

Hollister Secure StartSM Services

Continence Care eNewsletter Q3 2021

Continence Care resources at your fingertips

Be active.
Be positive.
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FEATURE STORY

The Sky's Their Limit

San Diego State University Adapted Athletics propels student-athletes to new heights of accomplishment



Photo above: Members of the SDSU AA Program

Though the Tokyo 2020 Paralympic Games are behind us, the hard work and pride the athletes showed throughout the games will stay with us. San Diego State University Adapted Athletics prepares talented college-age athletes with disabilities to have the same peak experience competing in the Paralympics.

San Diego State University Adapted Athletics (SDSU AA) is the first competitive, collegiate adapted athletics program in California. The program became official in 2019 and is housed in the Associated Students auxiliary of San Diego State University within the Aztec Recreation Department.

“You’re the only person who can say what you can and cannot do.”

—Michelle Cross

Ahkeel Whitehead, 2016 U.S. Paralympian, became SDSU AA’s first program director. “We believe in a program that’s for everyone. If you’re just looking to be healthy and fit to lead an active lifestyle we have that support. But we realized there were young, aspiring paralympic athletes out there too,” explains Ahkeel.

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FEATURE STORY

The Sky's Their Limit

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Above: Coach Isaac Jean-Paul; Middle: Sprinter Michelle Cross; Below: Members of the SDSU Ambulatory Track and Field team



The program offers student-athletes two competitive teams—Ambulatory Track and Field, and Wheelchair Tennis. A third team, SDSU AA High Performance Partners, assists the student-athletes to help prevent injury, improve athletic performance and promote an active and healthy lifestyle.

The Ambulatory Track and Field team is under the guidance of U.S. Paralympic Track and Field. The team functions as a training incubator and competes in the open division across various collegiate track meets throughout Southern California. Each year they compete at the U.S. Paralympic Track and Field Nationals (USPTF). Top athletes from USPTF are selected to represent Team U.S.A. at the Junior World Championships, Para Pan American, World Championships, and Paralympic Games.

“To help someone else succeed in their dreams and aspirations is more gratifying than winning myself.”

—Coach Isaac Jean-Paul

Sprinter Michelle Cross was SDSU AA's first athlete and continues to shine. She has cerebral palsy, which affects the right side of her body. A fourth-year Criminal Justice major, when not studying Michelle is running like the wind out on the track. Her boundless energy and drive are apparent when you watch her run.

“You're the only person who can say what you can and cannot do,” says Michelle.

The beauty of the coaching team at SDSU AA is that they are also Paralympians, so they can totally relate to the student-athletes. Michelle is coached by Isaac Jean-Paul, a 2017 Paralympic world champion who cleared over 7 feet in the high jump. He competed in the 2020 Paralympic Games, but makes sure to share the spotlight with the athletes he coaches.

“To see someone else and help someone else succeed in their dreams and aspirations is more gratifying than winning myself,” explains Isaac.

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FEATURE STORY

The Sky's Their Limit

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Greg Hasterok, Wheelchair Tennis coach, trains a team of three. The team typically plays in four to six tournaments in the spring competitive season. Governed by the United States Tennis Association (USTA) and International Wheelchair Tennis Federation (IWTF), the team competes against approximately 30 other U.S. colleges and universities. At the USTA Collegiate Wheelchair Tennis National Championships, the team has consistently finished top five, taking 4th overall in 2021 and 2nd overall in 2019.

Though a relatively young program, the mission and vision of San Diego State University Adapted Athletics has already made a mark in the world, and in the lives of the students.

A graduate of SDSU, and a two-time Gold medal winner in the wheelchair World Team Cup, Coach Hasterok says it well: "Our goal is to help our athletes not only sharpen their skills at tennis while earning a degree, but also to make certain they are prepared to take on challenges they may face in their adult lives."



Please share this article with anyone you know who may be interested in learning how adapted athletics can help turn someone's life around.



Hollister incorporated has a five-year commitment to support the San Diego State University Adapted Athletics program. With this commitment, two current or prospective students will receive scholarships to help pursue their academic and athletics goals. Hollister believes in the future of student athletes and the program directly aligns with our Mission to make life more rewarding and dignified for those who use our products and services.



**Top: SDSU Tennis Team Member Andrew Lee;
Middle: Taylor Becher, SDSU Track and Field;
Bottom: SDSU AA High Performance Supporters**

FEATURE STORY

The Adapted Advantage

San Diego State University AA tennis player Manny Gomez gives it his all win or lose

When Manny Gomez was in third grade his class took a field trip to the San Diego State University campus, and right then and there it became his dream school. Little did he know that his dream would come true in a way he never imagined.

An athletic high school varsity baseball star and cross-country runner, Manny was out of his league when an incomplete spinal cord injury put him in a wheelchair. His physical therapist, Katie, kept on his case to attend an adapted sports camp to see if anything piqued his interest. He finally signed up and discovered tennis.

"I liked how it's similar to baseball, but is also a challenging sport," says Manny. "I also liked how it could be an individual or team sport, since at first I wasn't ready to be on another team."

When he decided to go the college route, of course he chose his dream school—now because of the Adapted Athletics program. He's now a valued player on the Tennis Team and was selected as team captain by his coaches and teammates.

"What I like about the adapted program is how everyone involved in the program is there to help you," explains Manny. "The facilities and offerings are just amazing."



Manny is honored to be on the team and considers his coaches role models because they have been at the top level of the sport. And the expert advice they give shows him how to get there as well. He's definitely on the way.

One of Manny's greatest challenges is his mobility because his weight slows him down from pushing and getting around the court. But thanks to nutrition, strength and conditioning from SDSU AA's support team, he's not only dropping weight, but also getting stronger on and off the court. He prepares for a match with a good warm up and going through his game plan, but he also psyches himself up.

"From the moment I wake up, I mentally tell myself that I got this," says Manny. "And I know win or lose I will give it my all."

Off the court Manny is majoring in business administration and accounting, and currently has three businesses. He wakes up every morning with a smile on his face, grateful for San Diego State Adapted Athletics.

"Not only did Adapted Athletics help me get out of the dark place I was in, but I got to go to my dream school!!"



Manuel Gomez grew up in San Diego and is a Business Administration and Accounting major at San Diego State University. Captain of the SDSU AA tennis team, Manny finished second in Team play at the 2019 collegiate Wheelchair Tennis Nationals. He's also winner of Multiple A singles Wheelchair Tennis matches.



Please share this article with someone who could be inspired by Manny Gomez's "dream come true" story.

It's easy to inspire others with your story! We're looking for stories that may inspire others within the continence care community. If you have an interesting life's journey, tell us about it. We just might interview you, write up the story, and feature it in an upcoming eNewsletter. **It's that easy!**

Click here
to submit
your story!

PRODUCT TIPS

Ready for You. Simple to Use.

Relief you can count on whatever the day may bring

Whether your plans include a stay-at-home day or being out and about on your next adventure, the Onli™ hydrophilic intermittent catheter from Hollister may be a great choice for your daily routine.

The Onli catheter is pre-hydrated and ready to use right out of the package, so there's no waiting time, no extra steps required and no need to apply a lubricant! With packaging designed with a finger hole to be easy to open, and reduced spill and no stain on common fabrics (denim, linen and polyester), the Onli catheter is designed to provide a hassle-free and mess-free experience.

It's also designed for easy, everyday use—the Onli catheter has a balance of flexibility and rigidity to support ease of insertion without touching the catheter. On the 16" long version, the addition of a sliding ergonomic gripper further helps to keep the catheter from being touched and reduces the risk of bacterial contamination, while the funnel length and ability to be “flexed” (doubled over) help provide more control during insertion and removal.

Try the Onli catheter and see for yourself that whether your day is ordinary, or extraordinary, the Onli catheter is there for you.



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



What happens when you touch the catheter?



**UV light shows
bacteria you
cannot see.**

Unprotected Intermittent Catheter



Bacteria on your hands can transfer to the catheter.

Protected Intermittent Catheter



Ergonomic gripper protects the catheter from bacteria.

Disclaimer: Prior to use, be sure to read the Instructions for Use for information regarding Intended Use, Contraindications, Warnings, Precautions, and Instructions. Rx Only.



Please share this expert information with anyone you know who may benefit from using no-touch catheters.

COMMUNITY SPOTLIGHT

Pursuing Employment Without Fear

United Spinal Association provides resources for tracking down job opportunities

United Spinal Association's **Pathways to Employment (PTE) Program** is designed to support the pursuit of job opportunities for people with spinal cord injuries and disorders (SCI/D). PTE provides access to resources for people who want to return to work, including information about benefits, transitioning to employment, how-to guides, and guidance on removing barriers to employment and access to mentors who have successfully returned to work after injury or diagnosis.

The Pathways to Employment program also supports employers interested in ensuring that people with disabilities are represented in their workforce by providing guidance and resources in recruitment, onboarding, and accommodations through training and distributing job opportunities to our national network of members and chapters.

The Pathways to Employment program will give individuals the opportunity to:

- Interact with someone who has successfully adjusted to working with a disability
- Develop an employment plan
- Prepare for job interviews
- Learn self-advocacy skills
- Acquire reasonable accommodations

Our Pathways to Employment webpage features educational webinars and podcasts, a step-by-step guide to navigate the return-to-work process and a brand-new video library featuring short informational videos on topics including Positive Support for Job Interviews, How to Write a Functional Resume, and Fears of Returning to Work with a Disability.

Our Employment Resource Group meets every other Monday night at 5:00 pm ET to share tips, challenges, and successes, and offer support to one another throughout the employment journey. Find out more at unitedspinal.org/pathways-to-employment/.

Join us on September 30th at 2:00 pm ET for our Fall 2021 "Future of Work" event. This workplace inclusion event features United Spinal members sharing their work experiences and suggestions for employers looking to create more opportunities for people with disabilities eager to return to work. We also highlight important resources to assist individuals on their pathway to employment. You can register for this and other United Spinal events at unitedspinal.org/events-usa/.



Know someone who could benefit from everything United Spinal's Pathways to Employment Program has to offer? Share this article with them and their caregivers.

BROCK TALK

Living the Legacy

Brock Masters encourages youngster to add excitement and purpose to his life



For those of you who may not know, I am a wheelchair track-and-field coach with a team here in the midwest. In this eNewsletter I want to share a heartwarming story with you about a little guy I coach. I first met him and his parents a little over a month ago. He had recently celebrated a milestone birthday. And for his birthday, Mom and Dad decided to bring him to a track-and-field practice day, so he could see what it was all about.

As soon as I met him and his family, it was very clear to me that he was essentially my “Mini Me.” Just like him, I grew up with Spina Bifida, so he and I share a very similar health background and have very similar medical needs. Like me, he is not dependent on a wheelchair—which over time can create some complicated medical issues. For example, foot and leg anomalies due to surgical interventions, along with severe atrophy in the muscles can cause challenges. However, as I told his parents, those issues can certainly be managed with a proactive approach to care.

“It’s that kind of empathy and support that these youngsters have for each other that I find so incredible.”

—Brock Masters, Manager, Secure Start Services Continence Care

That day, his parents were elated to meet someone just like their son, and I think they saw in me a future for their son that they might not have otherwise thought possible. They had many, MANY questions for me, particularly about my teen years, which is when I first learned to self-catheterize. They asked about other things as well, like how I managed a bowel routine when I was young, and they had lots of general questions about healthcare. Most important, though, they asked about my interactions with friends and family, and especially about personal relationships and love as I matured and became an adult.

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BROCK TALK

Living the Legacy

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I spent that entire day working with him, and it was clear to me that he was an adapted sports natural in a racing wheelchair. We did some laps, practiced race starts, and worked on the proper technique for pushing a race chair. Then, the weekend before Memorial Day, he participated in his first sanctioned meet out of town. He raced a 60-meter dash; then a 100-meter in which he finished second! I thought that was amazing for his very first outing in a racing wheelchair; but when the race was over, he looked a bit sad. I said, "Hey speedster! Why are you upset? You came in second!"

"I just feel bad that I beat someone who's four years older than me," he said. "He must feel a little sad."

It's that kind of empathy and support that these youngsters have for each other that I find to be so incredible. He recognized that he has a gift and he didn't want to hurt anyone's feelings as a result.

I saw his dad last weekend at our weekly practice, and he thanked me for working with their son and told me that both he and Mom have seen an incredible change in their son over the past several weeks. Adapted sports and wheelchair racing have opened his eyes to see that there are other people in the world just like him.

I truly believe that success in athletics leads to success in so many other things, and I am truly grateful that Hollister supports the work I do to live our Mission through the power of service.

Lastly, I knew that his mom and dad were going to be working on him taking ownership of his own bladder management, so I sprang into action with my colleagues at Hollister! Thanks to the AMAZING resources found within Secure StartSM services, he is now learning how to self-catheterize—by using his very own Shadow Buddy. In



Brock and a friend at National Wheelchair Sports Camp

addition, his parents are trialing the VaPro Plus PocketTM No Touch Intermittent Catheter to help manage his care and reduce the likelihood of urinary tract infections. Thank you, Hollister and Secure Start services for all you do!

Last week, I brought my handbike to practice, so his dad could do a few laps with "The Lightning Bolt," which is what I call him now. I had tears of joy in my eyes as I watched father and son go around the track together. When they got back to the finish line, he said, "See, Dad. It's not as easy as it looks!" Dad had a huge smile on his face from that one moment in time that I am sure neither one of them will forget.



Brock Masters is Manager, Secure Start services Health Care Professional Continence Care & Ostomy at Hollister Incorporated. With a demonstrated history of working in the medical device industry, he holds a patent on an Adaptive Floating Flange for Ostomy Appliance. Brock has been personally using intermittent catheters since the age of 10 and understands the importance that support and encouragement provide to everyone in the continence care community.



Please share this uplifting article about Brock's unique outlook on life with someone you know who could use more support.

Disclaimer: Prior to use of VaPro Plus PocketTM No Touch intermittent catheters, be sure to read the Instructions for Use for information regarding Intended Use, Contraindications, Warnings, Precautions, and Instructions. Rx Only.

EVENT UPDATES

Awareness Month Tributes Highlight Fall Events



Spinal Cord Injury (SCI) Awareness Month

Each September, United Spinal Association pays tribute to **SCI Awareness Month** by promoting resources designed to educate others on challenges of people living life with a spinal cord injury, as well as advocating for those most important in our lives—family members and caregivers. This September use hashtags #UnitedSpinal, #WeRollUnited, and #SCIAwareness on your social media posts to share knowledge that includes SCI Facts & Figures, the SCI Resource Center, a Disability Etiquette PSA, Corporate Challenge and more!

If you would like to get involved or learn more about United Spinal, please visit unitedspinal.org for more information.



Spina Bifida Awareness Month

October is **Spina Bifida Awareness Month**—a time to commemorate the hundreds of thousands of people living with Spina Bifida. Every October, the Spina Bifida Association (SBA) shares stories from within the community while setting goals of raising awareness and support for those impacted by Spina Bifida. Many people may not be aware that Spina Bifida is the most common permanently disabling birth defect that is associated with life in the United States. The SBA encourages and inspires the Spina Bifida community to challenge themselves this October and find new ways to get involved while raising awareness and creating advocacy activities. For more information, visit spinabifidaassociation.org.



You can show your support for these organizations by sharing their Event Updates!

Be active by showing your support for the continence care community.

SECURE START CORNER

Meet the Smile Behind the Voice

The Hollister Secure Start services members are passionate about helping you over the phone or by email. Get to know this member of our team!



Wendi

The Secure Start services eNewsletter team had the opportunity to interview Wendi, Senior Continence Care Consumer Services Advisor. She has been with Hollister since 2017.

What is the most satisfying part of your job? For me, it is knowing that, at the end of each day, I have helped numerous individuals with difficult situations. I love helping a consumer obtain a better understanding of their needs and concerns and helping with their catheters and the ordering process.

What is your strongest trait that shines through when handling a difficult problem? With each call or email, I put myself in the user's shoes and imagine what type of response I would like to hear. My empathy shines through on these interactions, and we work together for an agreeable resolution. The consumer can tell I truly care about them and their well-being, and I will help in any way that I can.

Tell us about a memorable interaction you have had with a consumer. As a continence care consumer services advisor having compassion is equally as important as knowing the products. I recently had spoken with a consumer that I had called probably a half-dozen times

and left messages just to let him know I was here for him and explained what I could help him with in the future. He eventually called me back after months went by and said he had the utmost appreciation for my persistence. It was a sobering moment to hear when he told me it was the lowest point in his life after his injury. Knowing that I continued to call and would not give up trying to reach him made a world of difference, and he simply called to thank me for that. That really meant a lot to me.

Are you involved with volunteering for any organizations? Yes! Recently, I was honored to attend a virtual United Spinal Association meeting and was available for a Q&A session, along with volunteering at the Abilities Expo as a representative of Hollister.

Have you ever taken part in an activity that "pushed you past your comfort zone"? Oh yes, and it proved to be the foundation of my career. I had an internship in college at a department store. I thought being a young woman interested in fashion that the store manager would put me in the women's clothing departments. To my surprise, they had me unload merchandise from the trucks, press them, and tag them. It was at this job that I learned to appreciate all the hard work performed "behind the scenes" at a lot of jobs that people may not think about. Just like at Secure Start services, we all work hard behind the scenes for the people we serve.

Did you have a lifelong dream, and were you able to achieve it? My lifelong dream was to be a mom and have a job that was rewarding which would allow me to help others. I would say I have attained it!

Remember, if you have a question about continence care, Wendi and the rest of the Hollister Secure Start services team are here to help.

Please call us at **1.888.808.7456** to speak with a dedicated Consumer Service Advisor today. Our office is open from Monday through Friday 8 AM – 5 PM CT.



Please share this article with anyone you know who may benefit from Hollister Secure Start services.

HOLLISTER SECURE START SERVICES BENEFITS

Share Your Experience

Hollister Secure Start services members appreciate the personal touch they receive from our knowledgeable representatives.

“Thank you so much for always listening. Your kindness, compassion, and knowledge are appreciated more than you know.” – Leslie

“Each Secure Start services representative I have talked with has given me emotional support when I thought I was ready to give up.” – Caroline

Would you like to share an experience you had using our free personalized services? Your testimonial could be featured in a future issue of the eNewsletter.

Click and submit your comment today!



Please share this article with anyone you know who has used Hollister Secure Start services.

The testimonials presented are representative of their experiences, but the exact results and experience will be unique and individual to each person.

Is It Time to Place an Order for Your Continence Care Supplies?

Let the Hollister Secure StartSM services team help you locate a national supplier that is in-network with your insurance(s) to receive your Hollister products. Over the years, Hollister has built relationships with several mail-order suppliers across the country and we can assist in helping find the right company for you. These suppliers will work with your insurance companies and doctors to ensure you receive the products you need in a timely manner. You can find a supplier at any point in your journey, regardless of the brand of product you use.

Please call us at **1.888.808.7456** to speak with a dedicated Consumer Service Advisor today. Our office is open from Monday through Friday 8 AM – 5 PM CT.





Please share this helpful tip with your caregiver and anyone you know who uses continence care products.

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.sportsnspokes.com

Youth Rally

www.youthrally.org

University of Alabama Adapted Athletics

www.alabamaadapted.com

San Diego State Adapted Athletics

ens.sdsu.edu/sdsu-adapted-athletics

Click here to download past issues of the Hollister Secure Start services eNewsletter





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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Libertyville, Illinois 60048 USA

www.hollister.com

The information contained in this newsletter is provided as general information only and is not intended to be medical advice. Please see our website for the most up to date information, as guidance can and does sometimes change. Always follow product Instructions For Use and ask your health care professional for more information.

Hollister Secure Start services are free of charge, and there is no obligation to purchase anything to receive them. Product samples are provided for the patient's trial use and cannot be resold or billed. There is no obligation to accept samples or participate in insurance-matching to identify supplier options. Hollister Incorporated reserves the right to change Hollister Secure Start services at any time.

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Disclaimer: Prior to use of Onli™ or VaPro Plus Pocket™ No Touch intermittent catheters, be sure to read the Instructions for Use for information regarding Intended Use, Contraindications, Warnings, Precautions, and Instructions. Rx Only.

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