's and women's wheelchair basketball. The event is tentatively planned for Spring 2021 and a live stream of both games will be available at [facebook.com/alabamaadapted](https://www.facebook.com/alabamaadapted). Want to hear more about the UAAA? Go to [alabamaadapted.com](https://www.alabamaadapted.com), follow them on Facebook [@alabamaadapted](https://www.facebook.com/alabamaadapted) and on Instagram at [Alabama_adapted](https://www.instagram.com/Alabama_adapted).

CLINICAL INFORMATION

Diagnosing and Treating UTIs When You Have a Spinal Cord Injury

Learn about how urinary tract infections are diagnosed and treated.

A urinary tract infection (UTI) occurs when bacteria enter the bladder and grow out of control. People with spinal cord injuries often use catheters to help them urinate, which can increase the risk for contracting this type of infection.

Why does a catheter potentially increase your chances of getting a UTI? Because a catheter may allow a direct path for bacteria to enter your bladder. A certain amount of bacteria lives in your bladder without causing issues. However, increases in bacteria to infectious levels can cause a UTI.

If you have a spinal cord injury and notice symptoms and signs of a UTI, it's vital that you make an appointment with your healthcare provider as soon as possible. Left untreated, a UTI can have serious consequences. The infection can spread to the kidneys, causing permanent damage. It can also result in sepsis, a potentially life-threatening complication of an infection.

Diagnosing UTIs

First, your physician or their assistant will discuss the symptoms you've been experiencing. They will be looking for one or more of the common signs of a UTI. These may include (but are not limited to): fever, change in urinary urgency or frequency, incontinence/leakage, muscle spasms, back pain, and cloudy or foul-smelling urine.

Treating UTIs

Depending on the results of your urine sample and culture, and on whether you have any drug allergies, your healthcare team may prescribe antibiotics as the first line of treatment. Some commonly prescribed antibiotics include: fluoroquinolones (e.g., ciprofloxacin), trimethoprim, sulfamethoxazole, amoxicillin, nitrofurantoin, and ampicillin.



Some important things to know about UTI treatment:

- It's important to take the entire amount of prescribed antibiotics so that the full colonization of bacteria causing the UTI is destroyed
- If you see signs of improvement or feel better, do not stop or reduce your prescribed antibiotic treatment — sticking to the plan will help ensure a full recovery
- If you use an indwelling catheter, changing your catheter at the midpoint of your antibiotic treatment program will reduce the risk of bacteria re-colonization (i.e., from continuing to use your old catheter)
- Unless your doctor recommends it, you won't need to have a repeat urine culture after you've completed your antibiotic treatment program (providing that your signs and symptoms have improved or gone away)
- If you experience signs that your UTI has returned, or if you find yourself having recurring urinary tract infections, your healthcare team may recommend additional tests or treatments

Once your UTI has been treated successfully, your physician may tell you some ways to prevent future infections. These tips could include drinking plenty of water and following good hygiene habits when handling your catheter supplies.

SECURE START SERVICES CORNER

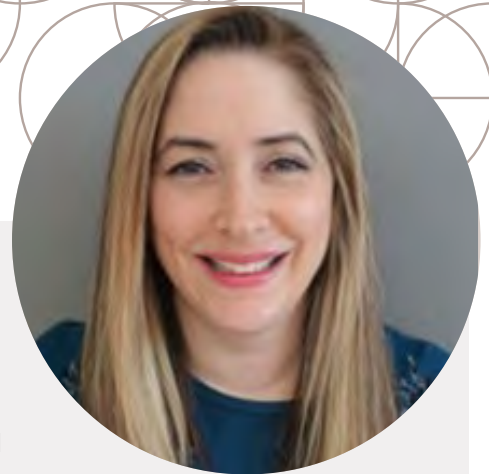
Reinforcing Our Commitment to You

Testimonials from Hollister Secure Start services representatives show how we help continence care patients every day with their needs and concerns.

As a Hollister **Secure Start** services member, we know that there are times you need help in getting continence care supplies or definitive answers to your questions or concerns. We're proud to say that we have helped create a community you can rely on that includes quick access to our knowledgeable representatives, our close working relationships with product suppliers across the country, and our useful educational materials. We are devoted to supporting you in times of crisis and in times of happiness. We work hard to provide you with the best continence care and support possible.

As an example of our dedication, here are comments from some of our **Secure Start** services representatives relating their interaction with continence care patients and their caregivers:

"I spoke with a woman whose husband had several health challenges. She had paid out of pocket for samples of some external catheters. Her husband was covered by two health insurances. She had no idea where she could purchase the products and whether she could put the cost through either of his insurances. She indicated she gets tired easily, and by the time she takes care of her husband for the day it's 3:00 pm and she's exhausted. We had a very lengthy conversation about the services I can provide here at Hollister **Secure Start** services and she was more than appreciative. She indicated that most of the time customer service representatives are not thorough and they don't ask probing questions to provide a full picture of what all is involved with the products. By the end of the call, I was able to get her set up with a supplier and send her emergency supplies. I felt that I made a dramatic impact on this member."



Wendi

*Sr. Continence Care
Consumer Service Advisor*

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SECURE START SERVICES CORNER

Reinforcing Our Commitment to You

(continued)

Margaret

Continence Care Coordinator

"I think one of my most memorable calls from 2020 was from a few months back. I received a call from a clinician. She had a patient who happened to be a traveling nurse herself. This traveling nurse was in another state and would not receive her monthly continence care product supply order on time. I quickly let the nurse know that I could overnight samples to her traveling colleague. It was a huge relief to both clinicians, and I felt great being able to support our frontline workers."

By sharing these stories, we are letting you know that, as a **Secure Start** services member, whether you have a question about continence care supplies, need help finding supplier options who accept your insurance, or if you need advice to help get you through a difficult time, we are here for you. Our personalized services are free of charge, and our support is available for as long as you need it, regardless of the brand of product you use.

If you are not yet enrolled in Hollister **Secure Start** services, visit securestartservices.com to create an account. We look forward to being there when you need us.

*Hollister **Secure Start** services are free of charge, and there is no obligation to purchase anything to receive them. Hollister Incorporated reserves the right to change Hollister **Secure Start** services at any time. The testimonials, statements, and opinions presented are applicable to the people depicted. These testimonials are representative of their experiences, but the exact results and experience will be unique and individual to each person.*

COMMUNITY SPOTLIGHT



Cindy Housner, Executive Director of GLASA, with athletes Amanda and Aubrey.



Let No One Sit on the Sidelines

Great Lakes Athletic Sports Association empowers athletes on all levels

When Executive Director Cindy Housner founded the Great Lakes Athletic Sports Association (GLASA) in 1999, the program had three wheelchair athletes in track. With a dream to provide health and wellness programming to a population that was not being served in traditional physical activity, she and other friends from the adaptive athletics world persevered. GLASA now serves over 1,100 people of all ages in Northern Illinois and Southern Wisconsin each year through direct programming. In addition, over 3,000 youth and adults are served each year through education and outreach initiatives.

Look at the GLASA website (glasa.org) and you'll find they offer just about any sport, from wheelchair basketball and football to archery, sailing and yoga—all adapted for youth and adults with disabilities. There are also programs that are specifically designed to meet the needs of injured military veterans with physical and visual disabilities. Camps, clinics and one-day events are available as well.

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COMMUNITY SPOTLIGHT

Let No One Sit on the Sidelines

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The results of GLASA's tireless training and support of athletes won them the recognition of the Gold Level Paralympic Sport Club, a former program of the United States Olympic Paralympic Committee. GLASA has received awards and designations from Move United, Women's Sports Foundation, and Great Nonprofits.

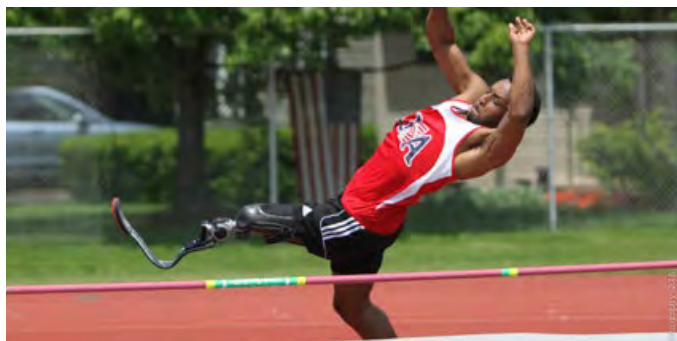
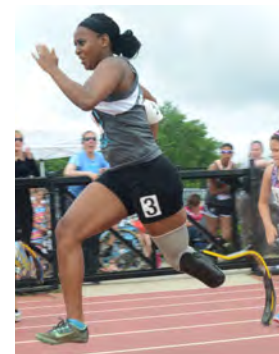
To keep athletes fit and safe during the COVID quarantine, GLASA offers many free virtual programs including conditioning, ABS workouts, roller workouts and adaptive yoga to name a few. Special events include "What's Up Wednesdays," offering unique topics on adaptive sports, health and wellness. And "Track and Field Sundays" offer deep dives into the sport. Of course GLASA looks forward to opening up again for live programming as soon as possible, adhering to all COVID guidelines.

"I see how sports benefit lives."

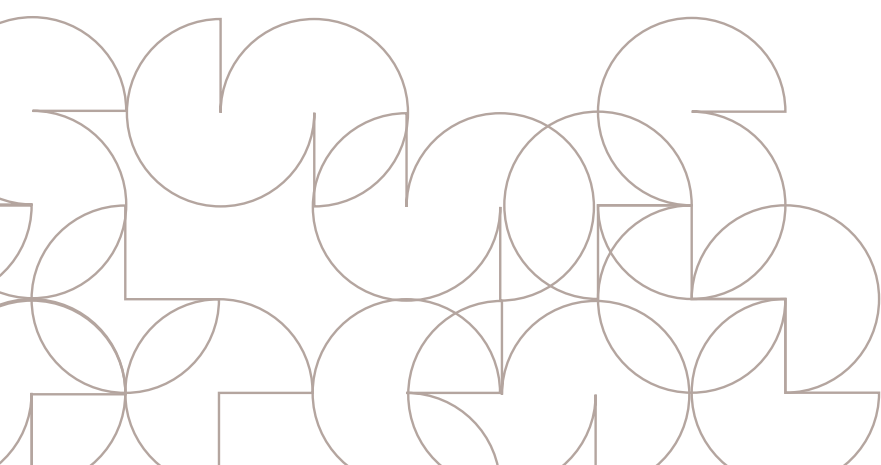
—Cindy Housner

GLASA has created a welcoming community for athletes who refuse to give up, as well as the coaches who volunteer their time—some for 22 years. Hollister is proud to be one of their sponsors, and Hollister Executive Vice-President and Chief Commercial Officer, Michael Sorkin, serves on their Board of Directors.

Cindy has witnessed so many personal triumphs by GLASA athletes that she finds it hard to share just one story! What keeps her going strong? "I feel fortunate to do what I do because I see how sports benefit lives," beams Cindy. Her energy and passion fuels GLASA's motto, "Let No One Sit on the Sidelines," and the future for the association and its athletes looks bright.



Adaptive athletes from a wide variety of sports are able to participate, learn, train and compete with GLASA.



MS AWARENESS DAY

March Is MS Awareness Month

Let's come together to raise awareness toward a cure for multiple sclerosis

Though MS Awareness Month has wrapped up, there's more everyone can do to raise awareness towards a cure. If you or a loved one has multiple sclerosis, you know how complicated and unpredictable it can be. That's why connecting with others who live with MS, their allies, and the general public to raise awareness of the disease is so important. It not only creates a community of understanding and support, but also strengthens the fight for a cure.

Did you know that according to the National Multiple Sclerosis Society (NMSS), approximately 2.5 million people live with some form of multiple sclerosis worldwide, including an estimated one million in the United States? This disease of the central nervous system occurs when the immune system attacks the nerve cells and renders them incapable of properly transmitting information. The result can be balance issues, weakened vision, fatigue, other symptoms of instability, and chronic depression.

MS Awareness Month was first launched by NMSS in March 2003 to raise awareness of the true scope of MS through fundraising events and educational forums. This year, in the U.S., organizers have scheduled Walk MS® 2021, one of the largest community-building events. COVID-safe walks through neighborhoods and parks across the country continuing through April can be found at [walkms.org](https://www.walkms.org). Join and make sure to share how you are doing your Walk MS, your way, by using the hashtag **#walkMS**.

Interested in becoming an MS advocate? Check out the **NMSS website** for information on how you can use your voice to help advance policies and programs at all government levels to benefit people with MS and their families.

Throughout March, friends, family, and advocates are wearing an orange ribbon or other orange to show their support. They displayed their MS "fashion statement" on social media using the hashtag **#ThisIsMS**.

There is no cure for multiple sclerosis. However, in recent years, new medications have become available that can help control the symptoms. In addition, a regimen of rehabilitation along with complementary or alternative medicines (CAM) such as vitamins, supplements, meditation and Tai Chi have proven effective for many.

Of course more must be done to keep advancing the resources necessary to find a cure. That's why it's so important to get involved during MS Awareness Month and beyond. Do whatever you can so that together, as a community, we can improve the quality of life of those affected by multiple sclerosis.



Participate in a Walk MS event near you to build community and awareness

EVENT UPDATES

Spring Events

Spring events help create a community



Due to COVID-19 check websites for updates



Buoniconti Fund to Cure Paralysis and The Miami Project to Cure Paralysis

The **19th Annual Buoniconti Fund Celebrity Golf Invitational** will take place at The Bear's Club in Jupiter, Florida, on April 25-26. Once again, the world's greatest golfer, Jack Nicklaus, will host and play in this two-day event held at his home club and course. Over the years, business leaders and celebrities have joined together to raise millions of dollars to benefit research programs at The Miami Project to Cure Paralysis at the University of Miami Miller School of Medicine. For more information, visit themiamiproject.org.



Abilities Expo

Are you ready to supercharge your independence? You can do just that June 25-27 at **Abilities Expo** in Chicago, Illinois, Renaissance Schaumburg Convention Center. This three day event is free to attend and will be filled with life-changing attractions. Nowhere else can you conquer an all-inclusive climbing wall, display your skills in adaptive sports, learn the latest moves from pioneers of inclusive dance, find the perfect device to meet your needs, along with attending informative workshops and so much more. To register now, visit abilities.com/chicago.



Youth Rally

After quickly and successfully transitioning to virtual last year, the 2021 Youth Rally will be held again virtually, from July 14-17. Plans have already begun to make 2021's Virtual Youth Rally even better! This one-of-a-kind camp experience for kids and teens with bowel and bladder conditions promotes independence, self-esteem, learning, developing friendships, and best of all, FUN! Interested in becoming or returning as a camp counselor or member of the camp medical team? Visit youthrally.org for information and to apply today!



National MS Society

Bike MS is the largest fundraising cycling series in the world. Each year, almost 75,000 cyclists and more than 6,000 teams ride together to change the world for people with MS. So, no matter if you are a casual, novice, or experienced cyclist, find a ride near you to participate in during May through October.

If you would rather walk than pedal, this year's **Walk MS** events will meet you where you are. Instead of gathering at one location, you're invited to walk with your family around your own neighborhood, gather your team for a socially distanced stroll through a park or get together safely with friends. No matter how you choose to participate in your city, you'll be helping to raise funds to find a cure for MS. For more information on these events, and to register, visit nationalmssociety.org.

NEWS FROM HOLLISTER

The Art of Discretion

Unique catheter design can make a woman feel better about having to use one

As a woman, you may have concerns about being inconspicuous while carrying intermittent catheters in a purse, pack, or in your pocket. You may also have experience with bulky, hard-to-hide, difficult-to-disguise catheters that are anything but discreet. However, thanks in part to input from clinicians and product users, multiple manufacturers have introduced intermittent catheters designed to provide discretion for women while still being effective for use and convenient.

One product, the **Infyna Chic™** Hydrophilic Intermittent Catheter from Hollister, offers a unique combination of color, design, and discretion to help blend in with your life. The modern, feminine, discreet design in soft, pastel colors is beautiful and easy to use.

Infyna Chic catheter features include:

- flip-top cap that's easy to open and close with just one hand
- prehydrated catheter that's ready to use right out of the case
- no stains on common fabrics (cotton, denim or polyester) if contents are spilled
- just right catheter stiffness to help facilitate easy, touch-free insertion
- after usage, the case does not leak when reclosed

For its innovative design, the **Infyna Chic** intermittent catheter was awarded a prestigious GOOD DESIGN® Award from The Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design, and Urban Studies.

Since its introduction, the **Infyna Chic** intermittent catheter has helped Hollister fulfill its mission of making life more rewarding and dignified for the people who use our products and services.

To learn more, or request a sample, visit [Hollister.com/InfynaChic](https://www.hollister.com/InfynaChic)



NEWS FROM HOLLISTER

Secure Start services overview



Let's Get Started Now

As a member of Hollister **Secure Start** services, our user-friendly website provides you access to support connections, product information, and educational resources that will help you live the life you want to live while we create a community together, regardless of the brand of continence care products you use.

Once you create an account or log in, you'll be able to:

- view articles and videos based on your personal preferences
- track product sample shipments
- stay informed about upcoming events throughout the continence care community

You'll also have access to a personal Hollister **Secure Start** services Consumer Service Advisor, as well as educational resources in our exclusive Continence Care Learning Center.

To create an account, update your information, or simply explore all the ways we can support you, go to securestartservices.com.

*Hollister **Secure Start** services are free of charge, and there is no obligation to purchase anything to receive them. Hollister Incorporated reserves the right to change Hollister **Secure Start** services at any time.*

Click here
to take
the survey!

Survey

As we introduce our new eNewsletter to the continence care community, we want to be certain that we are addressing the topics that are important to you. Please take a few moments to fill out the survey by clicking on the link provided. Your voice matters to us and we want to make sure that the Hollister **Secure Start** services eNewsletter supports and informs you in the best ways possible.

We thank you in advance for your input!

SHARE YOUR STORY



Share Your Story

Your life's journey may be a story to share

What you have experienced in life, what you have gone through with your health, what you have overcome despite your continence care needs is a story that could be worth sharing in hopes of inspiring others to live their lives to the fullest. You have an opportunity to become an inspirational voice that needs to be heard throughout the continence care community.

Did Avery's story of not letting a spinal cord injury deter her from becoming a basketball player as well as a tournament-winning tennis team captain inspire you to set your life's goals to the highest limit?

Could you relate to any of the people and events featured in the "Let No One Sit on the Sidelines" story as something you have gotten involved with or experienced?

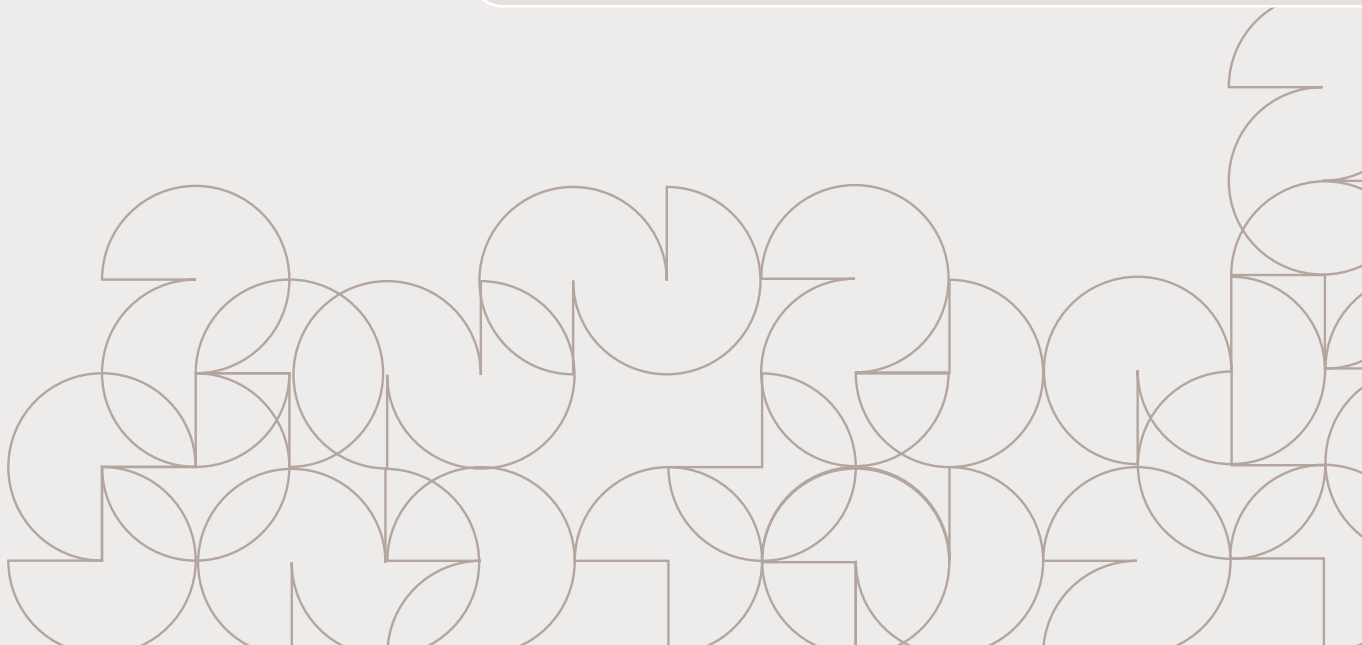
We'd like to know where your life's challenges have taken you, how you foresee your future, and learn about the fortitude and courage it took to get you to where you are today. Your story is uniquely yours, and that may make it one worth sharing in a future eNewsletter with others in the continence care community.

“Competing in adaptive sports as a person with a disability has allowed me to see my body for how strong and powerful it is, despite its limitations.”

—Avery, University of Alabama Adapted Athlete

Submit your story today at

securestartnewsletter@hollister.com





Hollister Secure Start Services

Continence Care eNewsletter

Resources

Hollister Secure Start Services

1.888.808.7456 (option 3)
www.securestartservices.com
Hollister Facebook 
Hollister Instagram 

Great Lakes Adaptive Sports Association (GLASA)

1.847.283.0908
info@glasa.org
www.glasa.org

United Spinal Association

1.800.962.9629
www.unitedspinal.org

Christopher and Dana Reeve Foundation

1.800.539.7309
www.christopherreeve.org

Spina Bifida Association

1.800.621.3141
www.spinabifidaassociation.org

Buoniconti Fund to Cure Paralysis

1.800.STAND UP
www.themiamiproject.org

The Miami Project to Cure Paralysis

1.800.STAND UP
www.themiamiproject.org

Society of Urologic Nurses and Associates (SUNA)

1.888.827.7862
www.suna.org

National MS Society

1.800.344.4867
www.nationalmssociety.org

Bladder Cancer Advocacy Network (BCAN)

1.888.901.2226
www.bcan.org

Abilities Expo

1.323.363.2099
www.abilities.com

New Mobility

www.newmobility.com

Paralyzed Veterans of America

1.800.424.8200
www.pva.org

Sport 'N Spokes

www.sportnspokes.com

Youth Rally

www.youthrally.org

University of Alabama Adaptive Athletics

www.alabamaadapted.com

San Diego State Adaptive Athletics

ens.sdsu.edu/sdsu-adapted-athletics





Secure StartSM

It's Personal

We are proud to offer dedicated support for each and every continence care patient along the continuum of care. Hollister **Secure Start** services provide a lifetime of personalized support.



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